

28 September 2026

CABINET – 6 OCTOBER 2026

A meeting of Cabinet will be held at 6.00pm on Tuesday 6 October 2026 in the Council Chamber at the Town Hall, Rugby.

Members of the public may also view the meeting via the livestream available on the Council's website.

Dan Green
Chief Executive

A G E N D A PART 1 – PUBLIC BUSINESS

1. Appointment of Chair for the meeting – to appoint a Chair for this meeting only.
2. Minutes – to approve the minutes of the meeting held on 8 September 2026.
3. Apologies.

To receive apologies for absence from the meeting.
4. Declarations of Interest.

To receive declarations of –

(a) disclosable pecuniary interests as defined by the Council's Code of Conduct for Councillors;

(b) other registrable interests as defined by the Council's Code of Conduct for Councillors; and

(c) non-registrable interests as defined by the Council's Code of Conduct for Councillors.

Note: Councillors are reminded that they should declare the existence and nature of their interests at the commencement of the meeting (or as soon as the interest becomes apparent). If that interest is a disclosable pecuniary interest, the Councillor must withdraw from the room unless one of the exceptions applies.

5. Question Time

Notice of questions from the public should be delivered in writing or by e-mail to the Chief Executive at least three clear working days prior to the meeting (no later than Wednesday 30 September 2026).

6. Matters referred from Scrutiny Committee or Full Council.

Growth and Investment Portfolio

7. Coton Park East Design Code – consultation draft.

Partnerships, Health and Wellbeing Portfolio

Nothing to report to this meeting.

People, Resources and Governance Portfolio

Nothing to report to this meeting.

Communities, Housing and Safety Portfolio

8. Tenant Satisfaction Measures: Results for 2025-26.

Environment and Climate Portfolio

9. Brandon Stadium - approval to issue Soft Market Testing Pack.

Customer and Digital Portfolio

Nothing to report to this meeting.

The following item contains reports which are to be considered en bloc subject to any Portfolio Holder requesting discussion of an individual report

Nothing to report to this meeting.

PART 2 – EXEMPT INFORMATION

There is no business involving exempt information to be considered.

Any additional papers for this meeting can be accessed via the website.

The Reports of Officers are attached.

Membership of Cabinet:

Councillors Robinson (Chair), C Edwards, S Edwards, McKenzie, I Mistry, O'Rourke, Pimm and Roodhouse.

CALL-IN PROCEDURES

Publication of the decisions made at this meeting will normally be within three working days of the decision. Each decision will come into force at the expiry of five working days after its publication. This does not apply to decisions made to take immediate effect.

Call-in procedures are set out in detail in Standing Order 15 of Part 3c of the Constitution.

If you have any general queries with regard to this agenda please contact Claire Waleczek, Democratic and Support Services Manager (01788 533524 or e-mail claire.waleczek@rugby.gov.uk). Any specific queries concerning reports should be directed to the listed contact officer.

AGENDA MANAGEMENT SHEET

Report Title: Coton Park East Design Code - consultation draft

Name of Committee: Cabinet

Date of Meeting: 6 October 2026

Report Director: Strategic Director - Place

Portfolio: Growth and Investment

Ward Relevance: Coton and Boughton; and Clifton, Newton and Churchover

Prior Consultation: Engagement sessions have been undertaken with representatives from local residents' groups, Newton & Biggin Parish Council and ward councillors in the development of this design code.

Contact Officer: Imogen Lewis, Graduate Planning Officer
imogen.lewis@rugby.gov.uk / Neil Holly, Development Strategy Manager
neil.holly@rugby.gov.uk

Public or Private: Public

Report Subject to Call-In: Yes

Report En-Bloc: No

Key Decision: Yes

Corporate Priorities: This report relates to the following priority(ies):
☒ A Healthier Rugby – To support people to live healthier, longer, and more independent lives.
☒ A Thriving Rugby – To deliver a thriving economy which brings Borough-wide investment and regenerates Rugby Town Centre.
☒ A Greener Rugby – To protect the environment and ensure the Borough adapts to climate change.
☐ A Fairer Rugby – To reduce inequalities and improve housing across the Borough.
[Corporate Strategy 2025-2035](#)
☐ This report does not specifically relate to any Council priorities but N/A

Summary: This report recommends that the draft Coton Park East Design Code be approved for public consultation

Local Government Reorganisation Implications:	No implications
Financial Implications:	The costs of the consultation will be limited to the cost of the press notice and postages. These will be met within the existing Development Strategy budget which includes a budget line of £200 for postages. This has been agreed by the Chief Office for Finance and Performance.
Risk Management/Health and Safety Implications:	No implications
Environmental Implications:	A Climate Change Impact Assessment is attached (Appendix 1).
Legal Implications:	It is intended that the final Coton Park East Design Code (i.e. as amended post consultation) would be endorsed/adopted as non-statutory guidance to shape development schemes on land at Coton Park East. Unlike the previous South West Rugby Design Code, it will not be possible to later adopt this document as a Supplementary Planning Document (SPD) as the ability to adopt new SPDs was removed from councils with effect from 30 June 2026 under The Levelling-up and Regeneration Act 2023 (Commencement No. 11 and Saving and Transitional Provisions) Regulations 2026. In view of prior engagement with community representatives while preparing the draft design code document, a 4-week public consultation is proposed. The Coton Park East site is a proposed allocation in the submission Rugby Borough Local Plan 2025-2042. At the time of writing the plan is in examination with hearing sessions scheduled for November and December. It is possible that the design code would need to be amended to reflect modifications made to the site allocation policy at the behest of the Inspectors through the plan examination process.
Equality and Diversity:	An EQIA is attached (Appendix 2).
Options:	Option 1 – Cabinet approves the Coton Park East Design Code (Appendix 3) for public consultation.

Option 2 – Cabinet does not approve the Coton Park East Design Code for public consultation.

Recommendation:

- (1) The draft Coton Park East Design Code (Appendix 3) be approved for 4 weeks' public consultation; and
- (2) delegated authority be given to the Strategic Director for Place to make minor amendments as necessary to the document before it is published for public consultation.

Reasons for Recommendation:

To invite feedback on the design code which seeks to guide and improve development on land at Coton Park East, proposed for allocation in the emerging local plan for employment uses.

Cabinet - 6 October 2026

Coton Park East Design Code - consultation draft

Public Report of the Strategic Director - Place

Recommendation

- (1) The draft Coton Park East Design Code (Appendix 3) be approved for 4 weeks' public consultation; and
- (2) delegated authority be given to the Strategic Director for Place to make minor amendments as necessary to the document before it is published for public consultation.

1. Executive Summary

1.1 This report is seeking approval to consult upon a draft design code for Coton Park East for a period of four weeks. The design code has been prepared pursuant to the requirement for a design code in the emerging local plan annex. It provides design parameters for development of the site for employment uses, responding to feedback received through the emerging local plan process, and further engagement with local community representatives as outlined in this report. It is being brought forward ahead of the conclusion of the local plan process so that it can be a material consideration in the determination of planning applications on the site, with an outline planning application now received.

2. Background

2.1 A design code is a set of concise principles and parameters which should be illustrated and measurable wherever possible. It sets out requirements for development, in addition to other principles which will be appropriate in some circumstances. The National Planning Policy Framework (NPPF) encourages local planning authorities to prepare and use design codes for their areas.

2.2 Land at Coton Park East (site 64) is proposed for allocation within the emerging Rugby Borough Local Plan (subject to examination) for employment uses. This is a change from the adopted local plan (2011-2031) which allocated this land for residential development. A number of 'development requirements' are set out in the annex to the emerging plan, which aim to shape key aspects of development proposals. One of these requirements notes that a design code for the site is to be prepared, and that proposals shall accord with this code. The decision to produce a design code for this site was informed by feedback received during the Regulation 18 consultation on the emerging Local Plan. This identified concerns around the impacts of the proposed development on local residents.

2.3 The proposed allocation of site 64 in the emerging local plan attracted 52 representations, on behalf of 641 people or organisations, arguing that this allocation is unsound in the most recent public consultation on the local plan (Regulation 19). The most frequently raised matters/concerns of residents highlighted in these representations include:

- Loss of green space with landscape and environmental impacts
- Impacts on nearby properties – noise, traffic, light, amenity
- Highway impacts
- Potential increased flood risk
- Impact on safety at Rugby Free Primary School

Further information is available in the [Consultation Statement Addendum \(April 2026\)](#).

2.4 The draft Coton Park East Design Code has been produced to guide design of this site for employment uses and respond to the concerns of local residents as far as possible. It is being brought forward ahead of the adoption of the local plan, as it was identified that an early planning application on the site was likely, and indeed an application has been submitted during the preparation of the design code.

3. Engagement in the production of the Coton Park East Design Code

3.1 To inform the preparation of the design code, engagement sessions were held. The first workshop with representatives of local residents' groups (identified through local plan representations) and Newton and Biggin Parish Council was held on 3 June 2026 and sought to identify and discuss the key opportunities and constraints of the site. A separate session was also held with the ward councillors.

3.2 The key themes and resulting actions from the first engagement session are summarised in the table below:

	Points raised	Action taken
Movement	Request for joined up routes (including PRoWs) which are pleasant to use, safe and provide key routes between Coton Park housing, Newton and Rugby Free Primary School.	A connected network of non-vehicular routes is being proposed, which retains PRoWs and provides access between Newton and the school.
	HGV routing needs to be carefully planned, minimising movement near the school and separating access routes for large and small buildings.	Two options have been produced for HGV access for the consultation: • Main HGV access from Castle Mound Way and access to smaller units from Central Park Drive

		• All HGV access from Castle Mound Way and only bus route connected to Central Park Drive
	Concern around interactions between potential HGV movements and nonvehicular movement, including at junctions and where the two are located alongside each other.	Proposals for street design have been developed which address the relationship of people with vehicles and incorporate soft landscaping. Design principles for street crossings are also being established.
Open space and nature	Desire for wildlife corridors that connect within the site and to features/other corridors beyond the site. Green spaces that are complementary to the surroundings and provide space for leisure.	A network of green corridors is proposed, which connect areas within the site and beyond. These are associated with existing hedgerows and the existing water course through the site. Open space is proposed to be co-located with the north-south green corridor and PRowS. Landscape areas are proposed to have different characters according to where they are on the site and their purpose.
Visual impact and amenity	Need to consider distant as well as close views. Concern around Building heights and impact on sensitive edges such as Newton Lane and housing to the south	Built form is proposed to respond to its context in relation to both height and other built form aspects such as setbacks. Both distant and close views have been taken into account in the supporting landscape and visual work. Particular focus is being given to the edges along the east and south of the site, which have relationships with Newton Lane, Newton, the Great Central Walk, the residential area of Coton Park and Rugby Free Primary School.
	Comments on more detailed aspects such as lighting, noise, signage and colours.	The design code aims to address the physical form of the development, the principles for which are currently being developed. Some of the more technical aspects or those which concern construction of proposals will be more

		appropriately addressed through the planning application process.
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3.3 A follow up session was held on 2 September 2026 and focused on gathering feedback on the draft design code content, including the principles relating to movement, built form and the natural environment/landscape. Once again, a separate session was also held with the relevant ward councillors.

3.4 Key themes arising from the session are summarised below. Comments will be further taken into account when reviewing all consultation responses and producing the final design code.

	Points raised
Movement	Indicative bus route could also act as an emergency access – this would double up as a secondary access in emergencies to the Coton Park residential estate to the south which currently only has one access road
	Comments around measures to ensure any restricted routes are only used by the vehicles they are intended for
	Some expressed preference for single-access framework due to reduced traffic volumes past the school
Open space and nature	Concerns around effective maintenance of buffers and landscaping measures over the longer term
	Positive feedback on the prominence of the green corridor, inclusion of different natural environment types
	Some expressed preference for dual-access framework due to protection of the green corridor and open space from vehicle movements
Visual impact and amenity	Positive feedback on the 30m buffer, level changes and proposed tree planting
	Positive feedback on the proposed building heights and proposed step downs
	Continued support for using graduated coloured cladding
	Concerns around flood risk and impact of the development on residential areas further south which are already at risk of flooding

4. What does the draft design code cover?

4.1 The draft design code focuses on 3 of the 10 characteristics of a successful place as identified in the National Design Guide:

- Movement – including active travel, vehicular movement and parking
- Nature, landscape and public space – including open space, buffers and boundaries; street types and cross sections and other public spaces
- Built form – including building heights and materials

4.2 These were identified as most relevant to this project based on the nature of the proposed use, the views expressed in the local plan consultation and in the engagement sessions highlighted above in this report.

4.3 A Landscape and Visual assessment produced by a specialist consultant has underpinned the design work, and specialist consultants on matters on each of the topics identified in paragraph 4.1 have contributed to the content of the draft design code.

5. Timing of the Coton Park East Design Code

5.1 The draft Coton Park East Design Code has been prepared ahead of the examination of the emerging local plan, and therefore ahead of the allocation of the development site for employment uses. The principal reason for this is that it was understood that a planning application ahead of the local plan adoption was likely. A hybrid planning application for the site has since been received and was validated on 20 August 2026 with a Planning Performance Agreement in place.

6. Next steps and status of the Coton Park East Design Code

6.1 The Coton Park East Design Code is being prepared as non-statutory guidance, in order that it may be a material consideration in the determination of planning applications on the site.

6.2 If the draft Coton Park East Design Code is approved for consultation, it is envisaged that a final version (amended as appropriate post consultation) would be presented to Council for approval. Although endorsement by Council isn't constitutionally required (endorsement could be by Cabinet) alone, adoption by Council is proposed to ensure that the weight that can be given to the design code is maximised.

6.3 Unlike the adopted South West Rugby Design Code, the Coton Park East Design Code cannot be adopted as a Supplementary Planning Document (SPD). This is because changes to the plan-making system ended the ability of councils to adopt new SPDs as of the end of June 2026. In any event, there is not currently an adopted allocation policy for the design code to 'supplement'. The reasons for the timing of bringing the design code forward now are discussed above in this report.

Name of Meeting: Cabinet

Date of Meeting: 6 October 2026

Subject Matter: Coton Park East Design Code - consultation draft

Originating Department: Place

DO ANY BACKGROUND PAPERS APPLY ☐ YES ☒ NO

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

☐ Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A

Appendix 1

Climate Change and Environmental Impact Assessment

Coton Park East Design Code

For Cabinet on 6 Oct 2026

Approved by	Neil Holly, Development Strategy Manage
Policy being assessed	Coton Park East Design Code
Service Area	Growth & Investment
Is this a new or existing policy/service	New
Name of Officer completing the assessment	Imogen Lewis
Timeline for policy/service delivery	The production and endorsement of this document is due to take place this year (2026). The document will be for use when assessing planning applications on the site. An outline planning application has been submitted, which is due to be determined this year. This will be followed by a reserved matters application at some point in the future (timing currently unknown). The design code will be utilised in the determination of both applications.
Climate Change and Environmental Impact Assessment Review Team	Abigail Murphy
Date of this assessment	3 Sep 2026
Date of review	6 Oct 2026

Section 1: Summary of Policy/Service and Climate Change and Environmental Impacts

The Coton Park East design code has been prepared pursuant to the requirement for a design code in the emerging Local Plan annex. It seeks to address key design parameters for development of the site for employment uses, responding to feedback received through the emerging local plan process, and informed by engagement with local community representatives.

In developing this design code, specialist input has been provided on matters of movement and active and sustainable travel, and landscape and ecology. Whilst this assessment indicates 'no impact' with regard to some climate indicators, the document has been developed with the aim of uplifting the quality of development proposals in respect of these key climate matters, amongst others. No impact and/or monitoring is recorded for some areas because the design code itself cannot guarantee these impacts nor is the impact of the creation of a design code quantifiable.

Section 2 – How will the Policy/Service impact RBC's greenhouse gas emissions

Scope 1 Emissions

Direct emissions from council owned resources, for example through boilers or vehicles.

Nature of impact	No Impact
Description of impact	The design code does not relate to council owned resources
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	

Scope 2 Emissions

Indirect emissions occurring at the location energy is produced for council activities. This would generally be the change in electricity usage.

Nature of impact	No Impact
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Description of impact	The design code does not relate to energy production for council activities.
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	

<u>Section 3 – What is the impact of the policy/service in relation to RBC's Climate Strategy</u>	
Workplaces and the Economy	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Transport	
Nature of impact	Positive

Description of impact	The design code sets out aspirations and expectations for walking and cycling routes within the site which connect between key nearby land uses such as residential development in Coton Park, the village of Newton and the Rugby Free Primary School. This aims to encourage active travel by local residents and reduce the use of private vehicles when travelling between these locations, mostly notably in relation to home-to-school travel. Pleasant onsite walking and cycle routes and bicycle storage could also encourage non-car modes of commuting. Both of these aspirations would reduce the emissions associated with use of the private car. The direct result of the design code is not known but it could result in a better outcome in relation to encouraging active travel and reducing use of the private car than would have otherwise been the case without the design code.
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	No monitoring proposed because it is not possible to quantify and attribute the impact of the design code - any impacts would come from the development itself and be monitored as required as part of the development management and monitoring process.
Natural Environment	
Nature of impact	Positive
Description of impact	The design code sets out aspirations for a green corridor within the site which would support wildlife and protect the existing watercourse. The retention of existing hedgerows and other green infrastructure is also prioritised. Drainage features are also encouraged to be designed so they support local ecosystems and facilitate nature education rather than being purely functional. The code encourages a variety of landscape types including wetland meadows around drainage systems, woodland edges and buffers to minimise visual impact, and central grassland landscape within the main green corridor and areas of public open space. The result of the design code is not known but it could result in a better outcome in relation to the natural environment than would have otherwise been the case without the design code.
Any actions or mitigation to reduce negative impacts	

How will the impact be monitored?	No monitoring proposed because it is not possible to quantify and attribute the impact of the design code - any impacts would come from the development itself and be monitored as required as part of the development management and monitoring process.
Homes and Energy	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Waste, Resources and the Circular Economy	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Climate and Nature Positive Communities	
Nature of impact	Positive

Description of impact	The draft design code has been shaped by two rounds of engagement with representatives from the local community. This included discussions around opportunities to minimise and mitigate potential harms relating to climate and the environment from the development, with many residents considering these aspects to be a priority. The drainage systems are also encouraged to create opportunities for nature education as part of a wetland meadow landscape area.
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	Not applicable.
Adaptation	
Nature of impact	Positive
Description of impact	The design code sets out aspirations for tree-lined streets and the inclusion of woodland planting and green landscaping. If implemented, this would support urban cooling in hotter summers and support drainage during wetter winters. The result of this is not known but it could result in a better outcome in relation to the natural environment from the development proposal than would have otherwise been the case without the design code.
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	No monitoring proposed because it is not possible to quantify and attribute the impact of the design code - any impacts would come from the development itself and be monitored as required as part of the development management and monitoring process.

Section 4 – Review

Review Date	6 Oct 2026
Key points to be considered through review	
Review Summary To be completed following the review	

Supporting Documents	
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Appendix EQUALITY IMPACT ASSESSMENT (EqIA)

Coton Park East Design Code

For Cabinet on 6 Oct 2026

Approved by	Neil Holly
Policy being assessed	Coton Park East Design Code
Service Area	Growth & Investment
Name of Officer completing the assessment	Imogen Lewis
Other Officers involved	Abigail Murphy
Date of this assessment	3 Sep 2026
Date of review	6 Oct 2026

<u>Stage 1 – Policy to be analysed</u>	
(1) Describe the main aims, objectives and purpose of the Policy?	This assessment concerns the draft design code for employment development at Coton Park East. The design code has been prepared pursuant to the requirement for a design code in the emerging local plan annex (reference: site 64). It seeks to address key design parameters for the development of the site for employment uses, responding to feedback received through the emerging local plan process, and from further engagement with local community representatives. It is being brought forward ahead of the conclusion of the local plan process so that it can be a material consideration in the determination of planning applications on the site, one of which has now been received and is awaiting determination. The design code aims to raise the overall design quality of the site and reduce landscape and visual harms, and minimise impacts on neighbouring land uses, including residential properties.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	The document is being produced pursuant to the requirement for a design code in the emerging Local Plan annex, delivery of which is named as a key objective in achieving a 'thriving Rugby'. The design code aims to establish clear design parameters for employment development on the site, in doing so aiming to improve the quality of employment development on the site and enabling us to make more effective and informed decisions regarding the planning applications on the site. A design code is also a way for local residents to be involved in a development before the determination of a planning application. Achieving higher quality places has associated social, environmental and economic benefits.
(3) What are the expected outcomes you are hoping to achieve?	Greater clarity regarding expectations for development on the site for all parties including local residents, applicant(s) and the RBC planning team. Higher quality development, with associated social, environmental and economic benefits. More proactive involvement of local residents in the development.

(4) Does or will the policy affect: • Customers • Employees • Wider community or groups	Customers, Wider Community or Groups The policy will initially principally impact the applicants and developers of the Coton Park East site, by introducing a new material consideration in the determination of the planning application for development of the site. Wider community or groups that are likely to be impacted by development at Coton Park East may be positively affected by the production of a design code as one of the objectives of the design code is to shape the development to be a 'better neighbour' to those living nearby. Residents groups and parish councils have been invited to engage in the development of the design code to enable local aspirations to inform the code and help manage impacts of the development on residents. There will also be a period of formal public consultation before the design code goes to Council.
(5) Will the policy involve substantial changes in resources?	No
(6) Is a full Equality Impact Assessment needed? If no, please give reason why.	Yes



(7) Please describe how the policy will meet the aims of the Equality Duty: a. Eliminate unlawful discrimination, harassment, victimisation and any other unlawful conduct prohibited by the act b. Advance equality of opportunity between people who share and people who do not share a relevant protected characteristic c. Foster good relations between people who share and people who do not share a relevant protected characteristic	The design code seeks to improve public involvement in the planning process which will support positive equality outcomes and ensure that any one group is not disproportionately disadvantaged by the development proposals and that all will have equal access to positive development outcomes.
<u>Stage 2 – Evidence about user population and consultation</u>	
(1) What does the data tell you about the groups this policy impacts?	The decision to produce a design code for this site was informed by feedback received during the Regulation 18 consultation on the emerging Local Plan. This identified concerns around the impacts of the proposed development on local residents. The approach is also supported by national planning policy which encourages the use of design codes and guidance documents for complex sites to deliver good design and placemaking outcomes - see policy DP1 of NPPF (2026).
Additional evidence can be found:	

(2) Have you consulted or involved those groups that are likely to be affected by the policy you want to implement? If yes, please state which groups were involved in the consultation and what were their views and how have their views influenced the policy? If you have not consulted or engaged with communities that are likely to be affected by the policy, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary	Yes We have held two engagement sessions with representatives from Newton & Biggin Parish Council and from two residents groups in the affected area. These were held in Newton Village Hall on 03 June and 02 September 2026. We also held two sessions at the Town Hall for relevant ward councillors. A meeting is scheduled with the developer for 07 September. Participants at the engagement sessions told us of the importance of retaining useable green space for local residents, protecting wildlife, reducing traffic volumes close to the school, and minimising the impacts on houses close to the development site. The design code has been informed by these views and includes expectations for a prominent green corridor, a movement network which minimises traffic past the school, a 30m buffer with sensitive neighbouring uses such as housing, and proposed building heights and design principles which will reduce the visual impact. Further feedback will be gathered through the public consultation and amendments will be made accordingly.		
Stage 3 – Analysis of impact			
(1) <u>Protected Characteristics</u>	Protected Characteristic	Nature of Impact Positive, Negative, Both	Explain why

From your data and consultations, are there any positive or negative impacts identified for any particular group? If left blank, this means that no impacts have been identified for this group.	Age	Positive	The design code seeks to create an expectation for a movement strategy which will minimise traffic movements past the primary school. Where implemented, this would particularly affect younger people attending the school.
	Disability	Positive	The design code sets parameters for desirable path forms which would be suitable for different types of active travel including wheeling. This seeks to make the development more inclusive to those with mobility issues and/or a disability.
	Sex		
	Gender reassignment		
	Marriage/civil partnership		
	Pregnancy/maternity	Positive	The design code sets parameters for desirable path forms which would be suitable for different types of active travel including wheeling, making the development more accessible to buggies.
	Race		



	Religion/belief		
	Sexual Orientation		
(2) <u>Cross cutting themes</u>	Description of impact	Nature of impact Positive, Negative, Both	Explain why
	Socio-economic e.g.: child poverty, income level, education level, working hours/occupation, family/social support, access to good nutrition		
	Environmental e.g.: housing status, transport links, geography, access to services, air quality, noise pollution	Positive	The design code seeks to retain an area of public open space and control traffic levels.
(4) Are there any barriers to accessing the service? If yes, how can they be overcome?	No		
(5) What data will be collected to analyse impact? How will the data collected be used?	No data is proposed to be collected on equalities impact of the design code as any impacts would not be easily attributed to the code itself and would come from the development i.e. it cannot be known whether these impacts would have arisen without the design code. The development will be required to comply with the planning conditions associated with the permission but to what extent this will reflect the aspirations of the design code remains unknown.		

(6) Complete this section if any adverse impacts were identified in 3.1. Outline any actions that will be taken to remove or mitigate the adverse impacts identified in 3.1 to ensure that no discrimination is taking place. If removing or mitigating the impact is not possible, you may in certain circumstances, justify the discrimination. If that is the case, please give evidence for why justifying is possible in this case.	
Stage 5 – Review not to be completed on initial assessment	
(1) What evidence of impact has been collected?	
Additional evidence can be found:	
(2) Were the impacts as expected from the original EqIA?	
(3) Will there be any changes made as a result of this review?	



Certificate of completion

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Summary

Document name: Appendix Equality Impact Assessment Coton Park East Design Code.pdf
Document ID: 77b5987b-0110-402b-9286-82e4221556c7 Status: Completed
Document pages: 8 Time zone: (UTC+01:00) BST Europe/London

Sender

Rebecca Ewers Sent: 03 Sep 2026 15:14
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[Name not provided]

Neil.Holly@rugby.gov.uk
Sent: 03 Sep 2026 15:14
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Field changes *Fields changed by the signer are listed below. Coordinates are x, y pixels from the top left corner of the page.*

Field	Page	Coordinates	Previous value	New value
Signer name	1	308, 226	<blank>	Neil Holly



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Produced by

Rugby Borough Council



Transport consultant

Momentum



Urban design and landscape consultant

Node Urban Design



Version	Date
Draft for consultation	28.08.2026
Draft REV A for consultation	08.09.2026
Draft REV B for consultation	22.09.2026

INTRODUCTION

Introduction and policy context

Coton Park East

Coton Park East is located approximately 4km to the north east of Rugby town centre, to the east of the existing Coton Park employment park and to the immediate south of the M6 (see location plan fig 1).

This design code applies to land within the allocation at Coton Park East (35.97ha). Coton Park East is allocated for circa 115,000 sq. m of employment floorspace within the proposed submission Local Plan 2025-2042 (January 2026).

The key objectives of this design code are to coordinate the design of development across the area, and to raise the overall quality of place. It seeks to reduce where possible proposed landscape and visual harm, together with impact on neighbouring land uses.

It focusses on key design characteristics, providing guidance on coordination and quality in relation to movement, nature/landscape/public space and built form.

Local Plan Submission Draft 2025-2042 (January 2026)

The local plan submission draft 2025-2042 allocated the site for circa 115 000 sq.m of employment floorspace with the development requirements. At the time of writing the local plan is in examination and the development requirements may be modified during that process with knock-on implications for the design code.

- Provision of at least 0.75ha of land immediately adjacent to Rugby Free Primary School to provide school playing fields/sports facilities and a forest school.
- Provision of 4,000m2 of space in smaller units of up to 1,500m2 for small and medium sized businesses. These smaller buildings should be located at the southwestern corner of the site to better relate to the scale of existing employment buildings on Central Park Drive and to reduce impact on adjacent homes.
- Provision of overnight lorry parking facilities sufficient to cater for the anticipated use of the units.

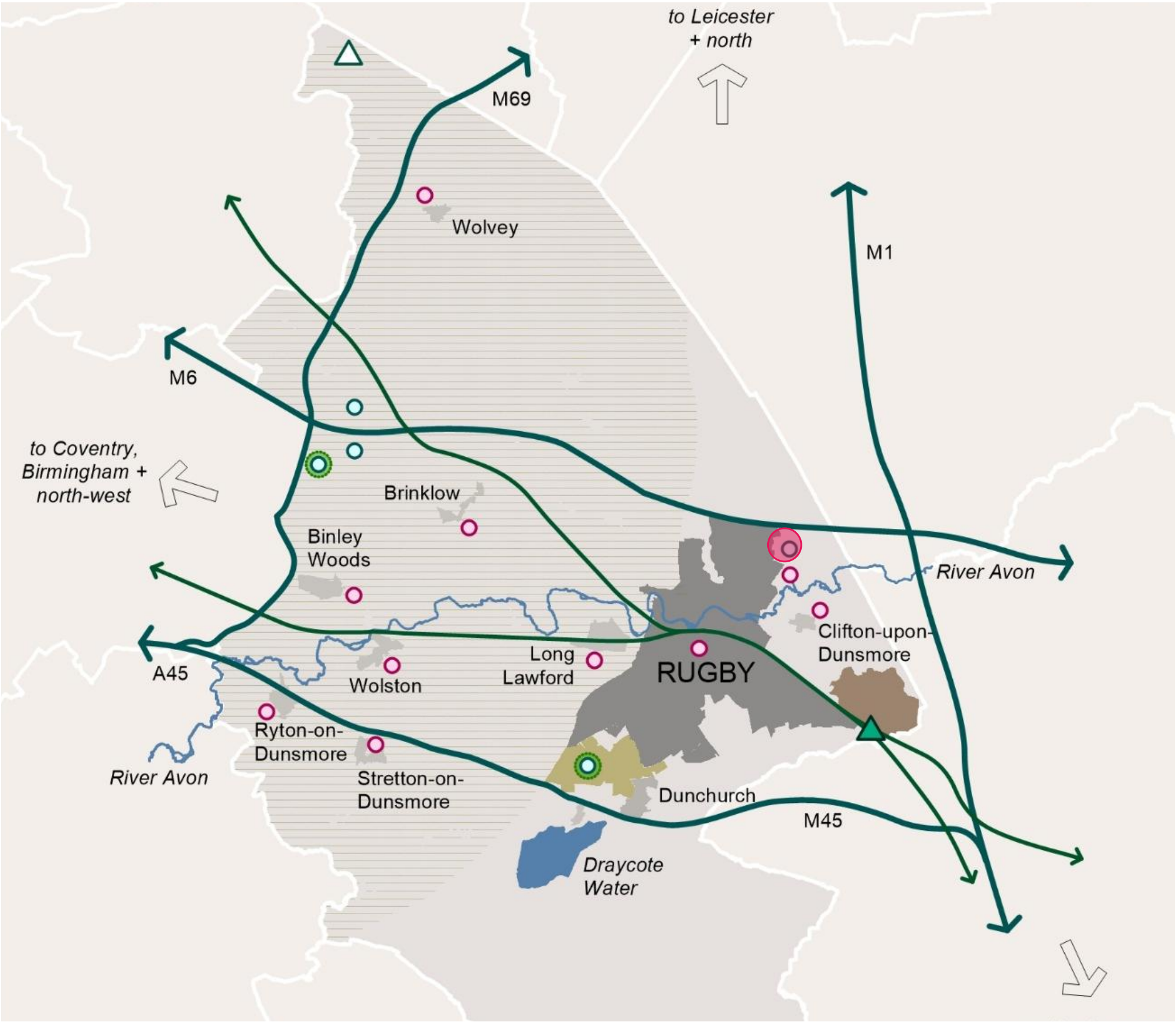


figure 1 | nts | key objectives diagram | source: rugby borough local plan

Introduction and policy context

Site ID 64: Site Allocation Coton Park East, Rugby Development requirements.

- Pedestrian and cycle permeability through the site. Access improvements to Great Central Walk.
- Two main vehicular points of access to the site shall be created from Castle Mound Way and Central Park Drive. Larger units which will be focussed away from the south western corner of the site shall be accessed from Castle Mound Way. Smaller units which will be located in the south west of the site can be accessed from Central Park Drive. This will limit conflict between commercial traffic and parents and children accessing Rugby Free Primary School. It will also prevent noise, vibration and air quality impacts of heavy traffic on children using outdoor spaces at the school.
- The site layout shall allow for a bus, pedestrian and cycle only connection between the extended Central Park Drive and Vervain Drive to the south. This will provide the ability for a future bus route to run through the site.
- The development shall accord with the Coton Park East Design Code (this document).
- The development will need to demonstrate an appropriate relationship with adjacent residential properties on its southern boundary. It is anticipated this will be achieved by locating lower, smaller footprint buildings in this part of the site, setting back from this edge and reinforcing landscaping. The site's eastern boundary with Newton will also need careful consideration informed by landscape assessment with the need to consider reinforced landscaping and building heights.
- The existing Public Rights of Way (PROW) must be maintained, and the design of the development must ensure they are pleasant to use. Wherever possible PROW should be routed through public open space, be segregated from roads, and be well overlooked. PROW should be maintained on their existing lines, with diversions only occurring where this is not practicable. PROW should be accessible to as many people as possible, including those who are disabled or less mobile.
- Contributions may be required towards delivery of the cycle route network improvements identified in the Local Cycling and Walking Infrastructure Plan (LCWIP), including R45 (footpath and underpass east of M6 J1), and R46 (Great Central Walk between Crowthorns and Newton).
- Contributions may be required towards the A426/Newton Manor Lane scheme identified in the Infrastructure Delivery Schedule and Strategic Transport Assessment which is likely to involve the partial signalisation of the roundabout, with signals added to the A426 North and A426 South approach arms and adjacent circulatory, as well as pedestrian crossing provision.
- Contributions may be required towards the A4071/B4112 Newbold Road scheme identified in the Infrastructure Delivery Schedule and Strategic Transport Assessment which is likely to involve widening the circulatory on the northern/eastern section of the roundabout, alongside updating road markings to separate traffic flows on the B4112 Newbold Road approach.

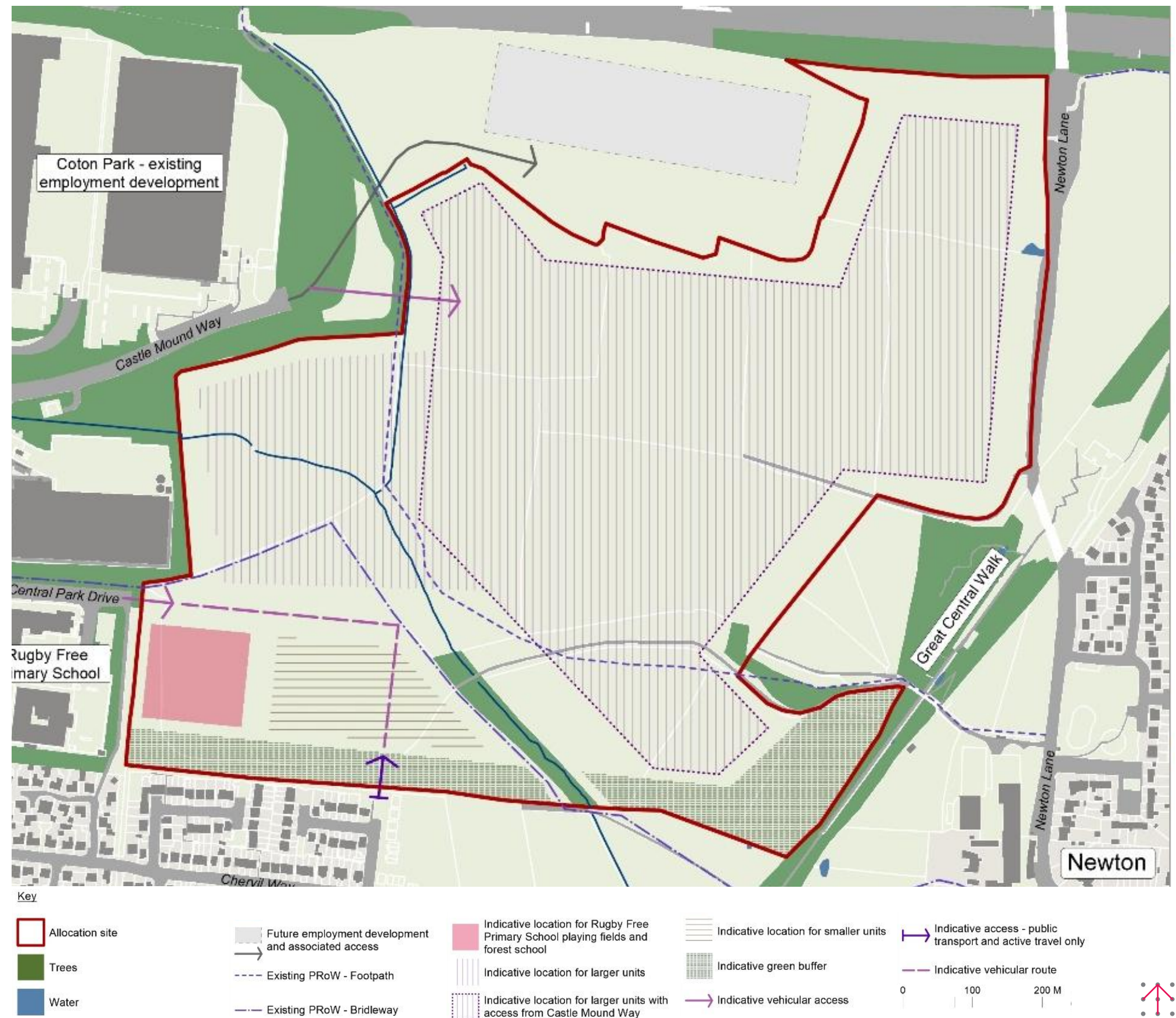


figure 2 | nts | local plan site development principles | source: rugby borough council

Purpose of this document

The purpose of this design code is to expand upon the site development principles included in the local plan submission draft 2025-2042 allocated the site for circa 115 000 sq.m of employment floorspace.

It is intended for use by applicants when developing proposals, and by development management officers when considering planning applications. In setting out clear design expectations, the code aims to achieve:

- Higher quality development
- Conversations about design earlier in the planning process
- Conversations with local residents about places that affect them
- Clarity and a level of certainty about what will be expected on the site
- Greater predictability in the planning process
- Consistency through multiple delivery phases
- Facilitation of a development that is commercially viable and deliverable

Status of this document

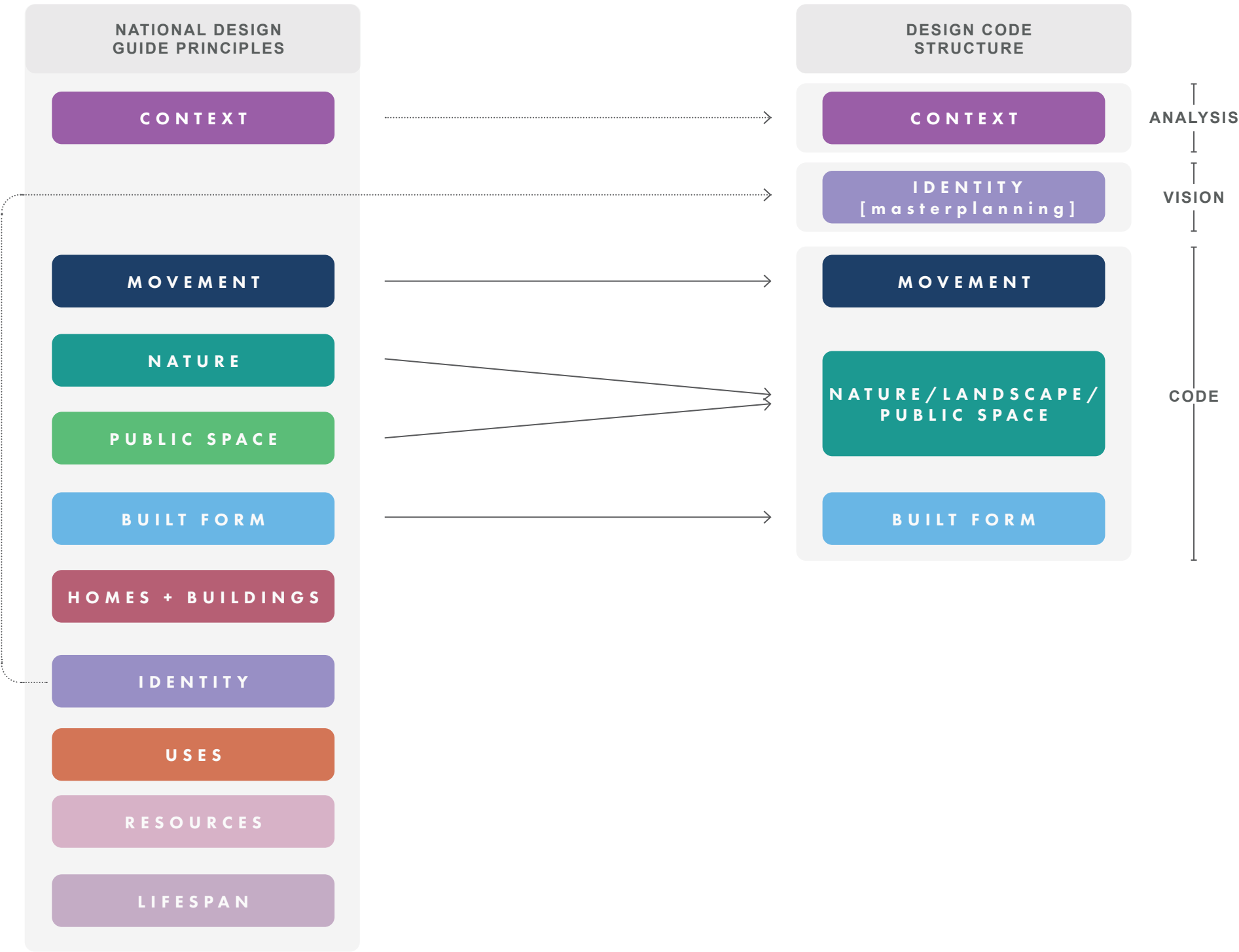
This design code will take the status of a supplementary guidance which means it will be a material consideration in decision making. It should be read in conjunction with existing policy or guidance that is already in place.

Content and structure

The content of the code is derived from guidance contained within the National Model Design Code Parts 1 + 2. Much of this guidance is centred around the ten characteristics of a well-designed place as set out in the National Design Guide.

This code uses six out of the ten characteristics, which are deemed most relevant, impactful and appropriate for the allocation and its requirements. Those not included may be covered in existing policy or guidance or might be more appropriate for design codes covering a larger-scale area or focusing on different design issues.

The code follows the structure contained in the National Model Design Code, with three main sections - 'Analysis', 'Vision' and 'Code'. The National Design Guide characteristics are mapped to the topic headings as in the diagram opposite.



About this document

How to use the design code

The code is structured in sections focussed on one of the design characteristics from the National Design Guide (see previous page). A number of subheadings are included under each chapter, with both site-wide and area-type guidance considered as appropriate.

Pages contain the following information:

- Key strategies/objectives for the subheading
- Code requirements, as a ‘must’, ‘should’ or ‘could’
- Crossovers with other code sections, policy or guidance
- Explanatory drawings, diagrams or precedents

Code requirements take one of the following forms:

- ‘Must’** a mandatory requirement
- ‘Should’** a recommendation, where deviation requires justification
- ‘Could’** a measure that would add value but is not considered necessary everywhere

It is the responsibility of the team proposing the scheme (the developer and their design team) to explain why any mandatory (‘**Must**’) or recommended elements (‘**Should**’/‘**Could**’) are not met, and demonstrate that the proposals do not conflict with the overall aim of the Coton Park East Design Code.

Departures from the Design Code will only be considered when a rationale for not complying with mandatory design fixes or recommended design practices can be clearly demonstrated as a positive intervention that has placemaking benefits, or responds appropriately to changing legislation, circumstances and technological advancement. It may also be necessary to depart from some aspects of the Design Code in light of unforeseen site conditions or ground investigations. Any such non-compliance will be subject to agreement with RBC.

Developers will be expected to submit a compliance tracker with applications.

Precedents

Precedent photographs are used throughout this code to illustrate ideas and principles in each section. They are intended to illustrate a particular point (as described) and it should not be assumed that replication of other features will be acceptable.

EXAMPLE PAGE

section heading (national design guide characteristic)	section subheading	key strategies for the sub- heading	design principles at masterplan scale. some code sections will be further explained with drawings, diagrams and/or prece- dents at different scales.
NATURE/LANDSCAPE/PUBLIC SPACE	Connectivity: green and blue infrastructure	The overarching aim of this section of the Design Code is to connect people, place and nature. To achieve this, strategic consideration is required across and beyond the Coton Park East employment area to provide connectivity for residents to the south and the village of Newton to the east. This will allow good connectivity to the existing public rights of way network, Rugby Free Primary School and the existing natural features of the landscape. Figure 30 opposite illustrates key strategic connections that should be provided. Integration of connectivity from routes and streets to green corridors contribute towards building a healthy community of people and nature. Green infrastructure should be viewed as social as well as ecological infrastructure, and the principles set out by Natural England should be considered for all landscaping schemes: • Multifunctional • Varied • Connected • Accessible • Character By considering green infrastructure holistically across Coton Park East, a sense of place can be forged between a new employment community and the surrounding residential communities.	
	NA.01	Landscapes need to be bigger, better and joined, and this should be at the foundation of landscaping within applications.	
	NA.02	The design of public open spaces should endeavour to create opportunities for the local community to have access to nature. The aim should be to create opportunities for people to foster a sense of connection to the environment, enjoy physical activity, reduce social isolation and provide a platform for community engagement.	
	NA.03	Landscape treatments to verges alongside routes and PRoWs should be designed to create safe spaces for users, with good visibility and enhanced wildlife connectivity.	
	NA.04	Where SuDS are utilised, the landscaping should optimise connectivity for nature, ensuring that vegetation does not encroach onto the route.	
	NA.05	The secondary road for employment traffic should be located away from the primary green corridors that cut through the site, with safe pedestrian and cycle routes provided along these corridors.	
NA.06	Secondary and tertiary roads that cross the strategic green corridors should be kept to a minimum to reduce disturbance to these pedestrian, cycle and wildlife corridors.		

Coton Park East Design Code Draft 09.26

Introduction

Analysis

Vision

Code

Movement

Nature/Landscape/Public space

Built Form

code requirements

drawing key

figure 3 | nts | example design code page

Engagement

Consultation was undertaken between June – September 2026.

Who has been involved?

In developing this design code, we have engaged with:

- Local residents and members of the public
- Local Ward Councillors
- Local Parish Councillors
- The landowner and site promoter

A summary of the engagement is included below, though further details are available in a separate report.

What did we consider?

At each session with representatives from the above groups, the following key questions and themes were considered:

- What is important or distinctive about the site and area
- What is important about aspects such as streets, public spaces and buildings
- An emerging vision for the site
- Emerging masterplan principles regarding landscape, movement and the built environment
- Examples of built projects with a range of design approaches



figure 4 | nts | previous engagement documents and photographs

Engagement

Key responses and themes that emerged

The following are the key themes that emerged through the consultation which have been considered as part of the design code. Not all identified issues will be controlled by the design code, but any developer will need to take these into consideration and demonstrate how they have addressed each of these points.

1. Prioritising active travel and providing routes for pedestrians and cyclists

- Raised footpath from Hillcrest Farm onto Coton Park to mitigate a largely inaccessible right of way
- Provide safe and convenient routes from Newton to Free School
- Potential for attractive and convenient footpaths and cycleways through the site for a) recreational purposes, b) access from Newton Village to Coton shops, c) access from Newton Village to Free School
- Ensure pedestrian route out of new phase of Coton Park (Chervil Way), links up with other footpaths on the site, and may lead to recreation area
- Join up PRowWs – enhancements as part of scheme to the north
- Green verge separating footway and highway

2. Vehicular movement and parking

- Minimise HGV traffic past school
- Traffic separation – large shed areas, no through route to small industrial area. One way in, one way out for large area
- Truck parking in a sensible location – noise and air quality
- Lorry parking to the north away from school and residential
- Yards and loading bays away from the residential
- Parking- rubbish/litter: design in sufficient and practically located waste disposal points
- Emergency access – emergency access only – controls

3. Nature and open space and water management

- Creation of wildlife corridors and picnic areas
- Landscaping and open spaces (particularly to the east of the site) should complement the Five Arches wildlife site (and not be sterile mowed grass areas)
- Benches, ponds, open spaces for public and employee use for wellbeing and those working from home in the estates
- Benches and dog litter bins (as part of recreational use)
- Space for dogs (off lead)
- Protection of natural springs
- Water management and flooding

4. Visual impact and amenity

- Creation of wildlife corridors and picnic areas
- Landscaping and open spaces (particularly to the east of the site) should complement the Five Arches wildlife site (and not be sterile mowed grass areas)
- Benches, ponds, open spaces for public and employee use for wellbeing and those working from home in the estates.
- Benches and dog litter bins (as part of recreational use)
- Space for dogs (off lead)
- Protection of natural springs
- Water management and flooding

5. Construction

- Impact of ground modelling and disturbance on the site
- Noise and light disturbance when a building site – restrict hours
- Working hours in construction
- Phasing – potential opportunity for access during construction through to school; communication about this for clarity

6. Commercial deliverability and viability

- Delivering adequate employment floorspace to meet the goals of the site allocation and contribute to meeting assessed development needs
- Recognition that this will be a private commercial site which will include significant areas to which there is no public access
- Delivering a viable and commercially workable development

	You said	What we are doing
Movement	Joined up routes (including PRowWs) which are pleasant to use, safe and provide key connections such as between Newton and Rugby Free Primary School. Joined up routes (including PRowWs) which are pleasant to use, safe and provide key connections such as between Newton and Rugby Free Primary School. HGV routing is carefully planned, minimising movement near the school and separating access routes for large and small buildings. Careful interactions between potential HGV movements and non-vehicular movement, including at junctions and where the two are located alongside each other.	A connected network of non-vehicular routes is being proposed, which retains PRowWs and provides access between Newton and the school. Two options have been produced for HGV access for the consultation: • Main HGV access from Castle Mound Way and access to smaller units from Central Park Drive • All HGV access from Castle Mound Way and only bus route connected to Central Park Drive Proposals for street design have been developed which address the relationship of people with vehicles and incorporate soft landscaping. Design principles for street crossings are also being established.
Open space + nature	Wildlife corridors that connect within the site and to features/ other corridors beyond the site. Green spaces that are complementary to the surroundings and provide space for leisure.	A network of green corridors is proposed, which connect areas within the site and beyond. These are associated with existing hedgerows and the existing water course through the site. Open space is proposed to be co-located with the north-south green corridor and PRowWs. Landscape areas are proposed to have different characters according to where they are on the site and their purpose.
Visual impact + amenity	Consideration of distant as well as close views. Building heights which respond to the site topography and built form which responds to sensitive edges (such as Newton Lane). Consideration of more detailed aspects such as lighting, noise, signage and colours.	Built form is proposed to respond to its context in relation to both height and other built form aspects such as setbacks. Both distant and close views have been taken into account in the background landscape and visual work. Particular focus is being given to the edges along the east and south of the site, which have relationships with Newton Lane, Newton, the Great Central Walk, the residential area of Coton Park and Rugby Free Primary School. The design code aims to address the physical form of the development, the principles for which are currently being developed. Some of the more technical aspects or those which concern construction of proposals will be more appropriately addressed through the planning application process.

Site context

The site known as Coton Park East is shown in the adjacent aerial photograph.

It incorporates nine fields, separated by tree and hedgerow boundaries. A watercourse passes through the south-west section of the site, within a valley.

The site is bounded by the M6 motorway to the north. To the east it is bounded by Newton Lane, a country road which connects the village of Newton to the A5 road.

The Great Central Walk which runs along the Newton Dismantled Railway intersects with Newton Lane and forms the remainder of the eastern boundary of the site. The Great Central Walk is a Local Nature Reserve.

To the south is the existing Coton Park residential development, which is still in the process of being built.

To the west is the employment area Central Park which contains a mix of large distribution warehouses and medium sized light industrial and office units, as well as two courtyard office parks.

Topography

The topography of the site is a key component of its landscape character. The land undulates from a low point of c.110m along the valley of the water course, rising sharply to c.120m to the south-west corner and more gradually in a north and easterly direction to c.125m.



figure 5 | nts | aerial photograph

Site status

The Coton Park East site (site 64 in the Submission Local Plan) is approximately 35.97ha in size and is due to provide approximately 115,000m2 of floorspace for employment use, delivered through a range of building sizes.

The site forms part of a wider area of regeneration that has seen multiple phases of building, including employment land as part of the adjacent Central Park development, and residential land to the south within the Coton Park residential area.

This site was allocated in the adopted Local Plan for residential development. The site has not come forward since the adoption of the Local Plan 2019-2031 and has subsequently been promoted for employment use.

The site was promoted as part of the Local Plan process and at the time of writing a planning application has recently been submitted and is awaiting determination.

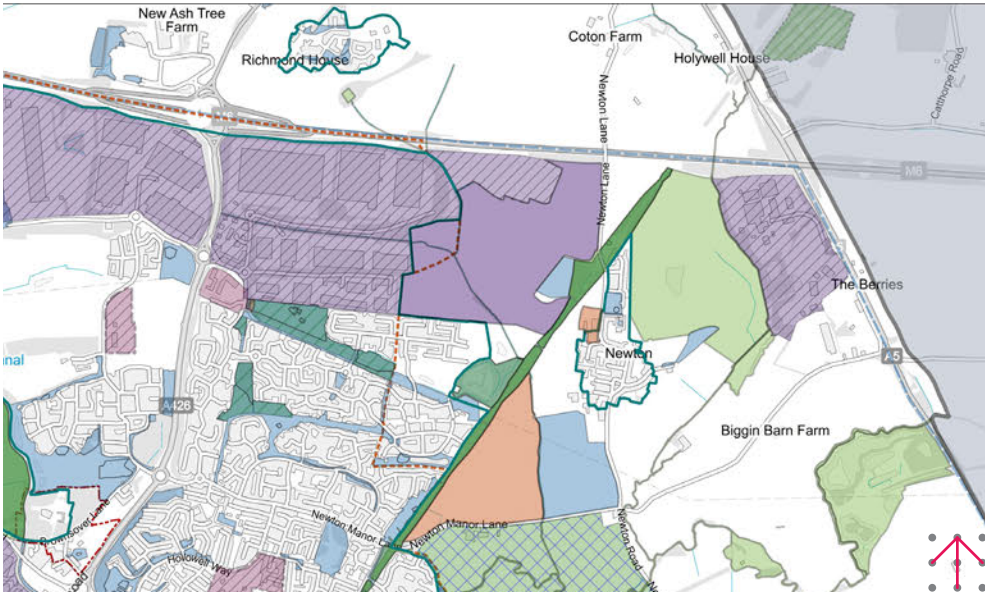


figure 6 | nts | submission local plan policy map: immediate context | source: rugby borough council

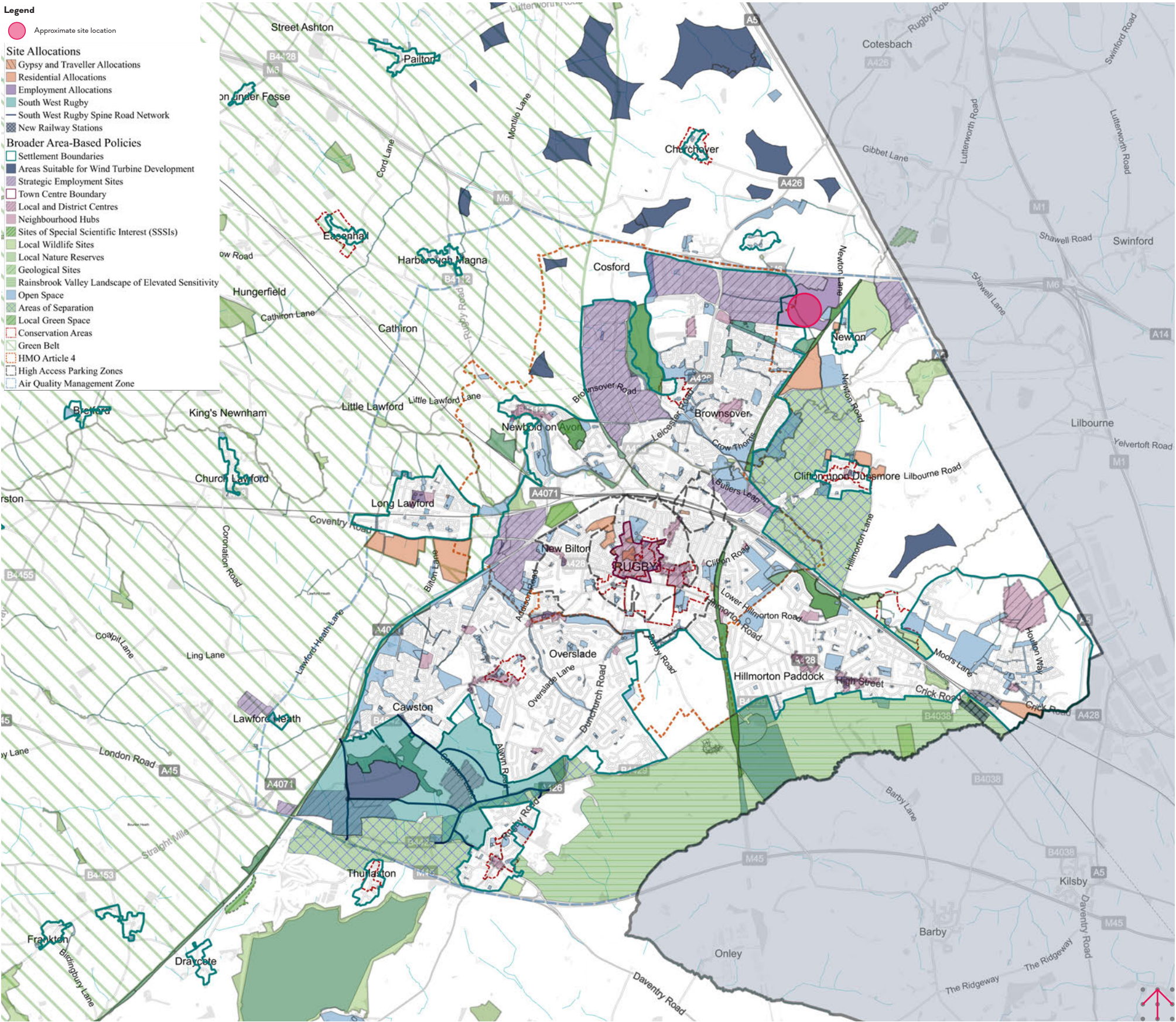


figure 7 | nts | submission local plan policy map: wider context | source: rugby borough council

Landscape environment

Landscape character areas

National Character Areas (NCAs)

Coton Park East is located within NCA 94 Leicestershire Vales, towards its southern boundary with NCA 96 Dunsmore and Feldon.

The character area is described as: "a large, relatively open and uniform landscape composed of lowlying clay vales interrupted by varied river valleys. Its sense of place comes less from its overall landform and more from its visually dominant settlements and views of the surrounding higher ground."

The southern part of the character area where the site is located is described as having a "distinctly rural and tranquil feel ... where a mixture of arable and pastoral farmland pervades. Country houses, historic designed parkland, waterside trees and meadows are common throughout."

Leicestershire Vales

Note: In most instances, the NCA boundary is not precisely mapped and should be considered as a zone of transition between NCAs.

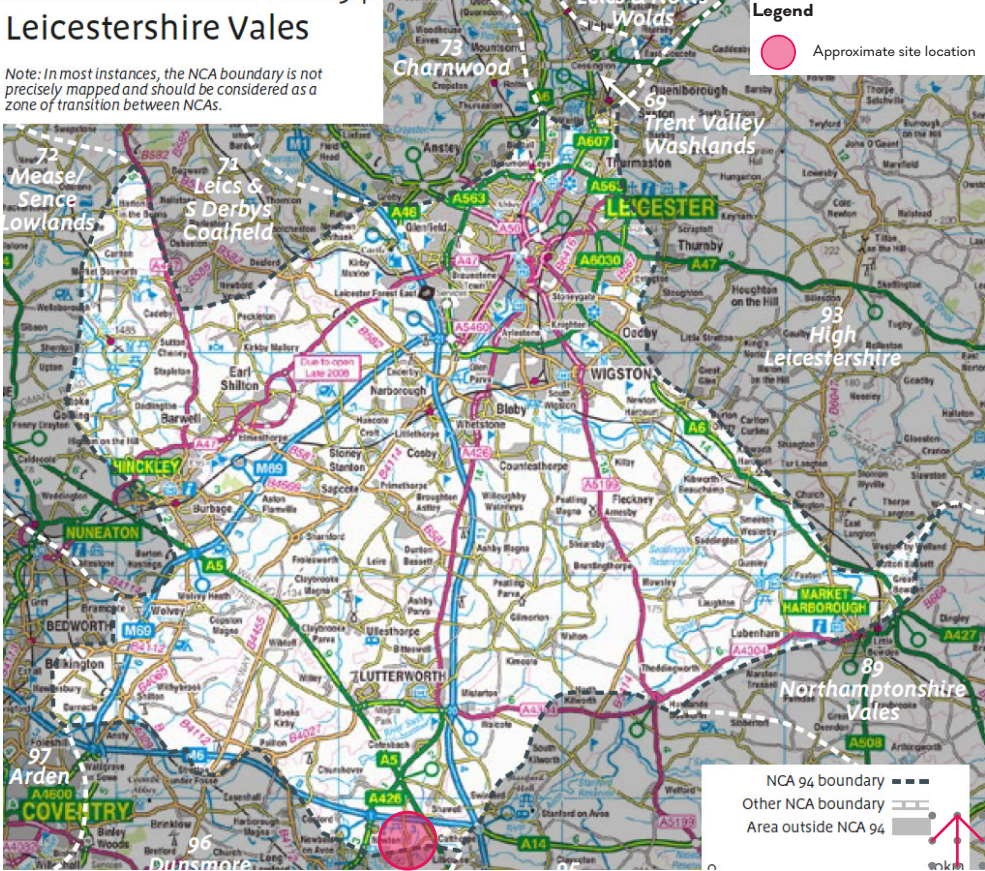


figure 8 | nts | national character area 94: leicestershire vales | source: natural england



Representative photographs of the NCA 94 (Natural England)

Landscape environment

Rugby Borough Landscape Character Assessment

Landscape Character Assessment (LCA) has been prepared for Rugby Borough Council (2025). This identifies a series of Landscape Character Areas (LCAs) and Landscape Character Types (LCTs) across the Borough.

The site lies within the High Cross Landscape Character Area, which comprises two Landscape Character Types: Village Farmlands and Open Plateau. The site falls partly within both character types.

The Village Farmlands character area is described as: "a small scale, mainly pastoral, hedged landscape closely associated with nucleated village settlements around the plateau fringe. This landscape strongly contrasts with the Open Plateau. Clusters of settlements, narrow winding lanes, geometric smallhedged fields and the undulating topography associated with small valleys create a varied, intimate landscape.

The farmed landscape is characterised by small fields enclosed by thorn hedges which create a strong sense of scale and visual unity when well-managed. Scattered hedgerow and roadside ash trees, permanent pasture often with ridge and furrow, and field ponds fringed by trees and scrub are a feature of this LCT."

The site and immediate landscape setting is illustrative of this character area, containing a series smallhedged fields, undulating topography, small valleys and winding lanes.

To the north and east is the Open Plateau, a "large, open rolling landscape with wide views dissected by broad valleys and a strong impression of emptiness and space. The field pattern is generally medium to large in scale but poorly defined, drawing the eye to distant skylines rather than foreground views. Smaller fields are associated with pockets of permanent pasture and ridge and furrow. Belts of woodland additionally form prominent features in the otherwise open landscape. Settlement is minimal, characterised by small settlements and isolated farmsteads and hamlets."

To the south is the Dunsmore - Plateau Fringe character area, described as "a variable, farmed landscape with a gently undulating topography of low rounded hills and narrow meandering river valleys of the Avon and Leam. The Plateau Fringe is characterised by its large arable fields and poorly defined field patterns, interspersed with pockets of permanent pasture, river meadowland and small hedged fields. Small, nucleated villages are a characteristic feature, comprising of loose clusters of dwellings and isolated, brick built farmsteads."

Features

The site is formed of nine individual fields, bounded by hedgerows and hedgerow trees. A number of additional individual trees fall within the open fields.

A watercourse crosses the site, forming a Y shape that enters the site on the western boundary and crosses in a south-easterly direction, before exiting on the southern boundary. This forms a valley within the site, from which the topography rises to either side.

There is an underground gas pipeline running across the site within the same broad position as the watercourse. These elements will require an easement.

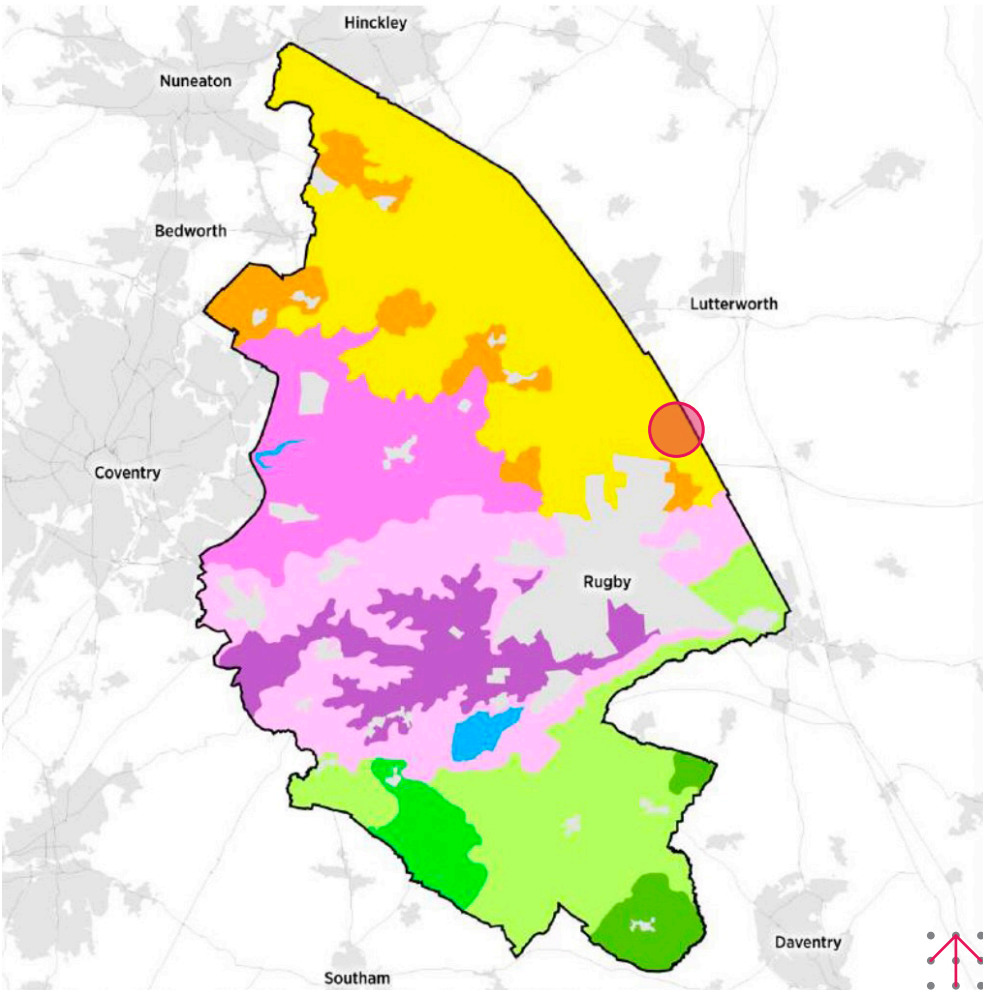


figure 9 | nts | landscape character areas | source: lepus consulting

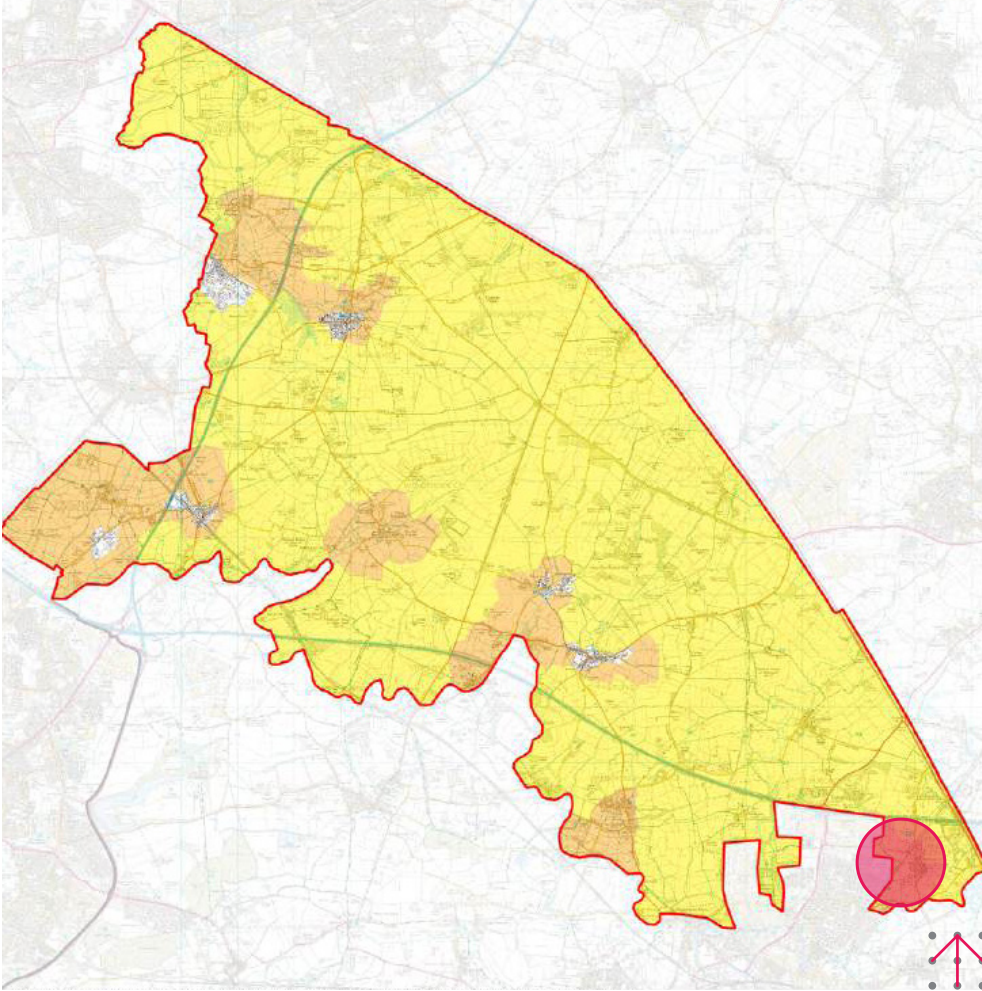


figure 10 | nts | landscape character types | source: lepus consulting

Landscape environment

Designations

The River Avon and Tributaries Local Wildlife Site (LWS) crosses the site. The Coton Park Pool LWS is approximately 125 south of the site.

Ashlawn Cutting (Great Central Walk) Local Nature Reserve (LNR) is located along the eastern boundary of the site. It forms the northern end of the wider Great Central Walk, which follows the line of a dismantled railway southwards into Rugby. It is a steep sided disused railway cutting consisting of limestone grassland with scrub. 24 butterfly species have been recorded including Common Blue, Marbled White and Small Copper, together with diverse sightings of birds.

Newton Pool and Pastures LWS lies beyond the eastern boundary of the Great Central Walk.

To the south-east of the site, beyond Great Central Walk, two grade II listed buildings are located within Newton: the Stag and Pheasant Public House and Home Farmhouse and attached Stableblock. To the north-west of the site, beyond the M6 lies the grade II* listed Coton House and Grade II listed stableblock.

Great Crested Newts, a European protected species are known to be located around the pond to the south west of the site.

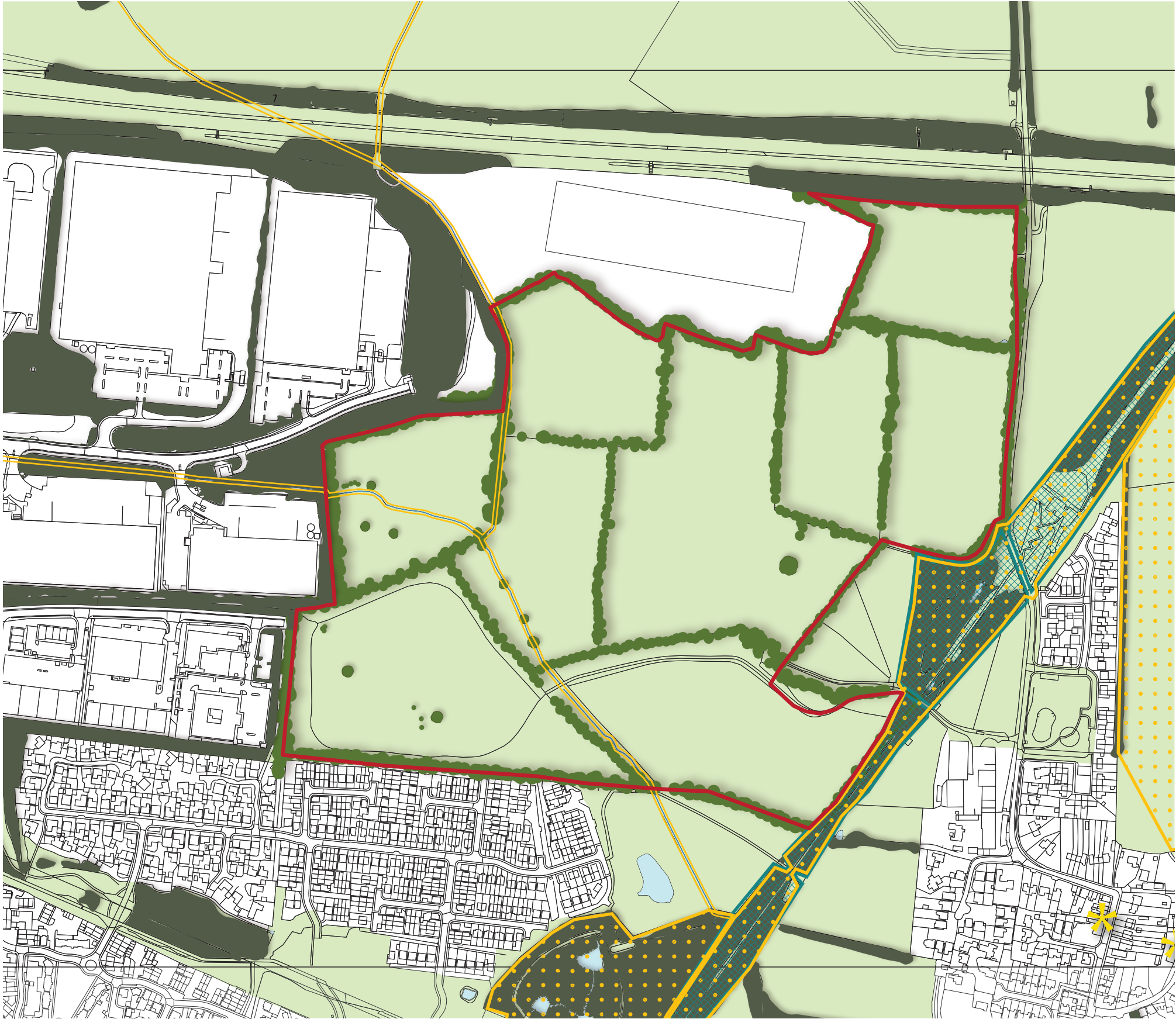
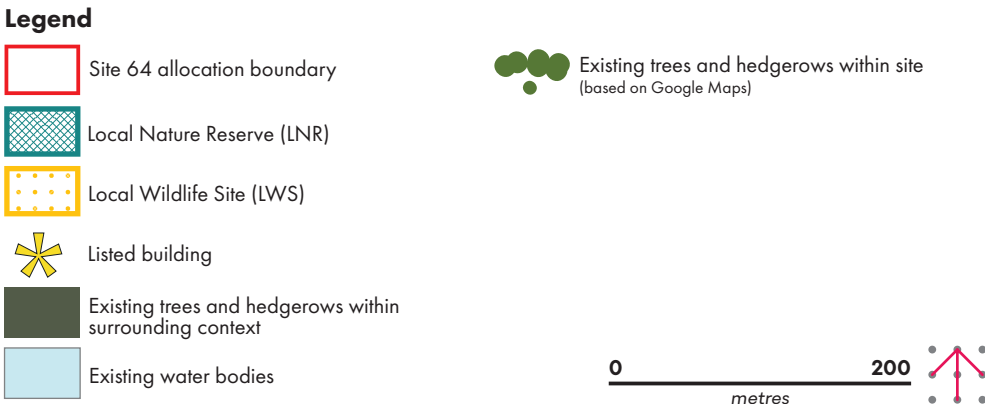


figure 11 | 1:5,000 | landscape features and designations

Context character

Built environment

The site's immediate context is comprised of a range of different uses. To the immediate west, the site's principal relationship is with is an area of large scale employment (Prologis Rugby Central Park), arranged around the parallel routes of Castle Mound Way and Central Park Drive.

At the southern end of the commercial development, a plot immediately adjacent to the site houses Rugby Free Primary School.

To the south and south-west of the site is an area of recently built / work in progress residential development located along and off Chervil Way / Long Hassocks, which forms part of the wider Coton Park development.

To the east / south-east, beyond Great Central Walk, is the village of Newton. This includes an area of recently completed housing to its northern edge, mid-late C20 housing south of this, and a more historic core located around Main Street, comprising traditional terraced, semi-detached and detached houses, and incorporating two grade II listed buildings.

Based on these relationships, the site has been allocated for employment, together with a proposed location for expansion space identified adjacent to Rugby Free Primary School. Consideration will need to be given to the wider potential for relationships with surrounding uses in terms of development layout, scale and mass, and the use of mitigation planting.

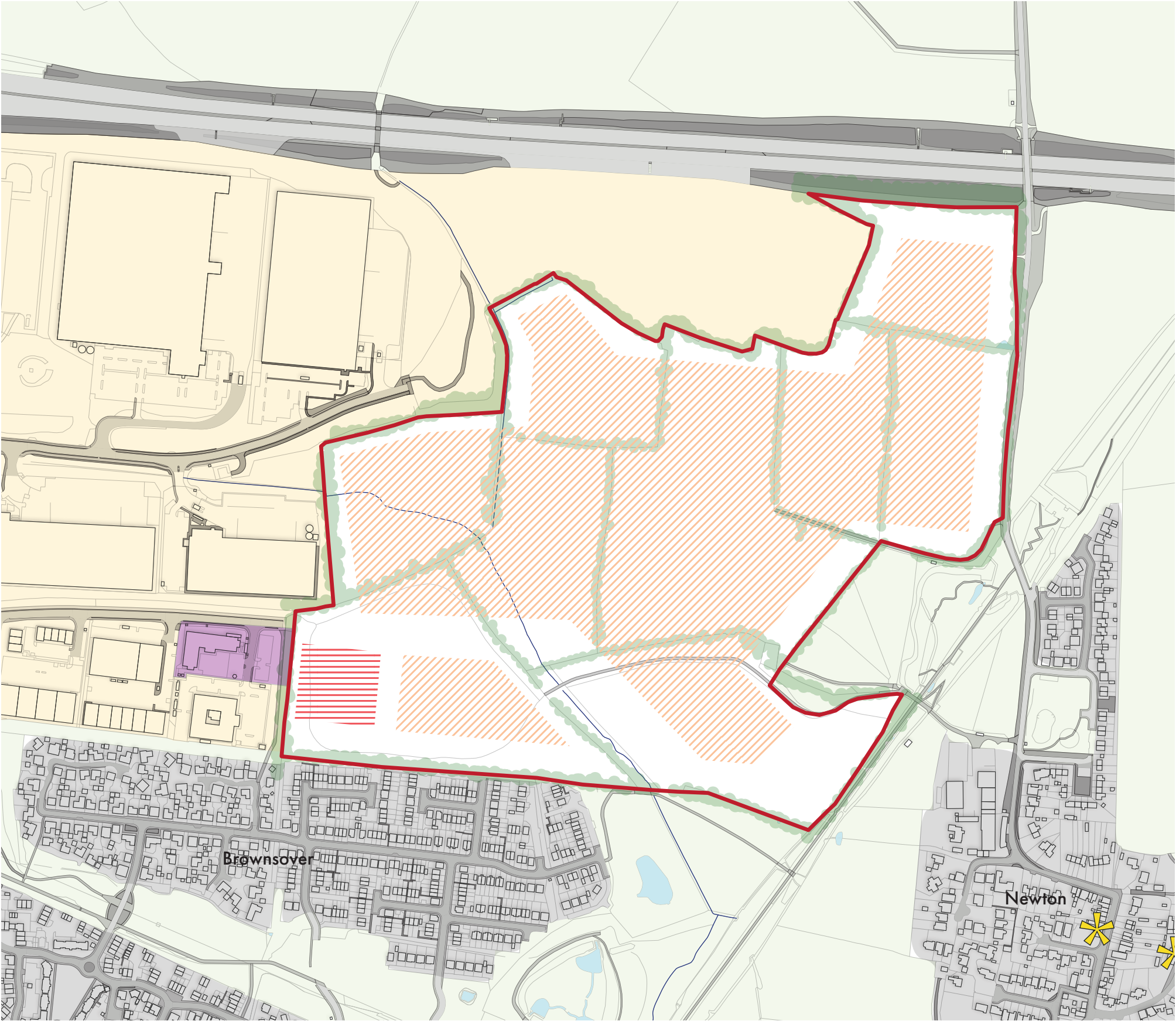


figure 12 | 1:5,000 | built environment plan

Context character

Wider context

The wider context around the Coton Park East site includes the residential neighbourhood of Brownsover, with the urban area of Rugby beyond to the south.

To the north beyond the M6, to the east and the south-east, the context is largely agricultural, interspersed with small villages and hamlets. This includes a small, recently completed residential development along Arthur James Drive, which incorporates the grade II* listed Coton House and associated grade II listed stable block.

The surrounding landscape provides varied characteristics, representative of the different landscape character areas in the vicinity. Whilst the site's landscape is representative of the NCA 94 Leicestershire Vales and the Village Farmlands area of High Plateau, to the north the Open Plateau has much more openness and longer range views; and to the south, landscape within NCA 96 Dunsmore and Feldon is characteristic of a quiet rural landscape.

Highways form a significant element of the local area's character. The area is highly connected to the strategic movement network, however the collective impact takes a toll on the area's landscape character, intactness and tranquillity.

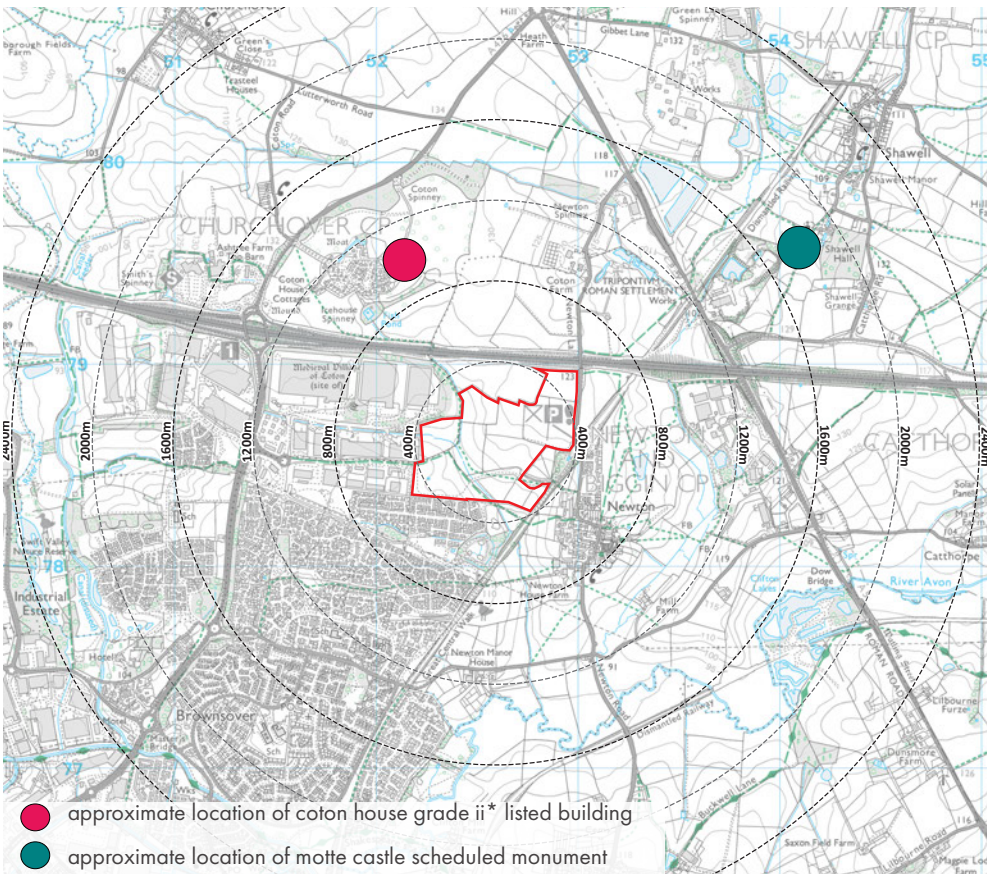


figure 13 | nts | heritage asset location plan

The site's wider context



Coton House (grade II* listed building) and surrounding gardens within its designed landscape setting



Agricultural open views of countryside from the edge of Clifton-upon-Dunsmore



View from Mote Castle scheduled monument



View of National Character Area 96 landscape characteristics, such as agricultural fields and spinneys, with Newton Spinney

Representative photographs of the site and its immediate surroundings

Context character

Buildings

The character of built development in the surrounding area varies relative to its use and age. The majority of the development immediately proximate to the site is C21 in origin.

Residential development to the south of the site located along and off Chervil Way / Long Hassocks is typical of early C21 housing, constructed largely in red brick, with darker roof tiles, and some selective use of render.

Industrial development to the west of the site is also typical of C21 design, with large footprint buildings clad in pale / muted tones. There is a distinct hierarchy to the scale of industrial development, with larger footprint buildings located on the northern edge adjacent to the M6, medium sized units south of Castle Mound Way and smaller scale units south of Central Park Drive, reflecting a decrease towards a more human scale, closer to residential development to the south.

Landscape

The site's landscape, is representative of the Village Farmlands area of High Plateau character area - being comprised of small scale, pastoral, hedged landscape with undulating topography associated with small valleys, which creates a varied, intimate landscape.

Mature trees and hedgerows, together with the valley of the watercourse give the site a distinctive landscape, which contrasts with that of its wider context.

The site and its immediate surroundings - buildings



Recent residential development as viewed from Zinnia Close



Coton Park and opposite residential development as viewed from Coton Drive



Rugby Free Primary School as viewed from the public bridleway near the western site boundary



Panoramic view from the A426 roundabout junction, with the H&M distribution centre in the backdrop

representative photographs of the site and its immediate surroundings

The site and its immediate surroundings - landscape



Panoramic view looking northwards from Chervil Way on the southern edge of the recent residential development, south of the site



Partial view of the site's south-easternmost field from the Great Central Walk, seen through gaps in the boundary vegetation



View looking westwards from the public bridleway accessible from Newton



Panoramic view from within the site looking south-westwards over grassland and densely vegetated fields, with industrial and educational development beyond

Context character

Movement and Connections

Vehicles

The site is conveniently located in relation to the strategic highway network. The M6 to the immediate north, the A5 to the east, the M1 beyond that to the east and the A426 to the west, are all located within close proximity to the site.

The site is to be accessed by vehicle on its western boundary, via existing development at Castle Mound Way and Central Park Drive. These existing routes are already sufficiently engineered to allow the type and volume of vehicle movements that will be required for the site's eventual delivery.

Newton Lane forms part of the site's eastern boundary. This however, is a fairly modest two lane highway which is not suitable for the vehicle access requirements of the site.

Pedestrians

The site already benefits from a public right of way and a bridleway. The footpath provides through movement from the north-west corner of the site (and beyond, crossing the M6) southwards, then south-east, along the alignment of the watercourse, exiting the site onto Newton Lane, where access to bus route X84 is possible.

The bridleway enters the site on the western boundary, north of Rugby Free Primary School, passing north, then south-east along field boundaries before exiting the site along the southern boundary.

Both routes allow a connection to the Great Central Way on the site's eastern boundary, which provides a traffic free pedestrian and cycle connection to Rugby to the south.

- Legend**
- Site 64 allocation boundary
 - Public rights of way - footpath
 - Public rights of way - bridleway
 - Bus route X84
 - Bus stops

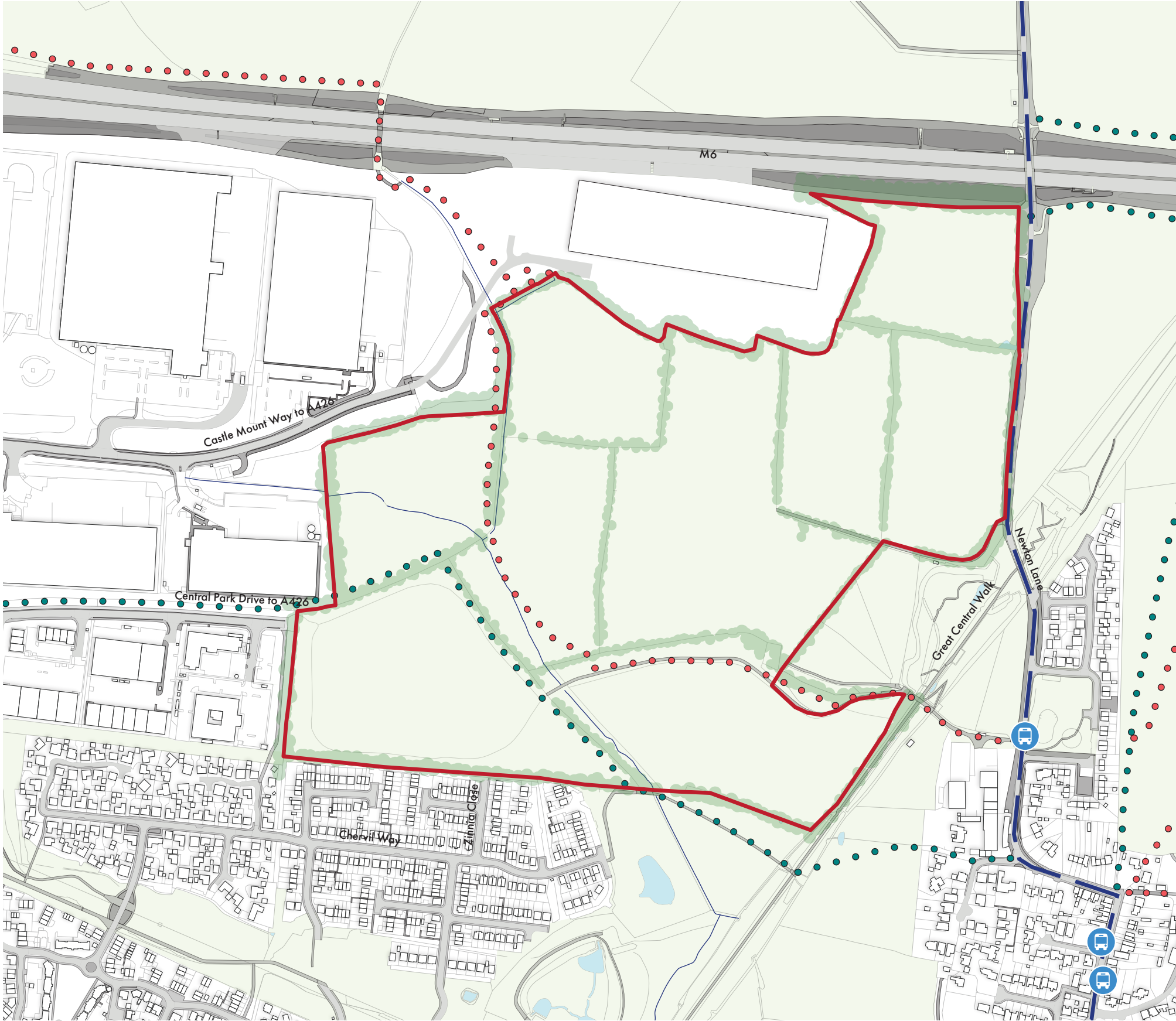


figure 14 | 1:5,000 | movement and connections

Design vision

Vision statement

The vision statement sets out a broad vision for the site - the ‘what’ - and is accompanied by more specific design ambitions - the ‘how’. These have been informed by existing policy & guidance, site characteristics and engagement with stakeholders.

The framework masterplan (see overleaf) addresses these in strategic ways, with further detail contained in the relevant sections of the code.

“ Coton Park East will be an attractive, engaging and enjoyable place to work and play, with a connected network of public spaces that will provide both recreational routes and wildlife corridors.

Employment uses will be set in a strong landscape framework that will help to screen and integrate development into the context of the site and the wider area. It will be a place where trees, hedgerows, plants, watercourses and the wider natural environment are celebrated and form an inherent part of the everyday experience.

Transitions between different scales and uses will be carefully designed and managed to create a safe, social and enjoyable environment for everyone.”

Design ambitions

Movement

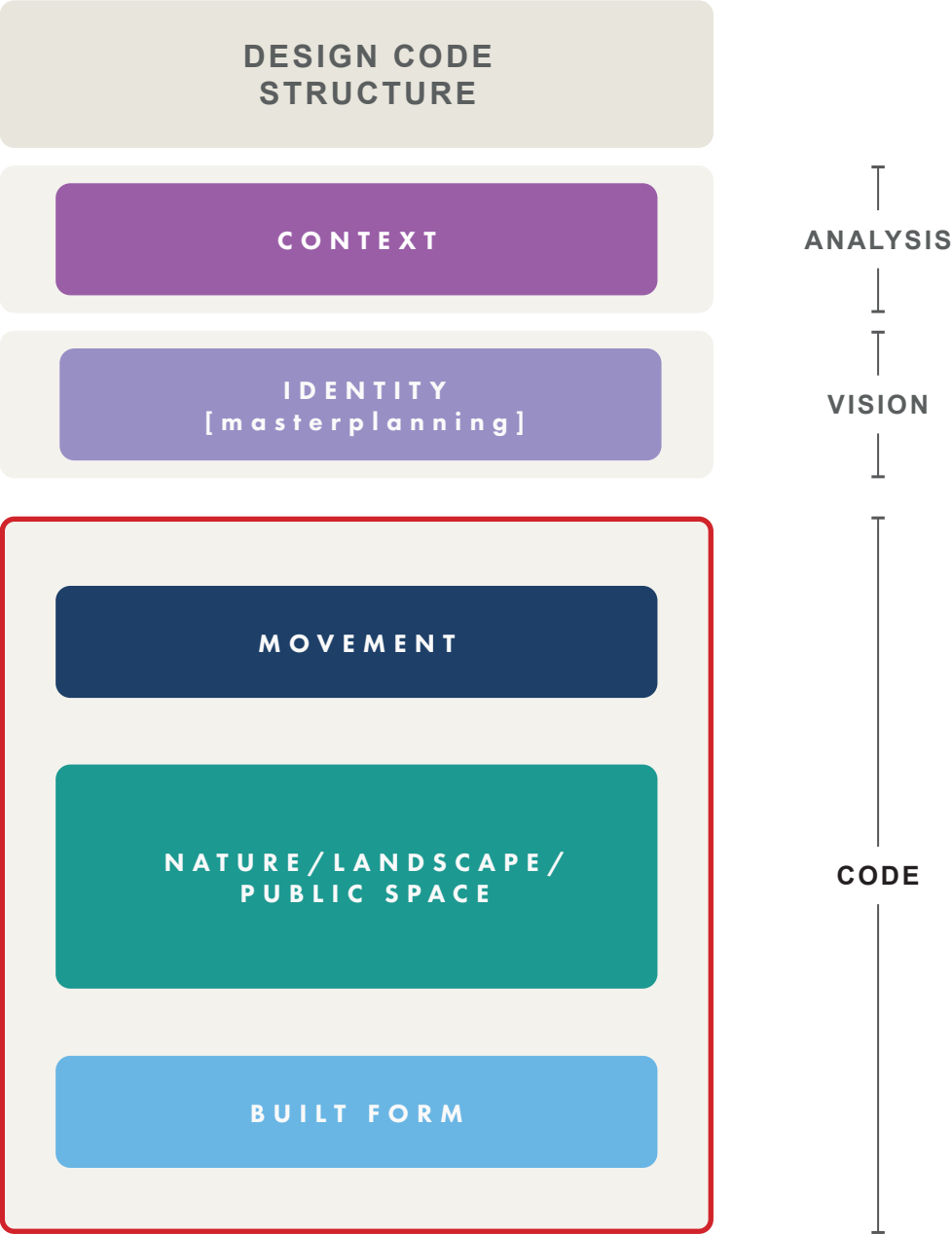
A permeable and connected site layout that enables seamless access through and beyond the site as a whole for all users, whilst prioritising walking and cycling. The network will reinforce existing public rights of way and bridleways providing connections to public open space and services, facilities and schools and facilities within and beyond the site. The vehicular network for industrial traffic will have wide verges for tree and meadow planting, and incorporate cycle and pedestrian footpaths. More informal pedestrian footpaths and cycle routes will allow for circular routes and routes for recreational cycling and walking.

Nature/Landscape/Public Space

A place where existing landscape features, including established hedgerows and mature trees, are retained, incorporated and enhanced as much as possible, with prominent natural features creating key landmarks and helping to define the arrangement of built form. Green and blue infrastructure is integrated into movement networks and public spaces, creating a series of different landscape character types, including woodland, scrub, grassland, wetland areas, ponds and sustainable drainage features. A network of public spaces with varied character, scale and uses provides opportunities for social interaction, recreation and biodiversity, with streets designed as shared public spaces for all users and spaces that support activities such as picnicking, dog walking, wildlife appreciation and informal recreation.

Built Form

Built form that works alongside the movement and landscape networks to create distinct areas within the site - breaking down the scale of the development with smaller employment uses to the south adjacent to existing residential areas and larger employment sheds to the north of the site to provide a sensitive scale transition. Consideration will also need to be given to service yards and car parks, ensuring that these are appropriately planted and screened where possible.



Framework masterplan

The purpose of the framework masterplan is to set out the site-wide design principles and form the basis for the more detailed strategies contained in this document.

There are several elements in the masterplan that are set out with the local plan and that are key elements to creating a strong landscape led masterplan. These include:

- Circa 115,000m2 of floorspace for employment use (there may be opportunities to exceed this through the use of mezzanine floors).
- Provision of at least 0.75ha of land immediately adjacent to Rugby Free Primary School to provide school playing fields/sports facilities and a forest school.
- Provision of 4,000m2 of space in smaller units of up to 1,500m2 for small and medium sized businesses. These smaller buildings should be located at the southwestern corner of the site to better relate to the scale of existing employment buildings on Central Park Drive and to reduce impact on adjacent homes.
- Provision of overnight lorry parking facilities sufficient to cater for the anticipated use of the units (this may be provided on individual plots rather than as a separate standalone lorry parking facility).
- Pedestrian and cycle permeability through the site. Access improvements to Great Central Walk.
- Two main vehicular points of access to the site shall be created from Castle Mound Way and Central Park Drive. Larger units which will be focussed away from the south western corner of the site shall be accessed from Castle Mound Way. Smaller units which will be located in the south west of the site can be accessed from Central Park Drive. This will limit conflict between commercial traffic and parents and children accessing Rugby Free Primary School. It will also prevent noise, vibration and air quality impacts of heavy traffic on children using outdoor spaces at the school. An alternative approach, with all HGV access from Castle Mound Way may be an alternative appropriate solution to managing the potential conflict with school users.
- The site layout shall allow for a bus, pedestrian and cycle only connection between the extended Central Park Drive and Vervain Drive to the south. This will provide the ability for a future bus route to run through the site.

- The development will need to demonstrate an appropriate relationship with adjacent residential properties on its southern boundary. It is anticipated this will be achieved by locating lower, smaller footprint buildings in this part of the site, setting back from this edge and reinforcing landscaping. The site’s eastern boundary with Newton will also need careful consideration informed by landscape assessment with the need to consider reinforced landscaping and building heights.
- The existing Public Rights of Way (PROW) must be maintained, and the design of the development must ensure they are pleasant to use. Wherever possible PROW should be routed through public open space, be segregated from roads, and be well overlooked. PROW should be maintained on their existing lines, with diversions only occurring where this is not practicable. PROW should be accessible to as many people as possible, including those who are disabled or less mobile.

Consideration will also need to be given to the protection of existing hedgerow and trees where possible and the creation of a series of new open spaces and a strong network of green and blue infrastructure.

The creation of development plateaus will need to work with existing topography and landscape features to ensure the creation of a naturalistic landscape that does not look over engineered.

Building heights will need to be considered in relation to acceptable heights as set out in this design code.

The framework masterplan sets out a high-level layout addressing:

- Key landscape and green infrastructure
- Points of access for vehicles, pedestrians and cyclists
- Broad position of secondary and tertiary roads and footpath and cycle routes
- Location of smaller employment uses and larger employment sheds
- Location of open space, wildlife corridors and land for Rugby Free Primary School

It is expected that precise quantity, geometry and alignment of components within each land parcel will be addressed in detailed proposals.

Two framework masterplans have been prepared for formal consultation. Following formal consultation a preferred masterplan framework will be taken forward into the final design code.

The development parcels and configuration of internal roads shown in this masterplan are indicative only as they are not underpinned by a detailed analysis of site levels, drainage, utilities or the need to create efficient development parcels. It is anticipated that these will be revised following feedback from the consultation.

Framework masterplan

Option 1

This framework plan shows the main access to the site for large employment traffic from Castle Mound Way and an additional access to employment uses off Central Park Drive.

Legend

- Site 64 allocation boundary
- Indicative location for larger units
- Indicative location for smaller units
- Indicative land for Rugby Free Primary School
- Indicative new public spaces
- Indicative secondary road
- Indicative tertiary road
- Optional tertiary road if required
- Indicative emergency vehicular road
- Indicative bus and active travel route
- Potential roundabout
- Existing public rights of way (footpath)
- Existing public rights of way (bridleway)
- Indicative green link for pedestrian/cyclist
- Indicative wider context of green link
- Indicative green buffer
- Existing site hedgerow (Aerial map)
- Existing water feature
- Indicative attenuation basin
- Gas easement line



figure 15 | 1:5,000 | framework masterplan option 1, hgv access from castle mound way and central park drive

Framework masterplan

Option 2

This framework plan shows access to all employment traffic from Castle Mound Way and only bus, cycle and pedestrian access to Central Park Drive.

Legend

- Site 64 allocation boundary
- Indicative location for larger units
- Indicative location for smaller units
- Indicative land for Rugby Free Primary School
- Indicative new public spaces
- Indicative secondary road
- Indicative tertiary road
- Optional tertiary road if required
- Indicative emergency vehicular road
- Indicative bus and active travel route
- Potential roundabout
- Existing public rights of way (footpath)
- Existing public rights of way (bridleway)
- Indicative green link for pedestrian/cyclist
- Indicative wider context of green link
- Indicative green buffer
- Existing site hedgerow (Aerial map)
- Existing water feature
- Indicative attenuation basin
- Gas easement line

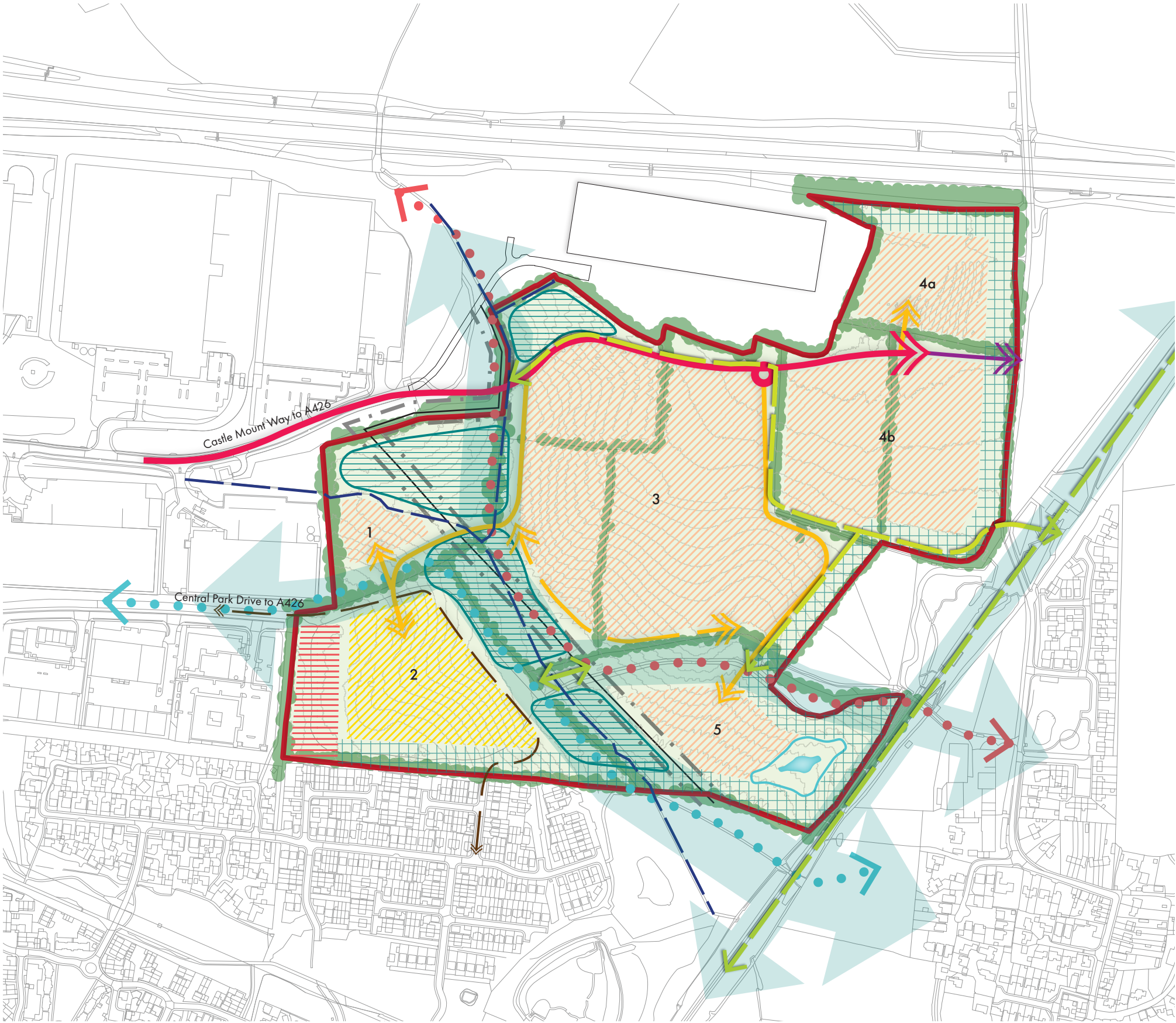


figure 16 | 1:5,000 | framework masterplan option 2, all hgv access from castle mound way

CODE

Introduction

This employment allocation presents challenges regarding protection of landscape character and features, minimising landscape visual impacts, and providing a sensitive edge and recreational resource to the village of Newton and to the residential communities to the south of the site.

It also needs to provide safe routes to Rugby Free Primary School and protect existing rights of way and bridleways and water courses, ideally on their original alignments.

The scale and mass and height of employment uses is also a challenge, alongside a topography that will require the creation of development plateaux. Consideration will need to be given to ensure any embankment or slopes on the edge of development are capable of planting to help soften overall proposals.

A detailed cut and fill exercise alongside cross sections will be required to demonstrate how the proposal can fit into the landscape and the wider context of the site. Where possible perceived heights of buildings should be reduced by cutting into slopes to reduce overall heights.

Adjacent to the southern part of the site smaller employment buildings should be provided with lower heights to provide a transition from residential uses to the larger industrial units to be provided to the north.

It is expected that applicants ensure close co-ordination and alignment with this design code, as per the following guidance:

- CO.01

Applicants **must** consistently show how a landscape led approach to the design has been achieved
- CO.02

Applicants **must** consistently show how the relationship with adjacent development will create satisfactory design outcomes
- CO.03

Applicants **must** specifically demonstrate how consistency and continuity between parcels/ phases will be achieved to aspects including, but not limited to:

Movement routes

Hard + soft landscaping

Frontages + built form

Key strategies and principles are anticipated to be coordinated as a part of an outline application with further detail on built form, materiality and landscaping coordinated as a part of a reserved matters application.



Green buffer with informal path and amenity adjacent to building , Peddimore industrial Estate, Sutton Coldfield, Birmingham



Significant landscape buffers and tree planting to screen the building, Green Park, Reading



Bus stop in the Business Park, Croxley Business Park, Watford



Tree avenues of Croxley Business Park, Watford



Landscape amenity adjacent to the building, Green Park, Reading



Green stripe with building, Magna Park, Lutterworth

Precedents of employment site

MOVEMENT

Introduction

Purpose

This chapter provides essential guidance for developers and designers planning and delivering street infrastructure for Coton Park East Employment Allocation in Rugby. The code promotes a people-centric approach to movement and street design. It aligns with placemaking principles, prioritising road safety, sustainable transport, and creating environments that enhance the quality of the landscape and provision of open spaces.

The code applies to:

- Highway infrastructure and streets
- Informal cycle lands and recreational routes

Developers must refer to this guidance in conjunction with:

- Warwickshire Design Guide (WDG)
- Manual for Streets 1 & 2 (MfS)
- Local Transport Note 1/20 (LTN1/20)
- National Model Design Code (NMDC)

Street networks/frameworks outlined in this section are illustrative, and the precise geometry and alignment will be considered and determined through detailed proposals.

Vision

The vision for Coton East transport network is to create a low-carbon, resilient, and inclusive system that:

- Supports health, well-being, and quality of life
- Promotes connectivity, accessibility, and sustainable mobility
- Promotes active travel
- Fosters a thriving economy through efficient movement networks
- Enhances Rugby’s unique natural and built environment

Structure

The Movement section contains the following information:

- Street network: characteristics, connectivity principles, and street hierarchy guidance
- Movement framework: design of movement routes, including active travel, bus routes, and service corridors
- Related movement guidance: parking, mobility hubs, emergency access, and refuse collection

The Public Space section contains the following information:

- Street coding: specifications and design for various street type

MOVEMENT

Street network

Street characteristics

The street network is the foundation of public life, supporting movement, placemaking, and access. According to the NMDC, a connected network of streets, public transport access, and prioritisation of walking and cycling are essential for all developments including employment uses.

- MO.01** All schemes **must** contribute to an integrated, walkable, and safe street network.
- MO.02** Streets **must** balance their link function (movement of people and goods) with their place function (public spaces supporting social and economic activities).
- MO.03** Development **must** reflect and enhance the character of the street it occupies. The street’s character **must** vary based on its hierarchy and local context.
- MO.04** High-quality public spaces **must** have thoughtful street design and well-proportioned enclosures formed by surrounding buildings, high-quality landscape and clear entrance points to buildings and car parking areas.

Connected network

A well-connected street network forms the circulatory system of any settlement, determining how safely and efficiently people and goods move within and beyond a development.

- MO.05** Long-term framework: The street network **must** provide a durable and adaptable structure, often outlasting the buildings it serves.
- MO.06** Safety and security: Designers **must** consider passive surveillance, good lighting, and active street-level uses to ensure safety, particularly in areas with high footfall.

Case study

Peddimore, Sutton Coldfield/Minworth

Peddimore provides a best practice case study for employment development, delivered through a landscape-led masterplan with high sustainability standards.

The site's landscape strategy centres on a realigned watercourse, with new swales and ponds, alongside substantial areas of wildflower meadow and wetland, integrated with retained and reinforced boundary planting and topsoil mounds shaped with sympathetic, undulating gradients to soften built form within the wider landscape setting.

Green infrastructure extends beyond mitigation into genuine public benefit: over 120,000 trees have been planted across the site, supporting a 4.3km walking and cycling route, while a new footbridge over the A38 connects local neighbourhoods to jobs, and public art murals developed with schools and community groups foster local ownership.

The approach to Peddimore demonstrating how landscape-first thinking can reconcile large-scale employment delivery with biodiversity and community value.



Precedent imagery: Peddimore

MOVEMENT

Street network - User requirements

Accessibility and movement

- MO.07
- Well-designed streets **must** be accessible and inclusive, catering to all users regardless of age, ability, or mode of travel.
- MO.08
- Active travel: Walking, wheeling and cycling **should** be prioritised as primary modes for local journeys under five miles.
- MO.09
- User hierarchy: Streets **must** consider pedestrians and cyclists first, followed by vehicles.
- MO.10
- Access to public transport **must** be prioritised to reduce reliance on private cars.
- MO.11
- Accessibility **must** be a golden thread throughout the design process, integrating features like adequate footway widths, inclusive crossings, and careful placement of street furniture.
- MO.12
- The primary access to development **should** be to the north off Castle Mound Way for the larger industrial employment uses (see fig 15, 16). A tertiary loop **could** be provided if required but **should** not connect to the Central Park Drive access for vehicles.
- MO.13
- The access to the smaller industrial units **should** be off Central Park Drive to reduce large scale traffic movement adjacent to Rugby Free School (see fig 15). An alternative approach, with all HGV access from Castle Mound Way **could** be an alternative appropriate solution to managing the potential conflict with school users (see fig 16).

Walking and pedestrian needs

- MO.14
- Footways **must** be at least 2 metres wide, free from obstructions and demarcated from carriageways with a kerb.
- MO.15
- Crossovers **must** be minimal to avoid challenges for wheelchair users and individuals with mobility impairments.
- MO.16
- Streets near schools **must** cater to vulnerable users with enhanced safety measures, such as access restriction, traffic management, footway widening, parking control and active travel infrastructure.
- MO.17
- Informal walking routes **should** be provided through green infrastructure to tie in with public rights of way to provide circular walking routes.

Cycling requirements

- MO.18
- Developers **must** ensure:
 - Safe, direct and well-lit cycle routes connecting the employment area to the wider cycle network and key local destinations, supporting journeys to and from work.
 - All secondary roads should feature segregated cycle lanes with a minimum width of 2 metres on each side of the road.
 - All tertiary roads should have shared use paths with a minimum width of 3 metres on both sides of the road.
 - Informal cycle routes **should** be provided through green infrastructure as shown in figure 26.
 - Cycle parking for developments **must** adhere to RBC cycle parking standards

Bus transit

- MO.19
- Development **should** (unless delivery of a bus service is shown not to be reasonably practicable or deliverable) provide a bus route that connects residential uses to the south with Central Park Drive and Rugby Free Primary School. Bus stops within 400 meters of all dwellings (distance considering route options and not the distance ‘as the crow flies’).
- MO.20
- If provided, bus stops **should** include shelters, seating, real-time information displays, and integration with mobility hubs (where mobility hubs are provided) in line with WCC quality bus corridor infrastructure.

Servicing and emergency access

- MO.21
- Developers **must** ensure efficient servicing, including HGV access and refuse collection.
- MO.22
- Emergency services **must** have unobstructed access to all properties with an emergency access point on Newton Lane which does not conflict with pedestrian and green routes.

Private vehicles/car parking

- MO.23
- Streets **should** strike a balance between promoting sustainable transport and managing vehicle access.
- MO.24
- Car parking areas for employment uses **should** be well screened and hard surfacing planting areas broken up with trees and planting for every 5 spaces.

- MO.25
- Car parking areas **should** have clear pedestrian routes across to give priority to pedestrians over cars.
- MO.26
- Car parking for developments **must** adhere to RBC parking standards.

Junction design

- MO.27
- Junctions **must** prioritise safety, convenience, and accessibility for all users.
- MO.28
- T-junctions **should** be considered as the intersection type where appropriate, subject to highway design requirements and HGV tracking, while roundabouts and traffic signals **should** be limited to tertiary roads.

Crossings

- MO.29
- Priority crossings **must** align with pedestrian and cyclist desire lines to reduce risks and encourage use.
- MO.30
- Uncontrolled crossings **should** be placed at least every 100 metres to improve pedestrian permeability.



Bus stop, Magna Park, Lutterworth



Crossing point, Cambridge



Segregated cycle lane and crossing, Meteor Business Park, Gloucester

Precedents for street network principles

MOVEMENT

Street network

Street hierarchy

The design of a street network plays a fundamental role in shaping how streets are used, perceived, and experienced. Streets perform different roles depending on their movement function (the volume and type of users they serve), place function (how they support social and economic activity), and the surrounding context. These roles are further influenced by built form, land uses, and the design of the street space, including natural features, landscaping, lighting, and wayfinding elements.

Street categorisation

To create clarity and consistency in design, this code categorises streets into defined street types, each with a distinct function that reflects both movement and place priorities. Street type classification must consider the area type, the range of modes it serves (walking, cycling, public transport, and motor vehicles), and its specific design requirements.

Junctions and Intersections

- MO.31

Junctions **should** be designed to maximise safety and clarity for all users, with the intersection type informed by the expected traffic flows, HGV movements and highway requirements.
- MO.32

Crossroads generally **should** not be used, as they will not be accepted by WCC due to safety concerns.
- MO.33

Higher-order junctions, such as roundabouts or traffic signals, **must** be reserved for secondary and tertiary roads only, ensuring that traffic flow and safety considerations are balanced at key intersections.

Two types of streets are proposed :

- 1)Secondary roads
- 2)Tertiary roads

Secondary roads

MO.34Secondary roads **should** adhere to the characteristics below:

Role

- Secondary roads provide the principal vehicular movement corridors within Coton Park East and will accommodate the highest level of traffic, including HGVs, buses, servicing vehicles, emergency vehicles, general traffic, pedestrians, cyclists and wheelers.

These streets will connect the site with the surrounding highway network and provide access to the larger employment plots and service yards.

Characteristic and requirements

- Secondary roads **must** be designed to safely accommodate two way HGV movement without requiring vehicles to overrun footways, cycle infrastructure, verges or landscape buffers.
- Carriageway widths, junction geometry and forward visibility **must** be confirmed through vehicle tracking for the largest vehicles expected to regularly access the employment plots. This **should** include articulated HGVs, buses, refuse vehicles and emergency vehicles, as appropriate.
- Secondary roads **should** provide a clear and legible transition between the wider highway network and the internal tertiary and private roads network. Their design **must** balance the operational requirements of an employment-led site with the need to create a safe, attractive and inclusive public realm.
- All secondary roads **must** include footways on both sides of the carriageway, with a minimum clear width of 2.0 metres. Where higher levels of pedestrian movement are anticipated, including routes to bus stops, schools, employment entrances or active travel corridors, wider footways **should** be provided.
- Cycle routes **should** be provided alongside secondary roads on both sides, cyclists **must** be physically separated from HGV and general traffic. Segregated cycle tracks or shared use paths **must** be provided in accordance with LTN 1/20, with an appropriate buffer between the carriageway and active travel route. This buffer **should** incorporate soft landscaping, street trees, SuDS features or verge planting where space allows. Separation from HGV traffic is particularly important on streets serving larger employment plots and servicing areas.
- Secondary roads **should** avoid creating an overly highway dominated character. The scale of the carriageway **must** be balanced with high-quality landscape design, tree planting, SuDS, regular crossing opportunities and active building frontages where possible.
- Secondary roads **should** have landscape verges on both sides between 1.5 - 3 metres in width with large trees planted on either side of the carriageway.
- The provision of cycle facilities on secondary roads **should** be determined based on traffic conditions and connectivity requirements. Where appropriate, cycle facilities **should** be a minimum of 2 metres

wide and **should** be provided on both sides of the carriageway. Alternatively, a two-way cycle lane with a minimum width of 3 metres **could** be provided on one side of the carriageway, where appropriate.

- Large areas of hard surfacing **should** be minimised, and landscape buffers **should** be used to soften the appearance of HGV routes and reduce the visual impact of larger employment buildings.
- Junctions on secondary roads **must** be designed to accommodate HGV turning movements while maintaining low vehicle speeds and safe, direct crossings for pedestrians, cyclists and wheelers. Junction radii **should** be no larger than necessary to accommodate the design vehicle. Where active travel routes cross secondary roads or plot access points, crossings **must** be clearly marked, well-lit and located on pedestrian and cycle desire lines. Raised tables, parallel crossings or signal-controlled crossings **should** be considered depending on traffic flows, HGV movements and the status of the route within the wider movement network.
- Access to HGV service yards and loading areas **should** be taken directly from secondary roads wherever possible. HGV access **should** not be routed through tertiary roads, school routes, residential edges or streets intended primarily for pedestrian and cycle movement. The layout **must** ensure that HGV movements are kept separate from employee and visitor car parking areas wherever practicable.

Tertiary roads

MO.35Tertiary roads **should** adhere to the characteristics below:

Role

Tertiary roads provide access from secondary roads to individual employment units, supporting the movement of vehicles, including HGVs, within the development.

Characteristic and requirements

- Tertiary roads **should** have a road width of 6.7 metres where there is on street parking.
- Roads with no parking **should** be 6.1 metres. This is in accordance with WDG Part 3.
- All tertiary roads **must** include a footway on both sides of the carriageway, with a minimum clear width of 2.0 metres.
- All tertiary roads **should** have a landscape verge of between 1.5 – 3 metres with tree planting on one side of the road.
- Where a shared use path (pedestrian/cycle/wheel) runs parallel to a tertiary road, the footway design **must** seamlessly integrate with it. Frequent, legible links and crossings between the street footway and the shared use path **must** be provided at all junctions and desire lines.
- To mitigate the potential Urban Heat Island effect and manage surface water, tertiary roads **should** feature a continuous biodiverse green edge on both sides of the street. This **should** comprise a mix of street trees, rain gardens, and integrated SuDS swales.

MOVEMENT

Street network - Principles

The following principles underpin the development of a well-structured, efficient, and accessible street network for Coton Park East. This should be read in conjunction with the nature/landscape/ public space design code.

- MO.36

Access to large employment sheds **should** be from Castle Mound Way and access to smaller employment uses **should** be from Central Park Drive and these routes **should** not be connected for vehicular traffic but **should** be connected by pedestrian and cycle routes. An alternative approach, with all HGV access from Castle Mound Way may be an alternative appropriate solution to managing the potential conflict with school users.
- MO.37

Development **should** encourage active travel with walkability and direct cycle routes integral to the design.
- MO.38

The design of both secondary and tertiary roads **should** be designed with pedestrians and cyclists in mind and be designed as green streets with segregated cycleways and footpaths. Variation in the widths of the highway verge will allow additional planting to be accommodated.
- MO.39

Bridleways exist across the site which **should** be maintained for equestrian uses and active travel.

The plan opposite illustrates HGV access from Castle Mound Way and Central Park Drive in line with framework masterplan option 1, as follows:

1. Secondary road to access to large industrial employment area
2. Secondary road to access smaller industrial employment areas
3. Tertiary road access into industrial employment areas
4. Alignment of bus and active travel route
5. Potential tertiary road if required to access plot large plot
6. Location of emergency access to Newton Lane

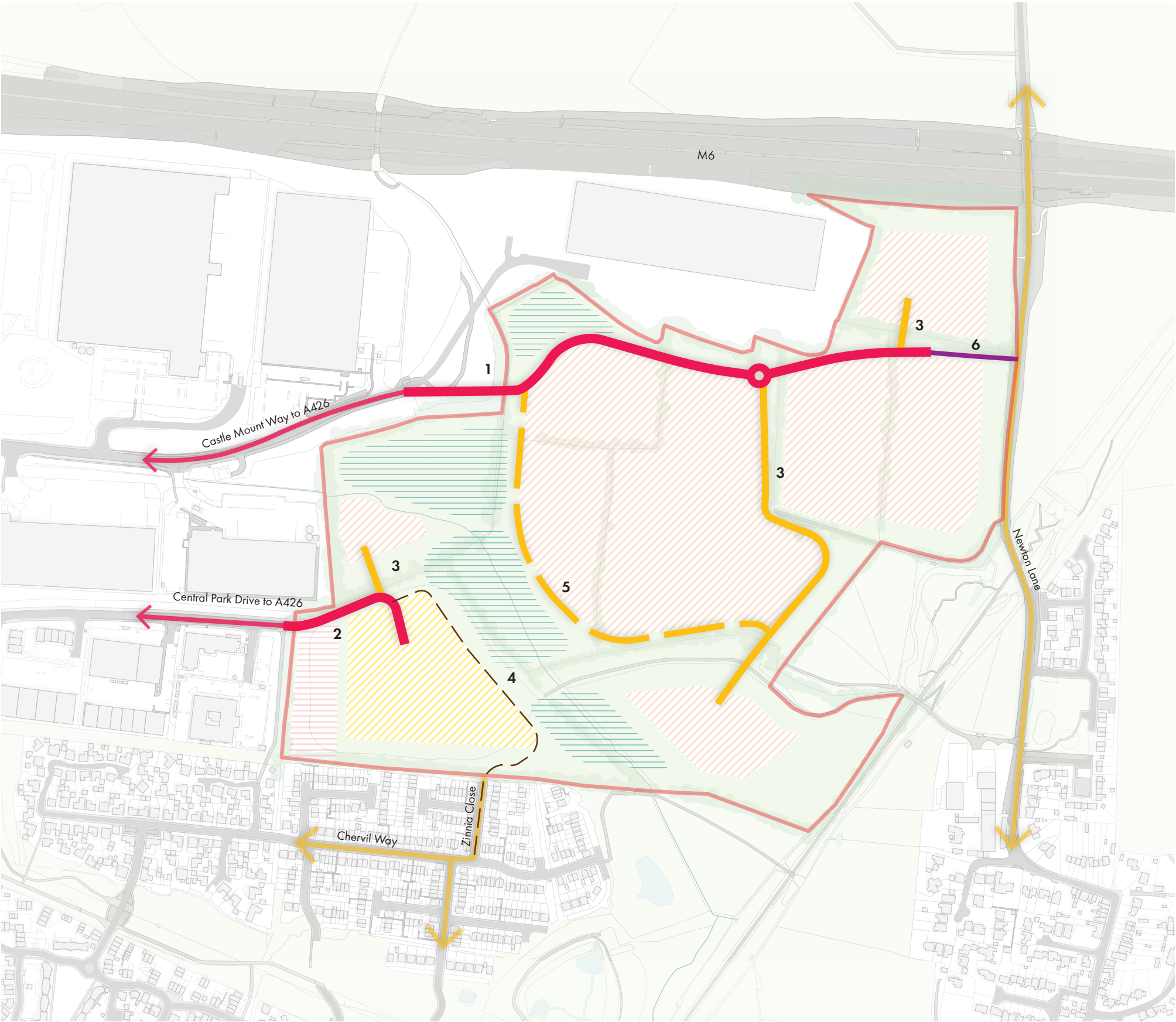
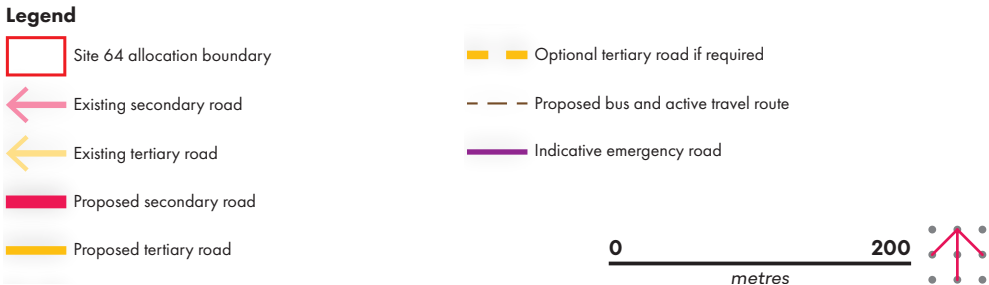


figure 17 | 1:5,000 | option 1: road network plan, hgv access from castle mound way and central park drive

MOVEMENT

Street network - Principles

Alternatively, the plan opposite illustrates all HGV access from Castle Mound Way in line with framework masterplan option 2, as follows:

- 1. Secondary road to access to large industrial employment area
- 2. Tertiary road to access smaller industrial employment areas
- 3. Tertiary road access into industrial employment areas
- 4. Alignment of bus and active travel route
- 5. Potential tertiary road if required to access plot large plot
- 6. Location of emergency access to Newton Lane

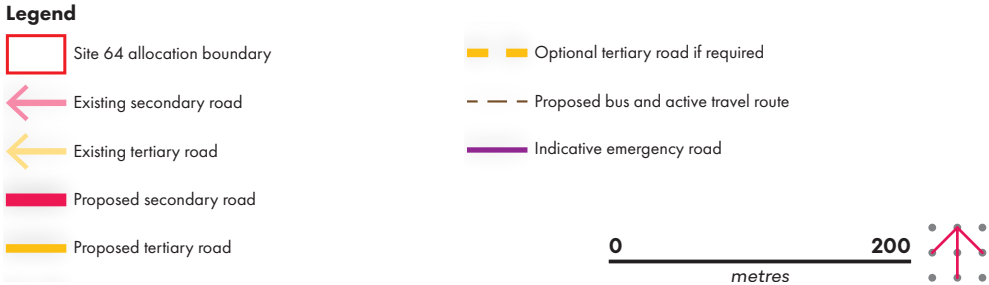


figure 18 | 1:5,000 | option 2: road network plan, all hgv access from castle mound way

MOVEMENT

Street network - details

Secondary roads network details

The plans and the cross sections adjacent provide more design detail and illustrate the design code outlined in MO.34. They also show the relationship with on plot planting to ensure that employment uses are well screened from the carriageway.

They illustrate that the verge planting strip should not be a uniform width and should allow areas for additional tree planting and rain gardens adjacent to the carriageway.

The secondary roads should be designed as an avenue to create a distinctive character.

The cross sections are illustrative but show some key dimensions which must be followed. The actual cross section will depend upon ground levels and development platforms but whether building is higher or lower than the road slopes should not exceed 1:3 and should ideally be shallower to allow planting of these slopes.

Further details are provided in the nature/ landscape/ public space section of the code.

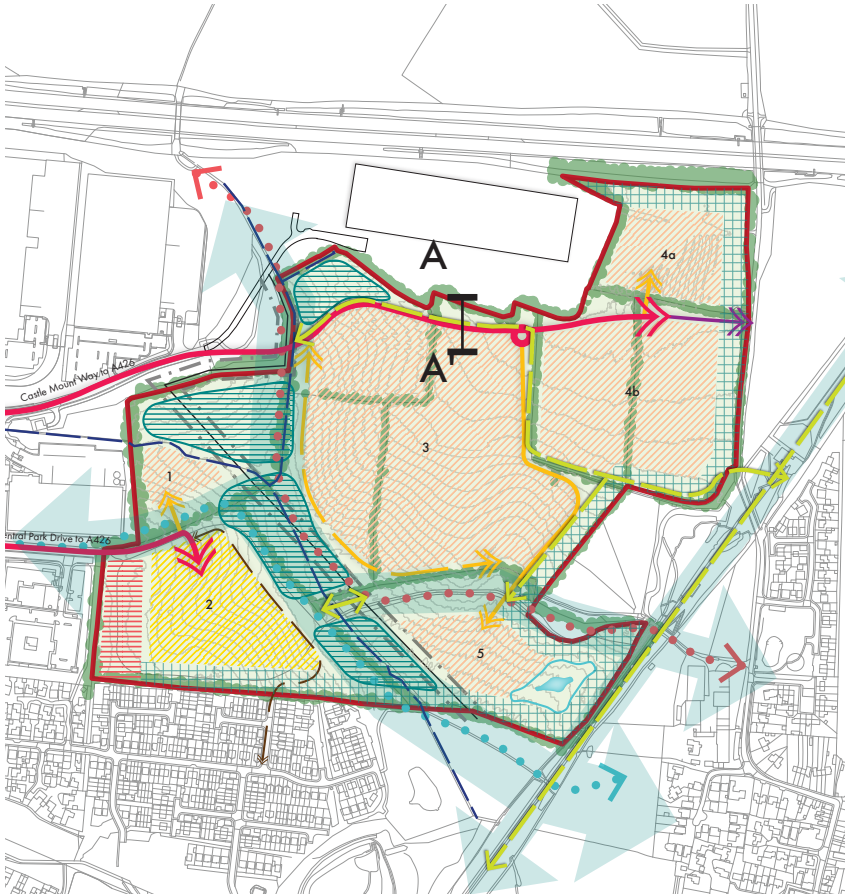


figure 19 | street section location map

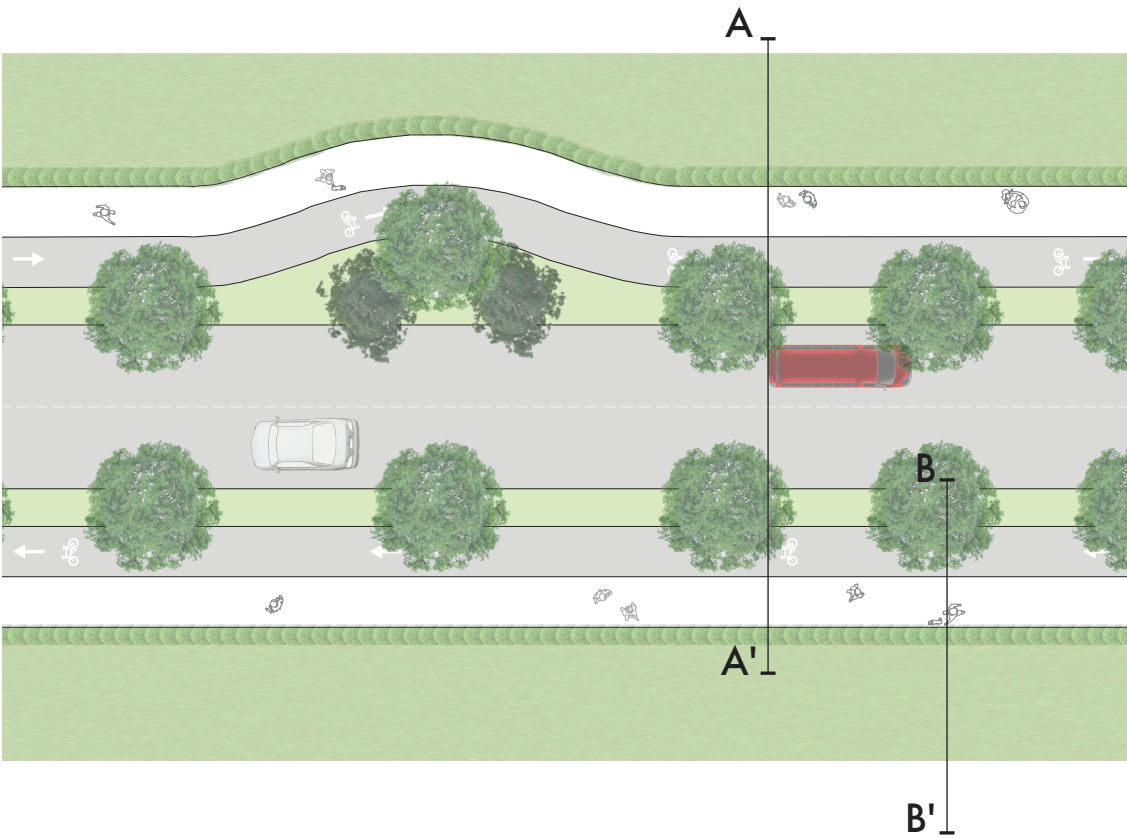


figure 20 | 1:300 | secondary road plan

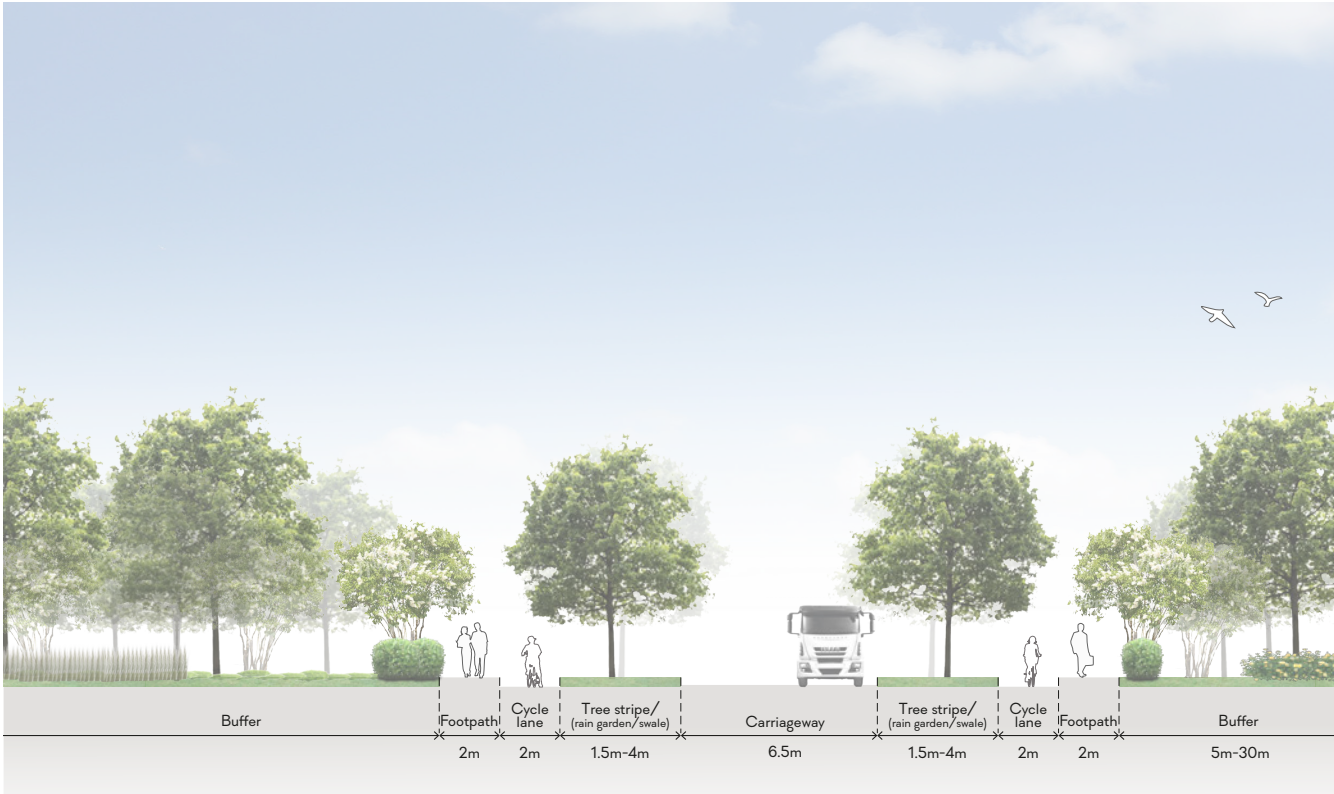


figure 21 | 1:250 | a-a' street section



figure 22 | 1:250 | b-b' street section

MOVEMENT

Street network - details

Tertiary roads network details

The plans and the cross sections adjacent provide more design detail and illustrate the design code outlined in MO.35.

They illustrate that the verge planting strip should not be a uniform width and should allow areas for additional tree planting and rain gardens adjacent to the carriageway. It differs from the secondary roads in that tree planting within the verge should only be on one side but planting and rain gardens should be provided in the opposite verge.

The cross sections are illustrative but show some key dimensions which must be followed. The actual cross section will depend upon ground levels and development platforms but whether building is higher or lower than the road slopes should not exceed 1:3 and should ideally be shallower to allow planting of these slopes.

Further details are provided in the nature/ landscape/ public space section of the code.

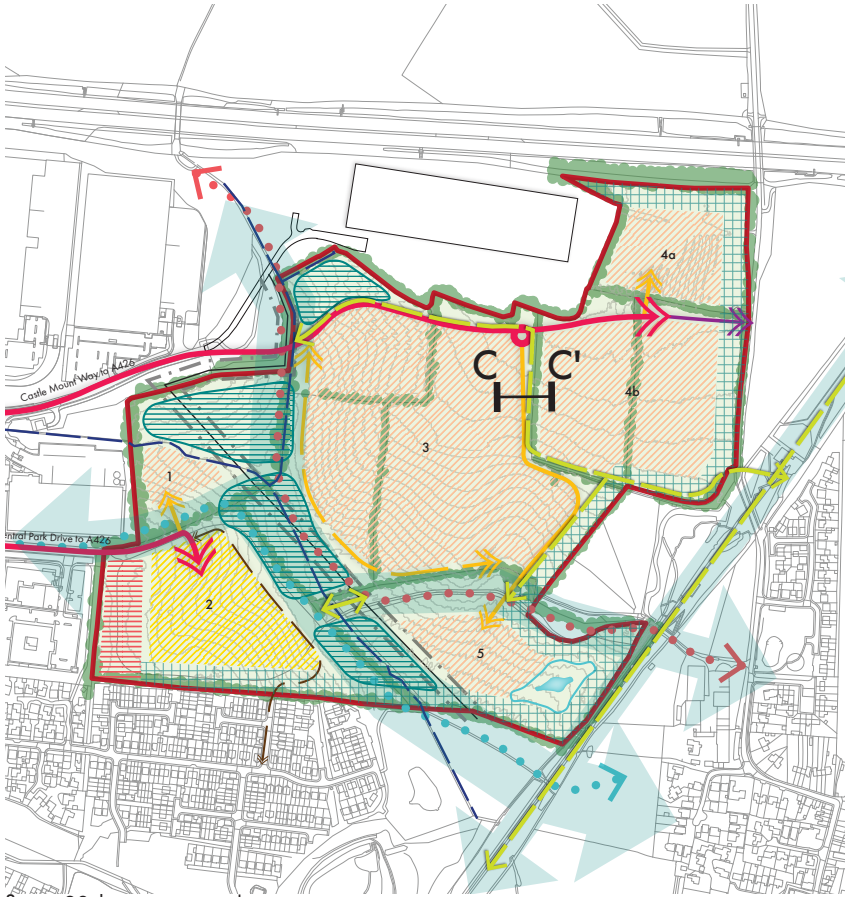


figure 23 | street section location map

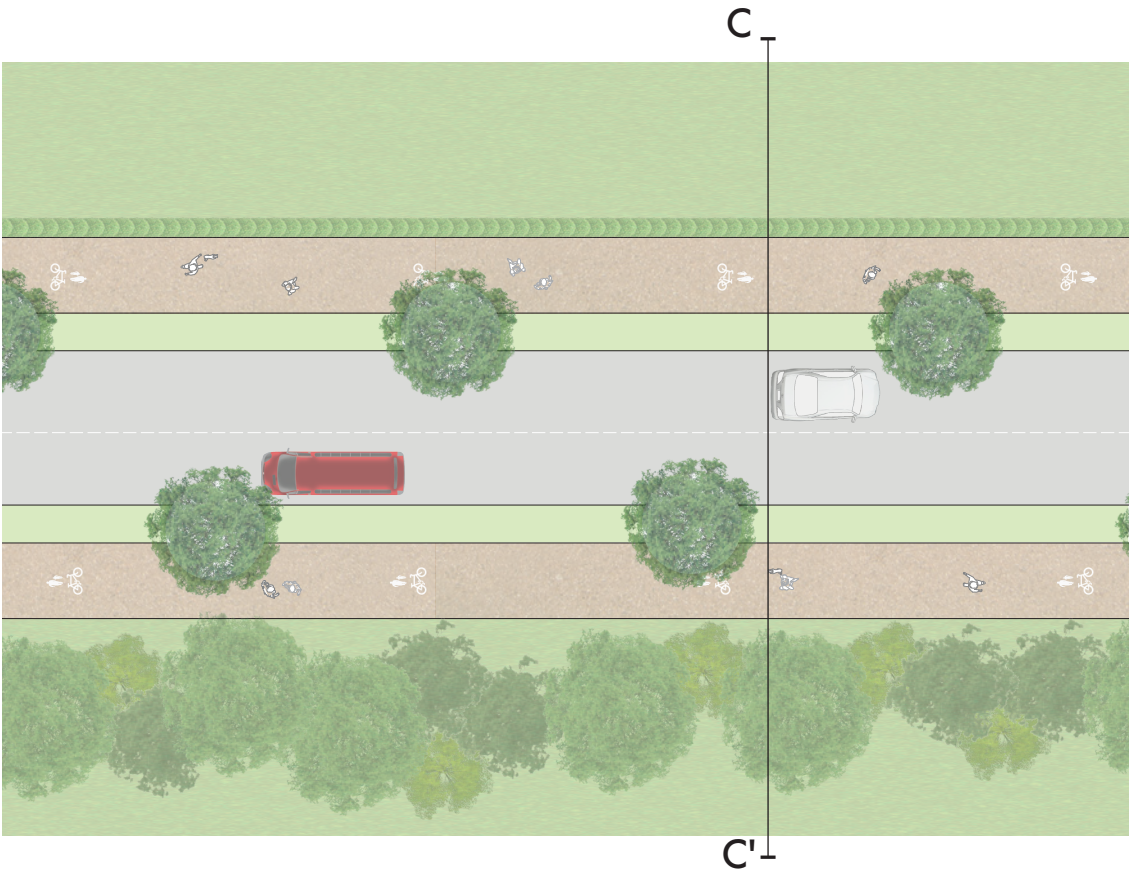


figure 24 | 1:300 | tertiary road plan

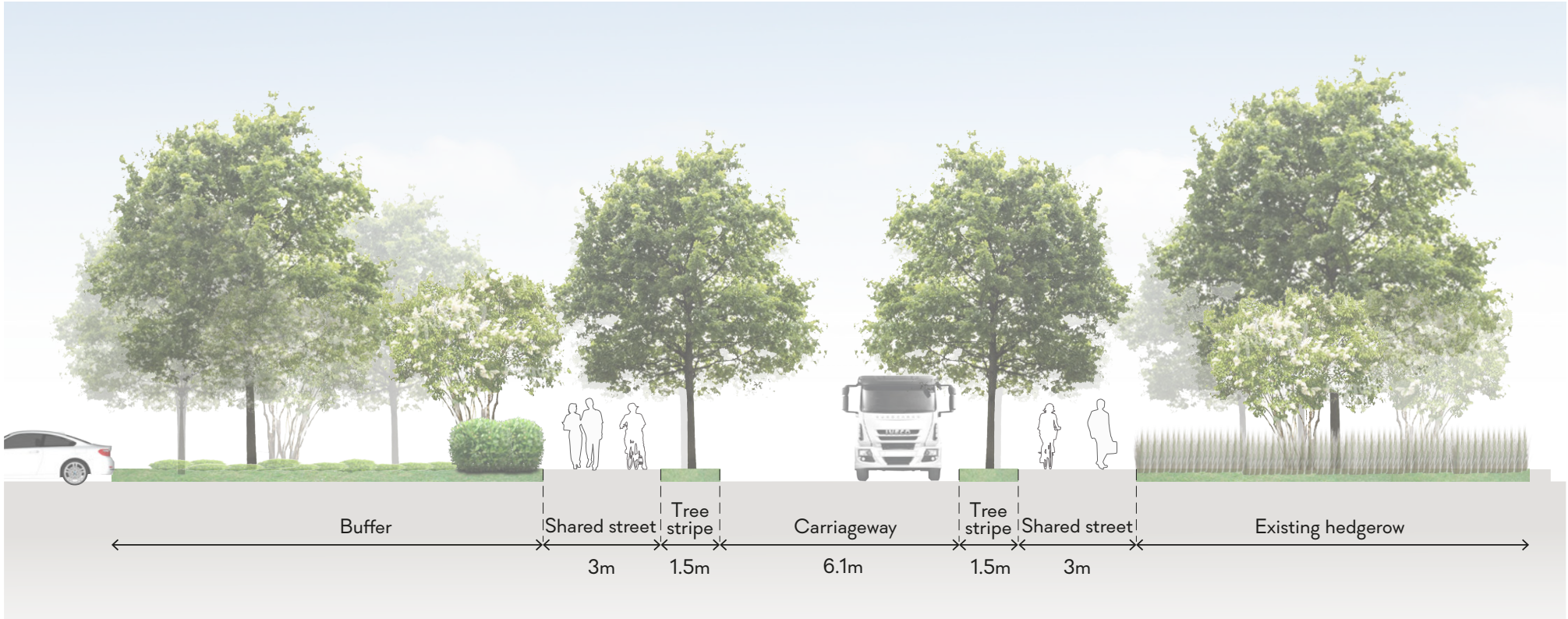


figure 25 | 1:150 | a-a' street section

MOVEMENT

Street network - Sustainable travel framework

The active travel framework aims to create a dense, connected network to support internal active mode movements and facilitate wider connectivity to external destinations. This framework prioritises a segregated walking and cycling network for safety and accessibility.

MO.40 Proposals **must** incorporate the active travel framework, to provide connections across the whole of Coton Park East, and integrate with external connections beyond.

Primary active travel routes:

- 1. Existing PRoW footpath upgrade – improved surfacing and opportunity for informal cycle route
- 2. Existing bridleway upgrade - improved surfacing and opportunity for informal cycle route
- 3. New footpath connections to connect existing PRoW and bridleway
- 4. New bus route – active travel includes segregated cycle lane, footpath and tree planted verge
- 5. New footpath connection to connect existing bridleway and new bus route
- 6. New tertiary route – active travel includes combined cycle lane/footpath and tree planted verge
- 7. Great Central Walk – cycle and pedestrian route connected into Coton Park East
- 8. New secondary route to service larger scale employment uses – active travel includes segregated cycle lane, footpath and tree planted verge
- 9. New pedestrian/ cycle link to Newton picnic area
- 10. Optional tertiary route for vehicles – if provided active travel will include segregated cycle lane, footpath and tree planted verge

This framework emphasises integration with key external connections, enabling efficient movement for pedestrians and cyclists.

Legend

Site 64 allocation boundary

Public rights of way - footpath

Public rights of way - bridleway

Existing bus route

Existing bus stop

Proposed bus and active travel route

Proposed strategic active travel network

Potential strategic active travel network

figure 26 | 1:5,000 | sustainable travel plan

Coton Park East Design Code Draft 09.26

Introduction

Analysis

Vision

Code

Movement | Nature/Landscape/Public space | Built Form

36

MOVEMENT

Paths

Shared use paths

- MO.41

All shared-use paths through the site **must** be fully segregated from vehicular routes and **must** be a minimum of 3 metres wide where cyclist flows are expected to be less than 300 per hour, in line with LTN 1/20 Section 6.5.
- MO.42

Routes forming the direct desire line between the village of Newton and the Rugby Free Primary School (including linkages to the Great Central Walk) **should** be a minimum of 4.0 metres wide.
- MO.43

All shared use paths on secondary and tertiary streets (including PRowVs and leisure corridors) **should** utilise permeable surfacing to assist with natural site drainage and reduce surface water runoff.

Design and Material

- MO.44

To respect the site’s transition to the countryside, pedestrian and cycle surfaces **should** feature natural, earthy tones and textures (such as resin bound gravel or hoggin style compacted surfaces) rather than standard black asphalt.
- MO.45

Paths **should** be defined by flush, low profile, or natural timber edgings to avoid a hard urban appearance, allowing the path to sit softly within the landscape.
- MO.46

Surfaces **must** be smooth, firm, and stable to ensure accessibility for wheelchair users, pushchairs, and those with mobility impairments, whilst maintaining a natural appearance.

Segregated Paths

- MO.47

Where high levels of walking, wheeling and cycling are anticipated, these routes **should** incorporate segregated footway and cycle track provision in accordance with LTN 1/20.
- MO.48

One way cycle routes **must** be a minimum of 2.0 metres wide. This width **should** be increased to a minimum of 2.5 metres in areas where higher levels of usage are anticipated (such as connections to employment units or primary internal junctions).
- MO.49

For two-way tracks there **should** be a minimum width of 3.0 metres, increasing to 4.0 metres where high cycle flows are expected. These minimum widths are in accordance with LTN 1/20 Section 5.
- MO.50

Where active travel routes run parallel to secondary and tertiary roads, a minimum 1.5- 3.0 metres wide green buffer (incorporating soft landscaping, tree planting, or SuDS features) **must** be provided between the carriageway and the active travel route in line with LTN 1/20 Section 6. This buffer is essential to enhance safety, improve the user experience and provide a clear separation from HGV trafficked corridors. Footways for pedestrians **should** be a minimum of 2.0 metres wide along these routes.
- MO.51

A coordinated wayfinding and signage strategy **should** be implemented across the site, with clear, legible signage placed at key decision points, junctions, and at entrances to the Great Central Walk and school routes.
- MO.52

Open green space for recreation **should** be provided to the south west of the site, and **should** form a buffer between the land dedicated for educational or small business use and larger warehouse sheds to the north and east. See nature/ landscape/ public space code for more details.

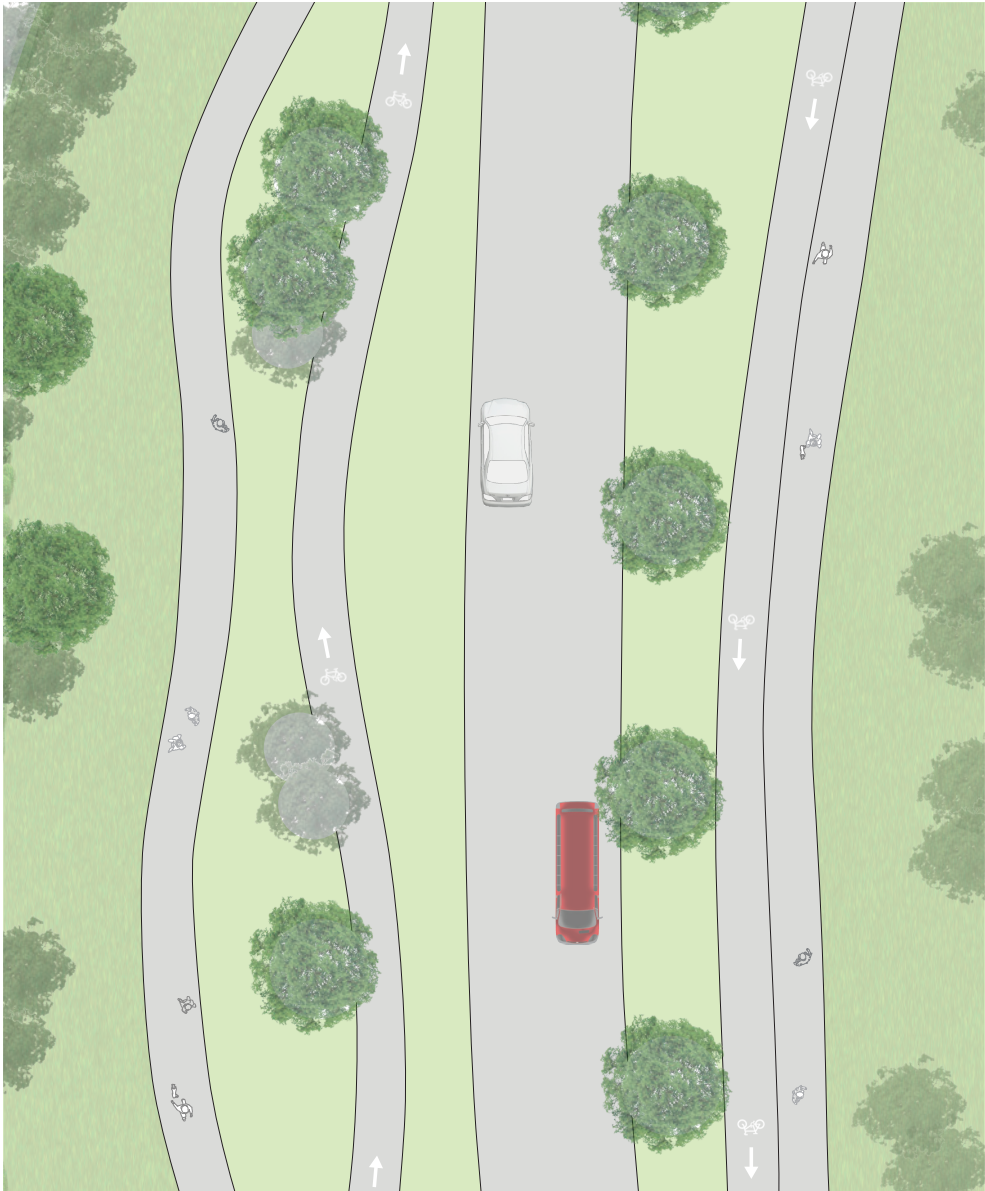


figure 27 | 1:300 | informal path and tertiary road plan



Shared surface, Green Park, Reading



Recreational paths, Stowe Park, Lichfield

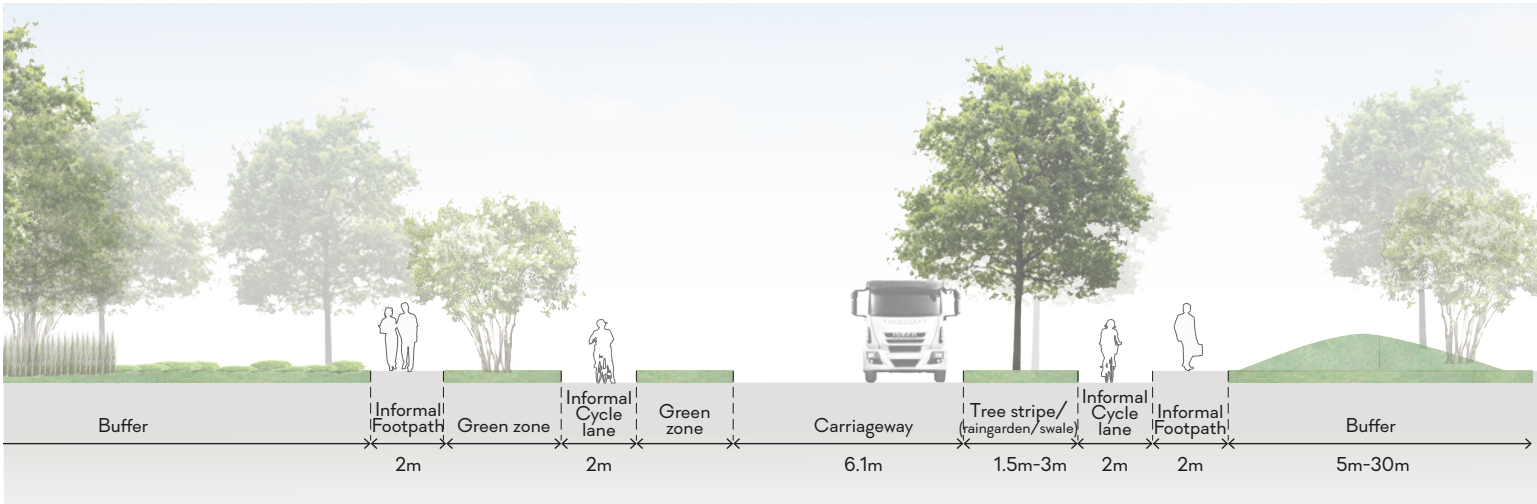


figure 28 | 1:300 | informal path and tertiary road section

Precedents of paths

MOVEMENT

Junction design and priority

Junction design and priority

- MO.53

At all junctions where secondary, or tertiary roads meet, a raised table **must** be provided to create a continuous footway. This is recommended by LTN 1/20 as raised tables prioritise active travel, maintain level access for all, and naturally calm vehicular speeds. Junction corner radii **must** be kept as tight as possible to restrict vehicle turning speeds in accordance with WDG Part 4 guidance.
- MO.54

Where shared use, active travel routes cross or meet secondary or tertiary roads, a parallel crossing **must** be provided as shown in the photograph below. These crossings **must** be situated on a raised table to ensure that cyclists, walkers, and wheelers retain priority and remain at a consistent level.
- MO.55

Where shared use routes intersect with secondary roads outside the design code area, safe crossing infrastructure is mandatory. If the street speed limit is 30mph or lower, a parallel crossing **could** be used. For streets with higher traffic volumes or speeds, a Toucan crossing (or equivalent signal-controlled facility) **must** be provided to ensure safe passage for both cyclists and pedestrians in accordance with WDG Part 2 - this is shown in figure 29.
- MO.56

Wherever an active travel route intersects with a vehicular entrance, such as HGV loading bays, warehouse site access points, or car park entrances, there **must** be a zebra or parallel crossing provided on a raised table as shown in photograph adjacent. These crossings **must** be situated on the primary desire line for walkers, wheelers, and cyclists to ensure they retain absolute priority. Raised Tables **should** be used at vehicular access points where necessary to reduce vehicle speeds and reinforce the priority of the active travel route. The crossing arrangement **should** be designed to minimize conflict between vehicles and active travel users and **should** provide a contentious, accessible and legible route through the development site.
- MO.57

At warehouse and HGV access points, crossings **should** be clearly delineated using high contrast surface materials (e.g. contrasting block paving) to ensure they are highly visible to both HGV drivers and active travel users. Tactile paving **should** be included to ensure visually impaired users are aware of the crossing point.

- MO.58

Bus gates **must** be in place where streets intersect with Zinnia Close to restrict access to buses and those walking, wheeling and cycling as shown on movement network plan (See fig 26). This is to prevent through traffic and to encourage the use of public transport and active travel. Physical measures (such as ANPR or rising bollards) **must** be considered to ensure strict enforcement, preventing private vehicle ingress while maintaining seamless transit flow.
- MO.59

To ensure the site is fully inclusive for visually impaired users, tactile paving **must** be provided at all crossing points throughout the site. The design, colour, and installation of tactile paving **must** comply with the latest Department for Transport 'Inclusive Mobility' guidance to ensure it provides clear, consistent information to users without creating trip hazards or conflicting with the rural aesthetic of the site.

Set back and positioning

- MO.60

To ensure visibility and safety, all pedestrian and cycle crossings **should** be set back at least 5 metres from the junction of the main carriageway where possible. This allows a vehicle waiting to turn to clear the crossing point before waiting to join the main flow, preventing the blocking of the active travel desire line.
- MO.61

A partial set back (less than 5 metres) from the highway or no set back (at the kerbline) **could** also be appropriate where traffic speeds and volumes are low and space at the junction is constrained. LTN 1/20 guidance **should** be referenced in designing the suitable set back.

Access Management

- MO.62

Where streets for general traffic transition into active travel only routes, a modal filter **must** be provided to physically prevent unauthorised motor vehicle access while maintaining a clear, safe and accessible route for pedestrians, cyclists, wheelers and mobility scooter users. Modal filters may include bollards, planters, kerb build outs or other physical measures, provided they do not create barriers for disabled users, non-standard cycles, cargo bikes or emergency access where required.
- MO.63

Where streets for general traffic transition into bus only routes, access **must** be managed through a bus gate rather than a standard modal filter. Bus gates **should** be designed to allow buses, pedestrians and cyclists to pass safely while preventing unauthorised private vehicle access. Measures may include traffic signs and road markings, camera enforcement, rising bollards or other access control measures agreed with Warwickshire County Council. The design of bus gates **must** ensure that active travel users are not squeezed by buses and that the route remains legible, accessible and safe for all permitted users.
- MO.64

All modal filters and bus gates **must** be located and designed so that they are clearly visible on approach, avoid abrupt vehicle manoeuvres, and maintain appropriate visibility between drivers, pedestrians, cyclists and wheelers. They **should** be supported by clear advance signage and, where necessary, turning opportunities for vehicles that are not permitted to continue.
- MO.65

All junctions, crossing points, modal filters and bus gates **must** provide clear, unobstructed visibility in accordance with Manual for Streets.

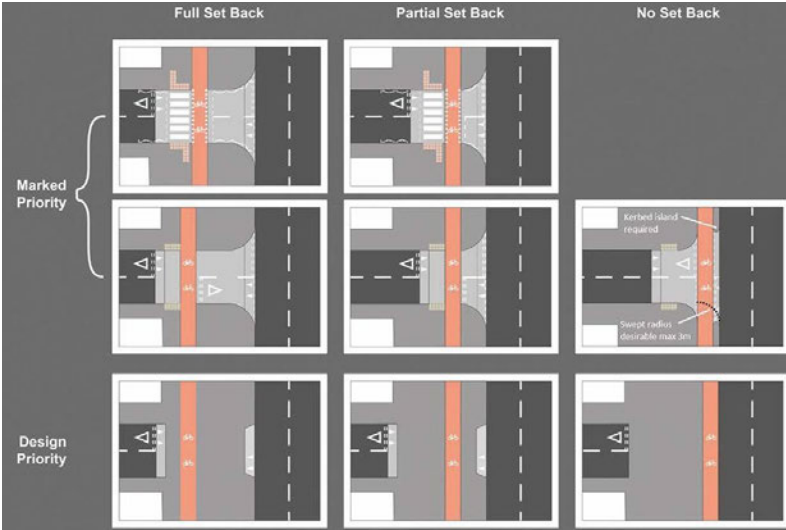


figure 29 | nts | set back of cycling crossings from ltn 1/20 | source: momentum



Separated pedestrian and cycle crossing, Meteor Business Park, Gloucester



Access point of crossing and raised table, Green Park, Reading

Precedents showing junction design and priority

MOVEMENT

Car parking

Car parking should not dominate the street scene and should be well integrated within the landscape proposed.

Parking requirements

- MO.66
- Car parking **must** be designed to support placemaking, ensuring that it does not dominate the local environment.
- MO.67
- Well considered parking **should** be convenient, safe, and attractive, integrating seamlessly into streets, blocks, and plots while providing access to EV charging points.
- MO.68
- Parking standards for employment uses are set out in the Rugby District Council Local Plan and **should** be followed.
- MO.69
- Parking for employment uses **should** be positioned towards the rear or side of plots, away from the main street frontage, with landscaping used to reduce visual impact.
- MO.70
- Parking layouts **should** incorporate integrated SuDS, such as rain gardens or swales, between parking rows to manage runoff and break up the visual expanse of vehicles.
- MO.71
- Development proposals **should** consider how parking areas **could** be adapted over time if parking demand is lower than anticipated or reduces in the future. Parking layouts **should** therefore be designed to allow underused spaces to be repurposed for alternative uses, such as additional landscaping, SuDS, tree planting, cycle parking, outdoor amenity space, pocket parks, mobility hubs, seating areas, or future building expansion, where appropriate.
- MO.72
- To support this flexibility, large areas of car parking **should** be avoided where possible. Parking **should** instead be arranged in smaller, well landscaped clusters that can be converted incrementally without compromising access, servicing, emergency vehicle movement or inclusive pedestrian routes. Where future repurposing is anticipated, proposals **should** demonstrate how drainage, levels, utilities, lighting, planting and access arrangements would allow parking areas to be safely and practically adapted over time.
- MO.73
- For smaller buildings, parking **must** be designed to reflect a "human scale." Small, parking clusters that are overlooked by office windows/receptions (natural surveillance) **should** be used. Long rows of parking that characterise typical industrial units **should** not be used. Consideration **should** be given to planting trees every five bays.

- MO.74
- The RBC Local Plan (2026) refers to Building Regulations part S for electric vehicle charging standards. Where more than 10 parking spaces are provided, at least one of the parking spaces **must** incorporate active EV charging infrastructure from the outset to support the move to low carbon freight and commuting. One in five remaining spaces **must** incorporate passive EV charging infrastructure to allow for future upgrades.
- MO.75
- The layout **must** ensure that the transition between HGV manoeuvring space and employee/visitor car parking is clearly defined. The two **should** not mix. This avoids dangerous interactions between HGVs and staff walking from their cars to the office entrance.

Disabled Parking

- MO.76
- Parking for disabled motorists and passengers **must** be provided in line with the rates in RBC Local Plan (2026). Pathways from the dedicated parking **must** be at least 1.2 metres wide and **should** be 1.8 metres where possible and avoid crossing vehicle paths. Ramps **should** have a gradient no greater than 1:20 and **must** not exceed a distance of 10 metres without a level interval.

Cycle Parking

- MO.77
- Short stay cycle parking **must** be secure, weather protected, and closer to the main entrance than the car parking. Cycle parking **must** be provided in line with the rates in the RBC Local Plan (2026).
- MO.78
- Cycle parking **must** be located in convenient, visible and accessible locations that support direct movement between the cycle parking area, building entrances and the wider walking and cycling network. Short stay cycle parking **should** be positioned close to main entrances and visitor destinations, while long stay cycle parking **should** be located within or close to buildings, with step free access and natural surveillance.
- MO.79
- The location of cycle parking **must** be coordinated with green and blue infrastructure, pedestrian routes, servicing areas, parking courts, public spaces and other amenities. Cycle parking **should** not obstruct footways, crossings, visibility splays, SuDS features or maintenance access. Where cycle parking is located near landscaped areas, rain gardens or water features, sufficient clearance **must** be provided to ensure that stands remain usable, well drained, overlooked and accessible throughout the year.

- MO.80
- Long stay cycle parking **should** be provided in secure cycle storage that is integrated into the building fabric or housed in high quality, architecturally designed structures that match the building materials.
- MO.81
- A minimum of 5% of all cycle parking spaces **must** be provided as accessible spaces in accordance with LTN 1/20. These spaces **must** be designed with additional clearance (e.g., wider spacing) to accommodate cargo bikes, trikes, hand cycles, and other non-standard cycles, and **must** be located on level ground with step free access.
- MO.82
- Cycle parking **must** be designed in accordance with LTN 1/20 standards in Section 11. A standard Sheffield stand would require a bay length of 2.0 metres and a 1.2 metres space between stands, whilst an accessible bay **should** have a minimum length of 2.5 metres and at least 2.0 metres between stands.
- MO.83
- End of trip facilities (showers and lockers) **should** be provided within buildings for employees and visitor use to encourage active travel in line with Warwickshire LTP4.

Travel Plans

- MO.84
- Development proposals **must** include a Travel Plan setting out measures to encourage walking, wheeling, cycling, public transport use, car sharing and low emission travel. The Travel Plan **should** include monitoring of mode share, cycle parking use, bus use and car parking demand after occupation.

MOVEMENT

Car parking

Figure 30 and adjacent precedent photographs provide further design detail, illustrating how significant landscape buffers and tree planting can screen large areas and provide separation from the roads.

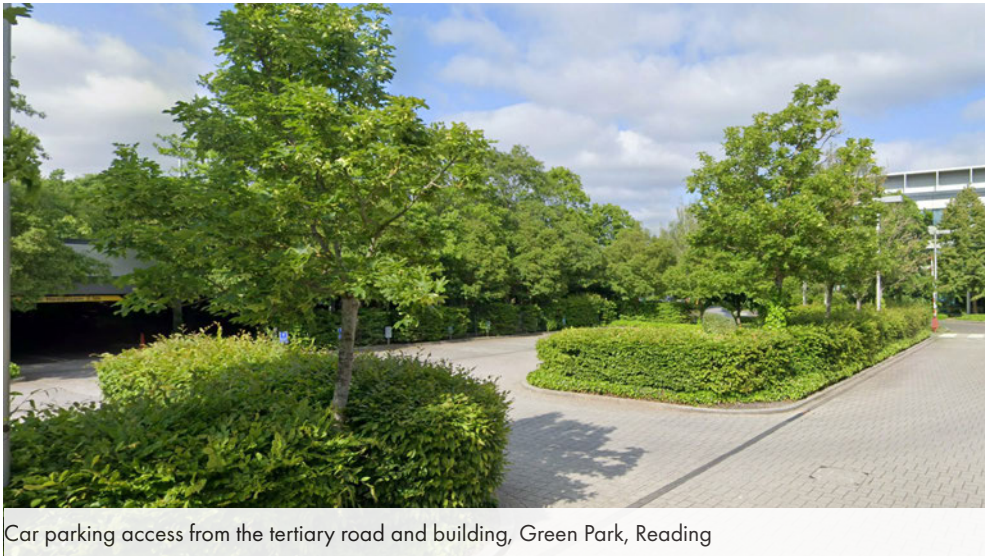
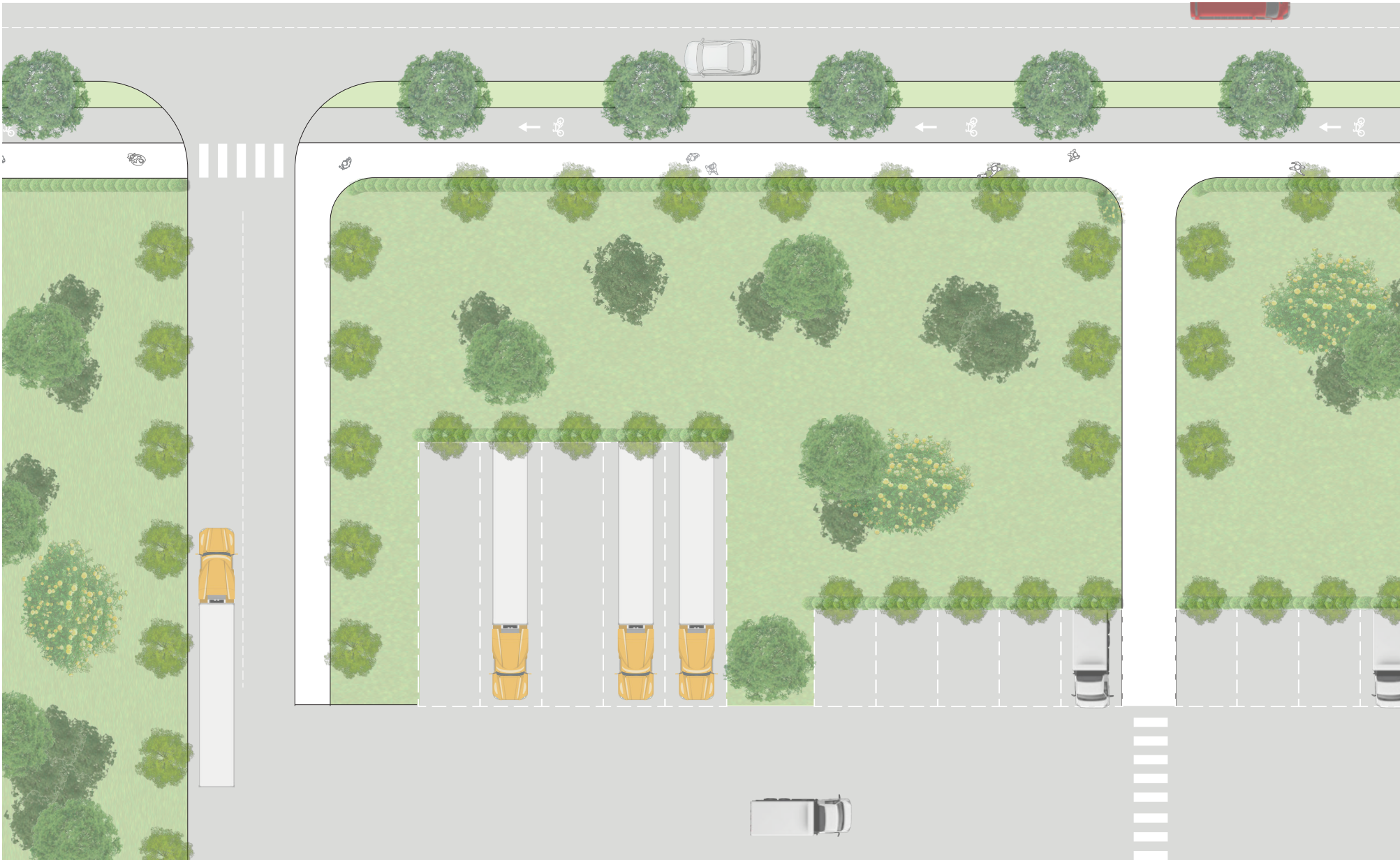
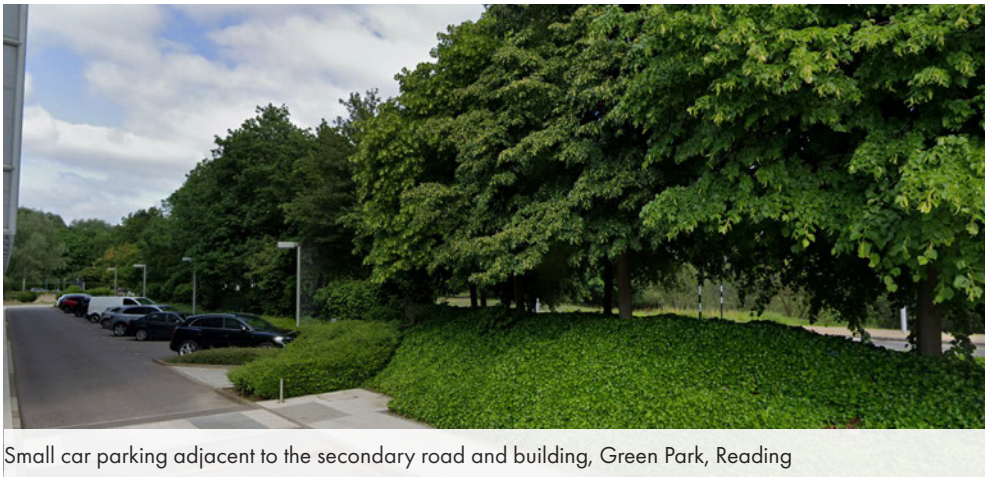


figure 30 | 1:300 | screening of car parking

Precedents for car parking

MOVEMENT

Servicing, refuse and emergency access

Servicing and refuse

- MO.85

HGV access **must** be directed to the most appropriate strategic and local routes. HGV movements **must** avoid Newton village, school routes and residential streets unless specifically required for access. Signage, routing information and site management plans **should** be used to prevent HGVs from using routes where their movement would create safety, amenity, noise, vibration, air quality or highway geometry issues.
- MO.86

HGV access and servicing routes **must** be designed to minimise conflict with people walking, wheeling and cycling. Wherever practicable, HGV movements **should** be separated from primary active travel routes through dedicated servicing access, separate service yards, physical separation, clear crossing priority and direct routing from the secondary road network. Where HGV routes cross pedestrian or cycle desire lines, crossings **must** be clearly marked, well lit, accessible and designed to slow turning vehicles.
- MO.87

Servicing arrangements **should** be supported by a Delivery and Servicing Plan, including measures to manage delivery routes, vehicle types, delivery frequencies and, where appropriate, delivery times to avoid peak pedestrian and cycle movements, school start and finish times, and other periods of high active travel demand.
- MO.88

Refuse vehicles **should** be auto tracked on the road network to ensure suitable access to waste storage areas within the site. Refuse vehicles **should** have to reverse no more than 12.0 metres in accordance with BS 5906: 2005.
- MO.89

In accordance with WDG Part 3, streets **should** not be designed to accommodate the largest refuse vehicle possible but instead vehicles **should** be used that can be accommodated within the outline street design principles in Section 3.

Emergency Access

- MO.90

Emergency vehicle access **must** be provided in accordance with Building Regulations Approved Document B and relevant Warwickshire Fire and Rescue Service requirements. The carriageway widths set out in Section 4.2 are sufficient to accommodate fire tender access, as they exceed the minimum access route width of 3.7 metres required for fire appliances.
- MO.91

Development proposals **must** demonstrate that emergency vehicles can access all required parts of the site safely and efficiently. This **should** include swept path analysis for fire appliances, confirmation that access routes are capable of supporting the required vehicle loading, and evidence that fire appliances can reach buildings, hydrants and other fire fighting infrastructure without obstruction.
- MO.92

Fire appliances **should** not be required to reverse more than 20 metres. Where turning is required, appropriate turning heads, loops or other arrangements **must** be provided. Emergency access routes **must** be kept clear of obstructions, including parked vehicles, street furniture, planting and access-control features. Warwickshire Fire and Rescue Service **should** be consulted as part of the planning and detailed design process.

Highway adoption

- MO.93

Industrial estate roads **could** remain private with appropriate public transport and public rights-of-way agreements.
- MO.94

Any roads to be adopted by Warwickshire County Council as the Highway Authority **must** comply with:
 - Warwickshire Design Guide standards
 - Section 38 Agreements under the Highways Act 1980
 - Local Highway Authority procedural requirements for adoption

The Warwickshire Design Guide provides further details on technical and procedural aspects of highway adoption.

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape context and vision

The landscape vision for Coton Park East is to create a holistic landscape connecting people, place and nature. Through public consultation, there is a clear directive from the local community to protect the landscape, wildlife and its biodiversity, alongside providing a recreational resource for the community in close proximity to the site, in the residential areas to the south and the village of Newton to the east.

The landscape strategy aims to minimise, where possible, landscape and landscape visual effects associated with accommodating a mixture of different-sized employment uses across the site.

Key challenges include protecting existing landscape features such as trees, hedgerows, grassland and watercourses, while at the same time accommodating the quantum of employment set out in the Local Plan.

A critical challenge is working with the topography to create development platforms that do not look over engineered and that can help to reduce the overall mass and height of buildings by cutting into slopes and utilising significant planting buffers to soften development proposals.

The Landscape Strategy

The landscape strategy (See figure 31 opposite) has a number of key components, as follows:

- 1. Connectivity - green and blue infrastructure corridors
- 2. Reflecting landscape character
- 3. Protecting existing landscape features
- 4. Providing appropriate landscape buffers and boundary treatments
- 5. Creation of a series of different landscape character types
- 6. Creation of a hierarchy of open spaces with different functions
- 7. Creation of green streets and blue infrastructure features
- 8. Planting on plot to help soften buildings and break up large areas of car parking
- 9. Landscape proposals

These overarching considerations are then concentrated into design principles for landscape, including soft and hard landscape palettes and the treatment of open space. Consideration should also be given to the guidance provided elsewhere within this Design Code, including movement and built form.



NATURE/LANDSCAPE/PUBLIC SPACE

Connectivity: green and blue infrastructure

The overarching aim of this section of the Design Code is to connect people, place and nature. To achieve this, strategic consideration is required across and beyond the Coton Park East employment area to provide connectivity for residents to the south and the village of Newton to the east. This will allow good connectivity to the existing public rights of way network, Rugby Free Primary School and the existing natural features of the landscape.

Figure 32 opposite illustrates key strategic connections that should be provided.

Integration of connectivity from routes and streets to green corridors contribute towards building a healthy community of people and nature. Green infrastructure should be viewed as social as well as ecological infrastructure, and the principles set out by Natural England should be considered for all landscaping schemes:

- Multifunctional
- Varied
- Connected
- Accessible
- Character

By considering green infrastructure holistically across Coton Park East, a sense of place can be forged between a new employment community and the surrounding residential communities.

- NA.01

Landscapes need to be bigger, better and joined, and this **should** be at the foundation of landscaping within applications.
- NA.02

The design of public open spaces **should** endeavour to create opportunities for the local community to have access to nature. The aim **should** be to create opportunities for people to foster a sense of connection to the environment, enjoy physical activity, reduce social isolation and provide a platform for community engagement.
- NA.03

Landscape treatments to verges alongside routes and PRoVs **should** be designed to create safe spaces for users, with good visibility and enhanced wildlife connectivity.
- NA.04

Where SuDS are utilised, the landscaping **should** optimise connectivity for nature, ensuring that vegetation does not encroach onto the route.
- NA.05

The secondary road for employment traffic **should** be located away from the primary green corridors that cut through the site, with safe pedestrian and cycle routes provided along these corridors.
- NA.06

Secondary and tertiary roads that cross the strategic green corridors **should** be kept to a minimum to reduce disturbance to these pedestrian, cycle and wildlife corridors.



NATURE/LANDSCAPE/PUBLIC SPACE

Existing landscape character

It is integral that the landscape character of the site and its context is represented and reflected within landscaping schemes.

National Landscape Character

The site is within the Leicestershire Vales (94) National Character Area but also sits adjacent to the Dunsmore and Feldon (96) National Character Area.

Regional Landscape Character Areas

As noted in the analysis section, Landscape Character Assessment (LCA) has been prepared for Rugby Borough Council (2025). This identifies a series of Landscape Character Areas (LCAs) and Landscape Character Types (LCTs) across the Borough.

The site lies within the High Cross Landscape Character Area, which comprises two Landscape Character Types: Village Farmlands and Open Plateau. The site falls partly within both character types.

- NA.07
- Key features of the landscape character which **should** be maintained or reflected include:
- Distinctive valleys and river watercourses.
 - Undulating naturalistic landscape with large areas of grassland.
 - Woodland belts provide local enclosure within an otherwise open landscape along the former railway line to the east of the site.
 - Geometric hedged field patterns and undulating landform create a strong sense of distinctiveness and enclosure.
 - PRoVWs which link landscapes and provide access to landscape features. These are strong landscape features and **must** be retained. They **should** also be enhanced with additional landscape features to provide better connectivity for communities and support recreational use.
 - Strong, mature hedgerows with large trees **should** be retained where possible.



Photographs of the site that illustrate some of the existing landscape features that contribute to its landscape character

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape features to be retained

Figure 33 illustrates the existing landscape features and habitats across the site, identifying those that should be protected and retained where possible, as well as features where removal may be required to accommodate development. This is indicative of the landscape features considered to be of value; however, assessments of existing landscape features will be expected to be undertaken for all proposals. These features are subject to buffers and/or wide landscape margins (set out overleaf).

- NA.08

The protection, retention and enhancement of landscape features **should** be a priority within applications, making meaningful and positive contributions to nature and nature’s recovery. There **must** be robust justification for any loss.
- NA.09

All hedgerows along green corridors **should** be retained with sufficient offset to allow them to feel part of a wider corridor for both wildlife and recreation.
- NA.10

The landscape topography of the site **should** be maintained wherever possible. Where development platforms are required, they **should** not be over-engineered and **should** be a maximum of 1:3 slopes to allow planting, and ideally less steep, to create a naturalistic landscape form.
- NA.11

Preservation of TPO trees and feature trees in Categories A or B **must** be in accordance with BS 5837:2012 ‘Trees in relation to design, demolition and construction – Recommendations’.
- NA.12

Where the intersection of development and existing high-quality trees, including TPOs and Category A and B trees, cannot be avoided, landscape techniques such as root cell systems **should** be explored, and robust justification **must** be provided for any losses.
- NA.13

Opportunities **should** be explored to enhance retained hedges, for example through actions such as gapping up and the promotion of existing hedgerow trees, appropriate to the local character.
- NA.14

Existing watercourses **should** be protected on their original alignments and enhanced.
- NA.15

Loss of any waterbodies, wetland areas or grassland **should** be replaced where possible.
- NA.16

Development **must** demonstrate a minimum 10% biodiversity net gain.
- NA.17

Development **should** seek to create a mosaic of different landscape types by reinforcing existing landscape features on site and incorporating new planting.



NATURE/LANDSCAPE/PUBLIC SPACE

Buffers and boundary treatments

Buffers are expected to play a role in the philosophy of protecting and managing existing landscape features, as discussed on the previous page. The objectives are to protect existing landscape features and enhance the urban extension’s ecological potential through the retention and development of habitats and corridors.

Buffers to the eastern and southern parts of Coton Park East and to Rugby Free School will be important in creating an offset to existing housing, the village of Newton, the wildlife corridor along the disused railway and Rugby Free School.

Where are buffers anticipated?

Figure 34 indicates the key locations and features which should benefit from landscape buffers where retained. These include:

- Hedgerows
- Wildlife corridors
- Great Central Walk
- Newton picnic area
- Newton Lane
- Residential areas to the south
- Rugby Free School

Figure 34 is considered indicative. However, a minimum distance of 30m must be provided to the east and south of the site to allow sufficient space for woodland planting, creating both a transition and visual buffer to the proposed development.

The locations identified within figure 34 are illustrated through the cross sections on the page overleaf (see figures 35 and 36), which demonstrate how the proposed landscape buffers can provide separation, visual screening and opportunities for habitat creation and enhancement.



figure 34 | 1:5,000 | indicative landscape buffers

NATURE/LANDSCAPE/PUBLIC SPACE

Buffers and boundary treatments

The nature of buffers

- NA.18 Buffers to existing landscape features **should** provide the optimum widths for the protection and management of the habitat. Applicants **must** demonstrate suitable buffer widths and treatments within applications.
- NA.19 Buffers **should** be landscaped using appropriate native species. This **could** include dense woodland matrix planting with ecotones of scrub, grassland and wildflowers representative of the local character.
- NA.20 New footpaths **should** be outside of root protection zones and set back from ecologically valuable existing landscape features.
- NA.21 Opportunities to use buffers to enhance green infrastructure and habitat connectivity across the landscape **should** be explored.
- NA.22 Consideration **should** be given to the provision of bunding, as well as planting, to help screen industrial sheds. These **should** be naturalistic in form and **should** have a maximum 1:3 slope, ideally shallower, to allow planting of slopes.

Site boundaries as buffers

The existing site boundaries provide opportunities for ecological and landscape enhancement through landscaped buffers that reinforce existing vegetation and create a sensitive transition between the proposed development and surrounding uses. The adjacent precedent images and photographs of the eastern and southern site boundaries highlight existing vegetation that could contribute to this approach.

- NA.23 Where appropriate, the opportunity to use landscape interventions to create a buffer between new and existing developments to the east and south **must** be provided.
- NA.24 Connections along boundaries and existing hedgerows to create active travel routes and link parcels **should** be explored.



figure 35 | 1:500 | cross section a-a' landscape buffer between residential and industrial contexts



figure 36 | 1:500 | cross section b-b' landscaped bund to industrial context



Peddimore industrial Estate, Sutton Coldfield, Birmingham



Landscaped bund with tree and shrub planting



Photographs of the existing site boundary vegetation

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape character areas

The landscape framework should create a connected mosaic of six complementary landscape character areas:

- Central Grassland Landscape
- Woodland Edge and Buffer
- Wetland Meadow
- Green Streetscape Link
- Strategic Landscape Corridor
- School Landscape

The framework should provide an accessible and varied landscape for local residents, employees, visitors, pedestrians, cyclists and dog walkers, supporting everyday movement, informal recreation, rest and opportunities to experience wildlife and nature.

Each character area should have a distinct landscape and habitat identity, while connecting seamlessly with adjoining areas and retaining and enhancing existing landscape features.

Collectively, these areas should create a coherent landscape network across Coton Park East, with the Strategic Landscape Corridor and Green Streetscape Link combining to form a continuous circular route, complemented by the habitat-led areas that provide varied landscape experiences and strengthen biodiversity.



figure 37 | 1:5,000 | landscape character areas framework

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape character areas

Central Grassland Landscape

The Central Grassland Landscape should form the landscape heart of Coton Park East, characterised by open grassland and meadow habitats, retained hedgerows, mature trees and the existing water feature associated with the LWS River Avon and its tributaries. It should provide a varied sequence of connected spaces for movement, informal recreation and contact with nature.

- NA.25** Species-rich grassland and meadow habitats **should** be the predominant landscape character, with varied grassland and wildflower margins.
- NA.26** Existing hedgerows, mature trees and water features **should** be retained, enhanced and incorporated into the landscape framework.
- NA.27** The landscape **should** provide a varied sequence of spaces rather than a single area of uniform amenity grassland.
- NA.28** Routes and informal recreational spaces **should** be located to maintain habitat connectivity and minimise disturbance to wildlife.
- NA.29** The area **should** connect clearly with the Strategic Landscape Corridor, Green Streetscape Link, Woodland Edge and Buffer and Wetland Meadow.



figure 38 | nts | central grassland landscape character area location



Indicative illustration of the Central Grassland Landscape Character Area

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape character areas

Woodland Edge and Buffer

The Woodland Edge and Buffer should create a naturalistic landscape along the site edges and corners, providing a transition between employment development and the surrounding landscape. Woodland, scrub, grassland and meadow ecotones should provide a strong habitat framework, with informal opportunities for walking, dog walking, rest and contact with nature.

- NA.30 Native woodland, scrub, grassland and wildflower habitats **should** establish the predominant character.
- NA.31 Existing trees, hedgerows and other valuable landscape features **should** be retained and incorporated into the buffer.
- NA.32 Woodland planting **should** have a varied structure, including appropriate woodland-edge and ecotone planting.
- NA.33 Informal routes and small areas for rest or activity **should** be integrated without compromising habitat connectivity.
- NA.34 Buffers **should** be sufficiently wide to establish robust habitat, provide visual separation and soften views of development.
- NA.35 Planting and landscape management **should** support a gradual transition between woodland, scrub and grassland habitats.

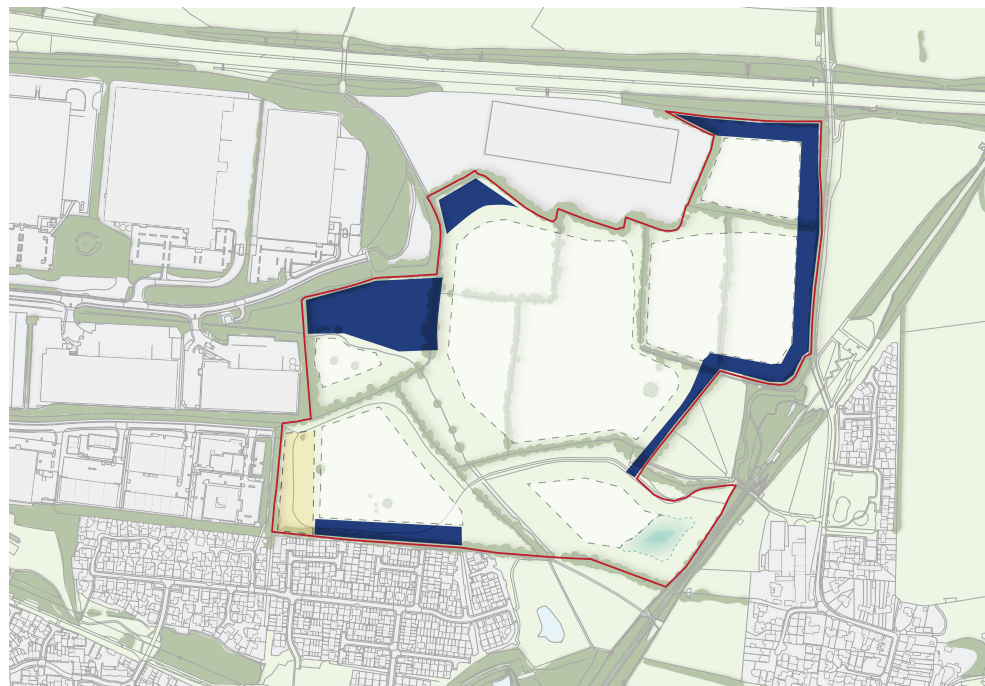
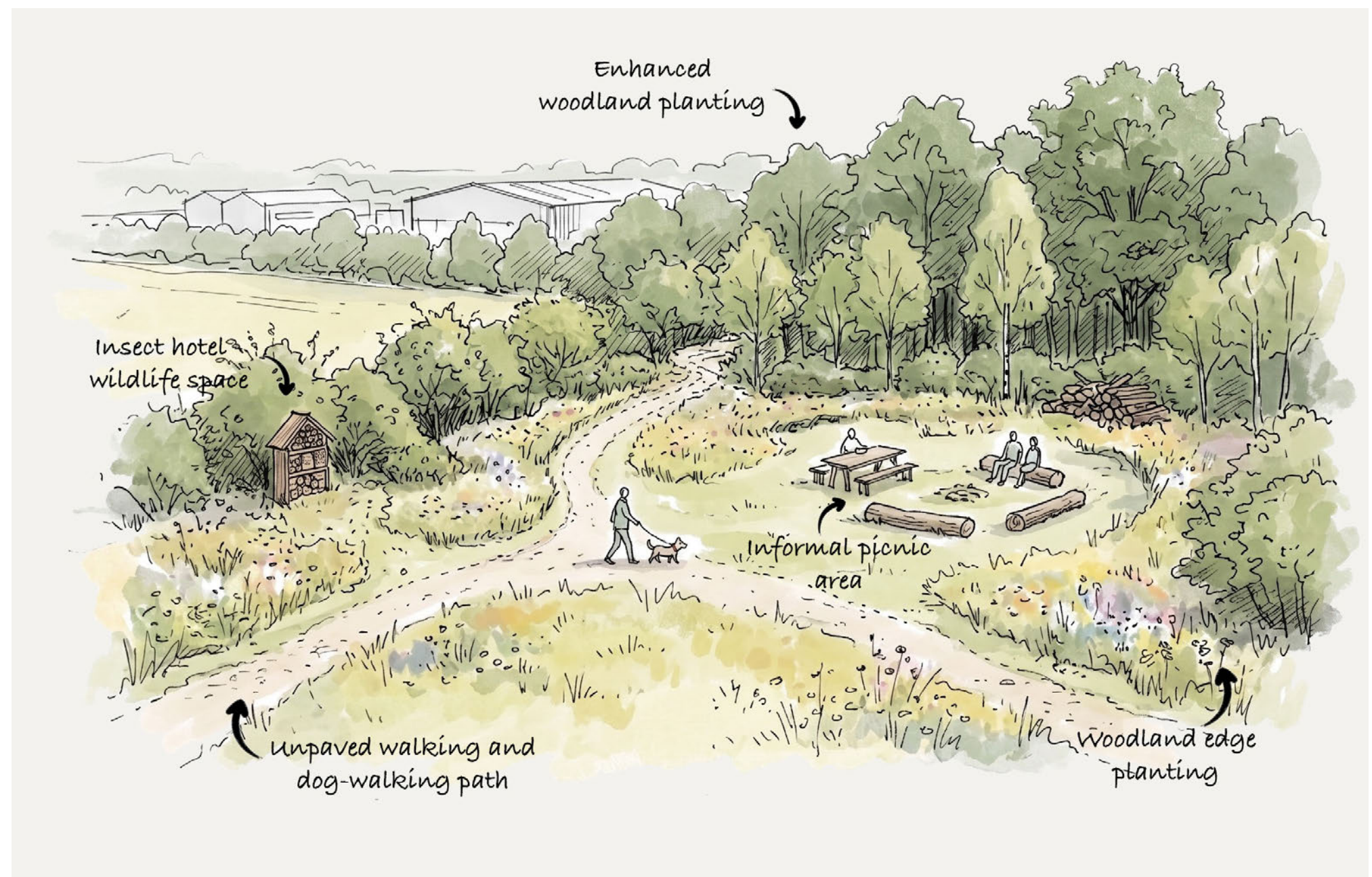


figure 39 | nts | woodland edge and buffer character area location



Indicative illustration of the Woodland Edge and Buffer Character Area

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape character areas

Wetland Meadow

The Wetland Meadow should create a distinctive open wetland and meadow landscape in the south-eastern part of the site. Centred on the proposed attenuation basin, it should combine aquatic, marginal, wetland and species-rich meadow habitats, creating a varied landscape that responds to seasonal water conditions and providing a distinctive setting to the Great Central Walk.

- NA.36** Wetland, aquatic, marginal and species-rich meadow habitats **should** form the predominant landscape character.
- NA.37** The attenuation basin **should** be designed as a multifunctional landscape feature that supports biodiversity, water management and landscape quality.
- NA.38** Shallow margins and appropriate aquatic and wetland planting **should** provide varied habitats where conditions allow.
- NA.39** Informal paths and boardwalks **should** provide opportunities to experience the wetland landscape while protecting sensitive habitats.
- NA.40** Tree and scrub planting **should** be used selectively to increase habitat diversity without compromising the intended open character.
- NA.41** Informal and playful landscape elements **should** respond to the wetland character and be located where they can coexist with habitat objectives.

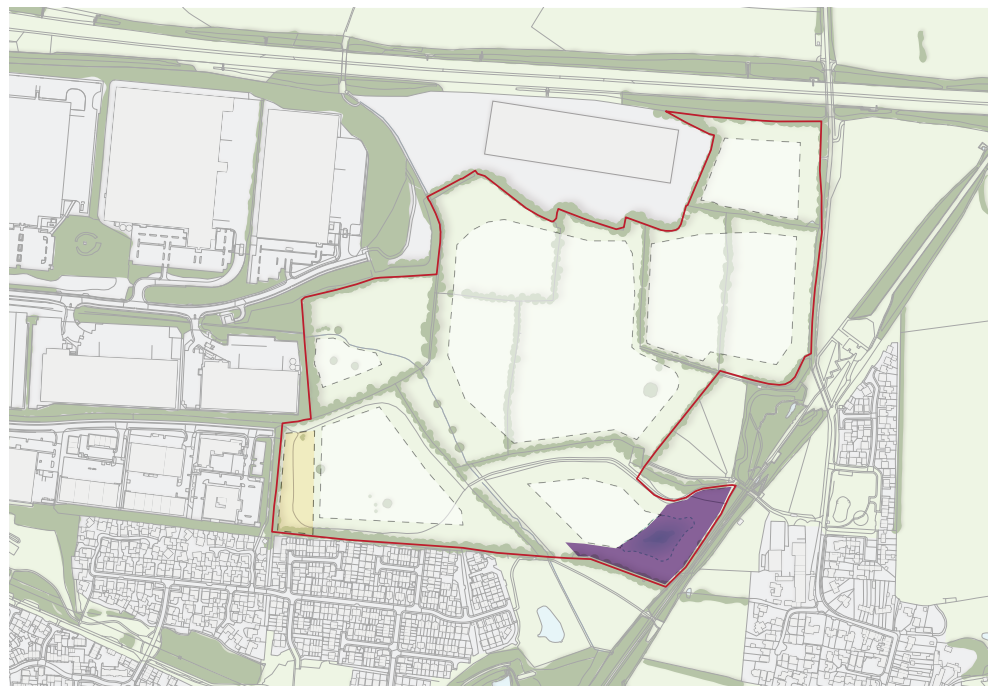


figure 40 | nts | wetland meadow character area location



Indicative illustration of the Wetland Meadow Character Area

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape character areas

Green Streetscape Link

The Green Streetscape Link should form a green, linear transition through the employment area, connecting development parcels with the wider landscape framework. Tree avenues, planted verges, shrubs and integrated SuDS should create attractive and legible routes, while planting should help to soften buildings, parking and servicing areas and provides separation from vehicle-dominated routes.

- NA.42Secondary and tertiary roads **should** incorporate coordinated trees and planting connected to the wider landscape network.
- NA.43Street trees **should** have sufficient space to establish and thrive and provide structure, shade and visual interest.
- NA.44Verges and incidental spaces **should** incorporate species-rich planting and SuDS where appropriate.
- NA.45Planting **should** provide separation from HGV and other vehicle movements without compromising visibility or safety.
- NA.46Pedestrian and cycle routes **should** be safe, legible and connected to the wider green infrastructure and PRoV network.
- NA.47Plot-edge planting **should** contribute to the streetscape character and soften buildings, parking and servicing areas.

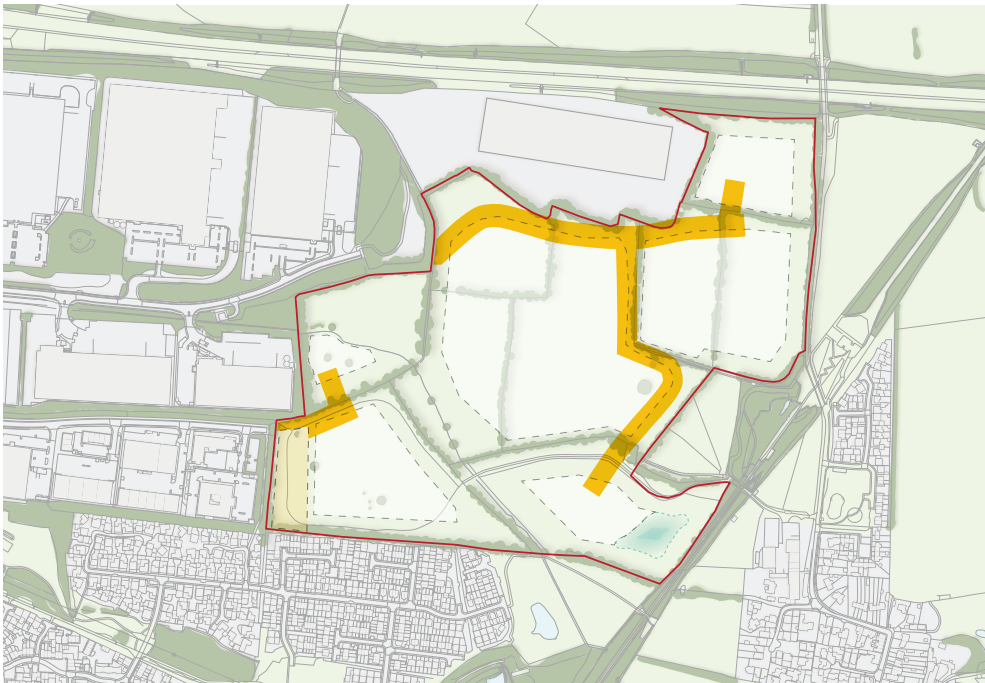


figure 41 | nts | green streetscape character area location

Strategic Landscape Corridor

The Strategic Landscape Corridor should form the informal landscape-led half of the circular route, following the PRoV connection between Newton and the employment area. It should retain and strengthen the existing landscape structure, creating a continuous wildlife and walking corridor through the site and connecting the other landscape character areas.

- NA.48Existing hedgerows, trees, grassland and other valuable landscape features **should** be retained and reinforced.
- NA.49New grassland, wildflower, scrub and woodland-edge habitats **should** strengthen ecological connectivity.
- NA.50The existing PRoV **should** be retained and integrated into the wider walking and active travel network.
- NA.51The corridor **should** provide a continuous and legible connection between Newton and the employment area.
- NA.52Crossings **should** be minimised and designed to maintain continuity for people and wildlife.
- NA.53The corridor **should** connect with the Wetland Meadow, Central Grassland Landscape, Woodland Edge and Buffer and Green Streetscape Link to complete the circular route.

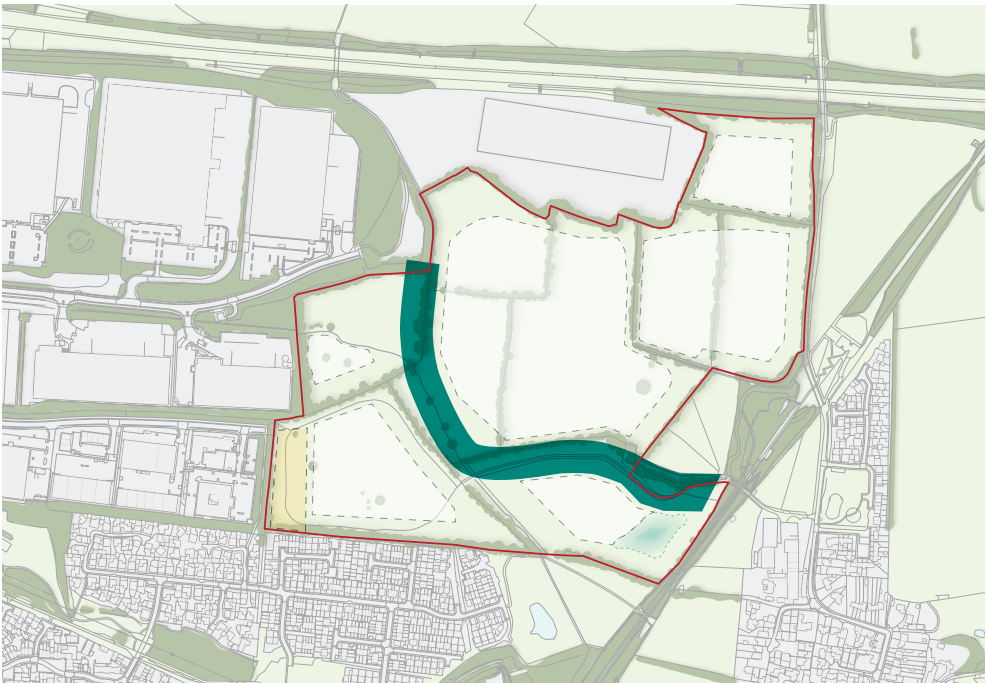


figure 42 | nts | strategic landscape corridor character are location

School Landscape

The School Landscape should accommodate the playing fields and forest school provision associated with Rugby Free Primary School while contributing to the wider landscape framework. Its detailed character should remain flexible to respond to the school's needs, with opportunities for outdoor learning, natural play, tree planting and woodland-edge habitats to complement existing vegetation and strengthen the site edge.

- NA.54The area **should** accommodate the required playing fields and forest school provision.
- NA.55The landscape arrangement **should** respond to the school's operational and educational requirements.
- NA.56Opportunities for forest school, outdoor learning and nature-based play **should** be incorporated where appropriate.
- NA.57Tree, woodland-edge and scrub planting **should** complement existing vegetation and strengthen the site boundary.
- NA.58Planting **should** support biodiversity while allowing sufficient space for school activities.
- NA.59The area **should** connect with the wider green infrastructure network and adjoining landscape character areas.

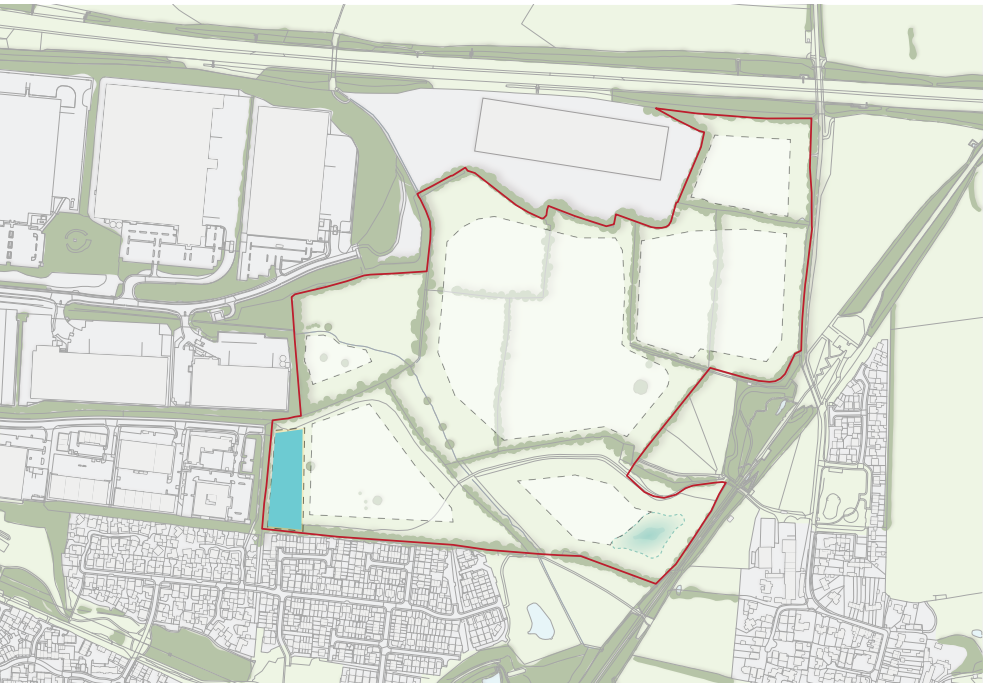


figure 43 | nts | school landscape character area location

NATURE/LANDSCAPE/PUBLIC SPACE

Hierarchy of open spaces

Open space requirements

Coton Park East should provide a comprehensive network of multifunctional green infrastructure and open space, responding to the site's landscape character, ecological value and recreational needs. Provision should have regard to the relevant policies and standards in the Rugby Local Plan and should provide opportunities for informal recreation, walking and cycling, nature conservation, health and wellbeing.

Types of open space required

A mosaic of different landscape character types and types of open space, providing different functions, should be provided as follows:

Natural and semi natural green spaces

A range of different types of natural and semi-natural green spaces should be provided, forming a connected green infrastructure network. This should include a network of accessible footpaths and cycle paths to provide access to these areas. Some areas should be managed more naturally and remain less accessible to create areas for ecology and wildlife.

NA.60 Natural and semi-natural green spaces **should** include a variety of habitats and landscape features, such as woodland, grassland, shrub and scrub, wetland and water features.

Land for Rugby Primary School

Sports provision should be provided in accordance with the relevant Rugby Local Plan policies and the site-specific requirements for Coton Park East, including provision of playing fields/sports facilities and a forest school adjacent to Rugby Free Primary School.

NA.61 Playing field provision associated with Rugby Free Primary School **should** be provided. This **should** consist of 0.75ha of land allocated for playing field and associated sports provision, located adjacent to Rugby Free Primary School and designed to support the school's recreational and sporting needs.

Picnic and informal play areas

Picnic and informal recreation areas should be incorporated within the strategic green infrastructure corridors, providing accessible opportunities for residents, workers and visitors to Coton Park East.

NA.62 Two picnic areas **should** be provided at appropriate locations along the green infrastructure corridors and **should** provide opportunities for informal recreation and social activity.

NA.63 Two informal play areas **should** be provided: one for younger children, located closer to residential areas, and one for older children, incorporating opportunities for natural and informal play.

Fitness trails

A fitness trail should be provided within the green infrastructure network to encourage active recreation and healthier lifestyles for residents and workers at Coton Park East.

NA.64 A circular fitness trail **should** be provided that includes, ideally, 1 km and 5km routes, with naturalistic trim trail features to encourage further exercise.

Dog walking field and routes

The existing use of the area for dog walking should be taken into account in the design of the development and its green infrastructure network. Consultation has also identified a need for a secure area where dogs can be exercised off the lead.

NA.65 A series of circular dog-walking routes **should** be provided to support regular exercise for dogs and their owners. Routes **should** incorporate dog-waste bins at appropriate locations, including at key access points and the start and end of routes.

NA.66 A secure dog exercise field **should** be provided within the green infrastructure area, providing a dedicated space where dogs can be exercised off the lead. The field **could** incorporate informal dog-play features, a simple wooden shelter for users and a water tap to provide accessible drinking water.

Accessibility Standards

NA.67 Development proposals **must** demonstrate how relevant accessibility standards have been met through the detailed layouts submitted for approval.

NATURE/LANDSCAPE/PUBLIC SPACE

Hierarchy of open spaces

Open space design principles

- NA.68** The design of recreational facilities **must** reflect the character of the existing landscape.
- NA.69** At all scales, these spaces **must** be equitably accessible. Their design, maintenance and use **must** promote equality and inclusion.
- NA.70** Across Coton Park East, routes **must** be as accessible as possible, giving consideration to their context, and **must** be well maintained with clear wayfinding.
- NA.71** Design **must** prioritise opportunities for people to interact with and appreciate nature through the creation of habitats within public open spaces.
- NA.72** A variety of spaces, habitats and experiences **must** be created to encourage a wide range of users and activities, e.g. SuDS, ponds, orchards and play parks.
- NA.73** Within new parks and public open spaces, all habitats **should** be created to benefit wildlife.
- NA.74** Provisions for protecting habitats by limiting public access **must** be established through the design process, e.g. landscape buffers, designated footpaths and boundary treatments such as knee rails or fences.
- NA.75** Signage and interpretation **should** be utilised to promote understanding and support for habitat protection among users and to build community involvement in local open spaces.



NATURE/LANDSCAPE/PUBLIC SPACE

Hierarchy of open spaces

Coton Park East development should provide a hierarchy of open spaces, with clear routes and main spaces, as well as incidental spaces, as part of the overall design. The hierarchy of open spaces is as follows:

- Key strategic green corridors
- Key activity spaces
- Routes and paths
- Wildlife spaces
- Incidental spaces

Key green strategic corridors

NA.76 Two strategic green corridors **should** be provided, connecting routes both east-west and north-south. Roads cutting across these corridors **should** be minimised, and traffic **should** be located away from them where possible.

Key activity spaces

NA.77 A series of key activity spaces **should** be provided, as shown on the framework masterplan. These **should** include play and sports provision, picnic areas and fitness equipment.

Routes and paths

NA.78 Routes and paths **should** provide onward connections to the public rights of way network, as well as opportunities for circular walks. Paths and cycle routes **should** be designed to suit the landscape character of the area.

Wildlife spaces

NA.79 Proposals **should** provide a range of different wildlife spaces by incorporating different habitat types, such as woodland, shrub, grassland and wetland.

Incidental spaces

NA.80 Incidental spaces **should** be provided for sitting areas, public art, contemplation and relaxation, as well as sports and fitness.



Key green strategic corridors: Sowerby Park & Sports Village, North Yorkshire



Wildlife spaces: BBC Springwatch Garden, RHS Hampton Court Flower Show 2019



Routes and paths: sensory trail, Château de la Borie, Limoges, France



Incidental spaces: outdoor fitness dip bars



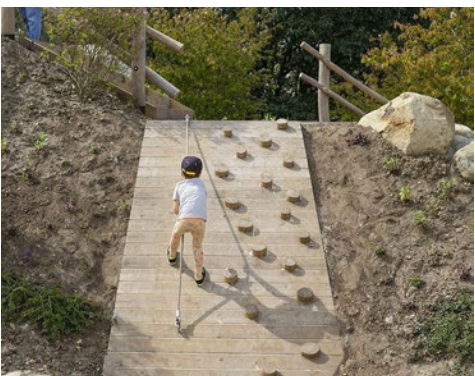
Key activity spaces for children: bike playground, Mesa, Arizona, USA



Incidental spaces: pallet hammock deck installation, Hortillonnages d'Amiens floating gardens, France



Key activity spaces: dog exercise fields



Key activity spaces for children: climbing ramp, Kew Gardens, London



Key activity spaces: public outdoor seating area, a master-planned neighbourhood development Les Hauts du Couzé, Beaucouzé, France



Key activity spaces for children: Kingsbury Commons, Pease Park, Austin, Texas, USA



Routes and paths: hardwood forest trackway footbridge, Bergen, Netherlands

Precedents of open spaces and defining landscape elements

NATURE/LANDSCAPE/PUBLIC SPACE

Green and blue infrastructure

Green and blue infrastructure should provide the structuring framework for the development, demonstrating a landscape-led approach to the masterplanning of Coton Park East. This should build on the site’s existing landscape features and boundaries, retaining and strengthening these where appropriate, while establishing a connected network of strategic green corridors, landscape buffers, green streets, watercourses and sustainable drainage features. The network should extend through the development parcels and connect key landscape and ecological assets with open spaces, routes and development, helping to define the character and identity of Coton Park East.

Green streets

Green streets should form an integral part of the green and blue infrastructure network at Coton Park East, extending the landscape framework into the development parcels and connecting strategic green corridors, open spaces and key routes. Landscape should be integrated into the street design from the outset, with planting and trees helping to create attractive, green routes for pedestrians and cyclists. The network should provide a clear transition between the wider landscape and development, while contributing to the character, identity and biodiversity of the site.

- NA.81

Secondary and tertiary roads routes **should** incorporate street trees, planting and green verges to reinforce connections to the wider green infrastructure network.
- NA.82

Street trees and planting **should** provide structure, shade and visual interest, helping to soften buildings and break up areas of parking.
- NA.83

Green verges and planted areas **should** be designed as multifunctional spaces that support biodiversity and contribute to the character and identity of the development.
- NA.84

Green streets **should** provide safe, attractive and legible pedestrian and cycle routes, with planting used to provide shade, enclosure and visual interest without compromising visibility or movement.
- NA.85

Street trees and planting **should** be provided with sufficient space to establish and thrive, with consideration given to their relationship with buildings, services, parking and movement routes.
- NA.86

Where streets cross strategic green corridors, the continuity of the wider landscape and ecological network **should** be maintained through appropriate landscape and crossing design.
- NA.87

The design of green streets **should** coordinate with the wider blue infrastructure network, ensuring that landscape, movement and water-management functions are integrated without compromising the character or usability of the street.



Baltic Quarter Blue-Green Corridor, a multi-functional sustainable urban drainage and parkland landscape project, Gateshead



Cycle lane and integrated rain garden, Salford, Greater Manchester



Cycling intersection and pedestrian area: Novio Tech Campus, Nijmegen, Netherlands



Multi-seasonal colour interest of street trees



Rain garden designed as an ecological bioswale, Brian C. Nevin Welcome Center, New York, USA



Pedestrian-friendly boulevard and rows of mature pin oak trees, Lonsdale Street, Dandenong, Australia



Urban bioswale/ rain garden running alongside a commercial building



Biodiverse rain garden strip featuring timber-supported street trees, permeable gravel paving

Precedents of green and blue infrastructure features

NATURE/LANDSCAPE/PUBLIC SPACE

Green and blue infrastructure

Blue infrastructure

Blue infrastructure should form the water-management and ecological component of the wider landscape framework, integrating surface-water management with opportunities for habitat creation, biodiversity and recreation.

- NA.88

Sustainable drainage **should** be integrated into the development from the outset, using features such as swales and rain gardens where appropriate to manage surface water close to its source.
- NA.89

Swales **should** be designed as attractive landscape features that contribute to habitat creation and biodiversity as well as providing drainage functions.
- NA.90

Rain gardens **should** be integrated alongside secondary and tertiary roads where appropriate, particularly within green verges and other landscape areas.
- NA.91

Drainage ponds and attenuation basins required for the development **should** be designed as attractive, multifunctional features that benefit people and wildlife and contribute to the overall biodiversity of the site.
- NA.92

Ponds and attenuation basins **should** incorporate appropriately shallow sides and marginal planting to support wildlife, biodiversity and safe access.
- NA.93

Wetland areas **should** be created where possible, with boardwalks or other suitable access provided to enable people to experience these spaces while accommodating periods of flooding or water inundation.
- NA.94

Blue infrastructure **should** connect with the wider landscape and ecological network, ensuring that watercourses, wetlands and drainage features contribute to the continuity and identity of the wider green and blue infrastructure framework.

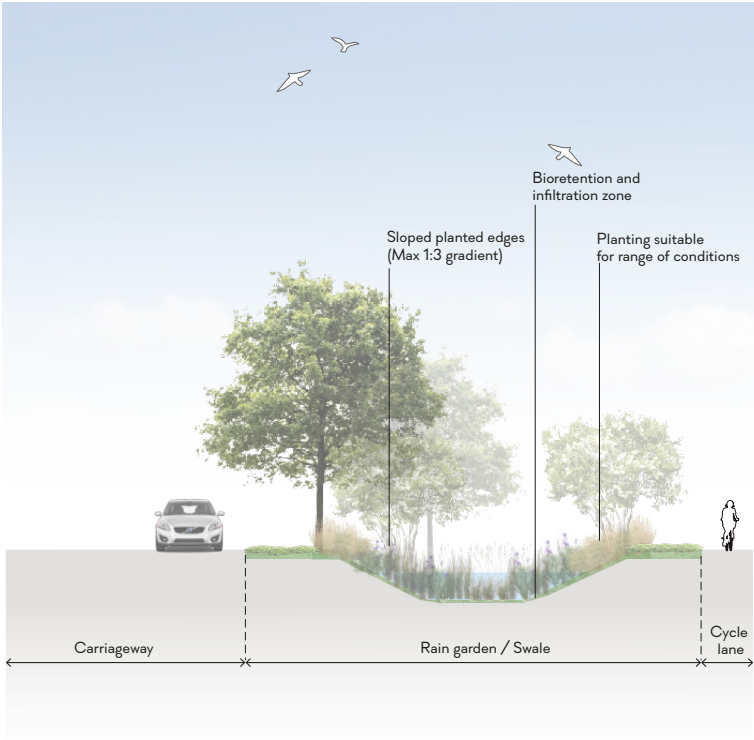


figure 45 | 1:250 | typical cross section | rain garden/swale

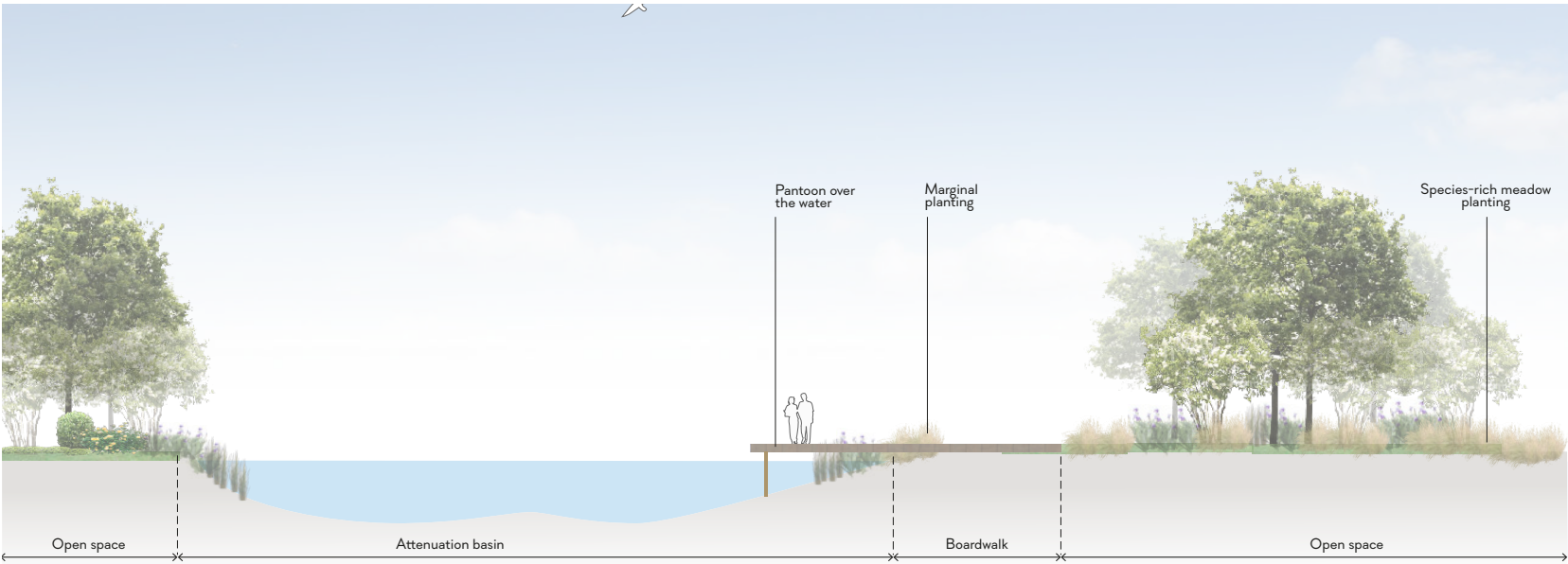


figure 46 | 1:250 | typical cross section | attenuation basin and wetland planting

NATURE/LANDSCAPE/PUBLIC SPACE

On-plot planting

On-plot planting forms an important part of the wider landscape strategy, extending the green infrastructure framework into individual development parcels. It complements the strategic landscape corridors and green streets, helping to integrate development into its landscape setting.

Planting is considered as part of the overall site design from the outset, rather than as an additional treatment. It provides opportunities to soften buildings and areas of hardstanding, structure spaces, define boundaries and entrances, and contribute to biodiversity and visual amenity.

The following principles should be considered in the design of on-plot planting:

- NA.95** Development proposals **should** demonstrate a coordinated approach to planting across the plot, including buildings, entrances, boundaries, parking and areas of hardstanding.
- NA.96** Car parking areas **should** incorporate sufficient tree planting to provide shade and break up large areas of hardstanding.
- NA.97** Planting **should** be located and designed to allow sufficient space for healthy establishment and long-term growth, taking account of buildings, services, access and maintenance requirements.
- NA.98** Landscape areas **should** be retained and protected from encroachment by future changes to parking, servicing or other hardstanding.



Peddimore industrial Estate, Sutton Coldfield, Birmingham



Landscaped, eco-friendly surface parking area designed for the Honfleur Normandy Outlet retail village, Honfleur, France



Head office of AGC Glass Europe, Louvain-la-Neuve, Belgium



Car park and a raised sloping embankment behind it covered in dense green shrubbery and mature trees, Magna Park, Lutterworth

NATURE/LANDSCAPE/PUBLIC SPACE

Soft landscape proposals

Landscape proposals should create a diverse and resilient landscape that responds to the local landscape character, supports biodiversity and integrates green and blue infrastructure across the development. The following principles and planting palettes provide guidance for the selection and treatment of landscape elements.

- NA.99 Landscape proposals **should** be diverse, from structure to species, ensuring a healthy, biodiverse landscape.
- NA.100 As part of drainage strategies, the use of water management interventions **should** be explored, for example SuDS, filtration tree pits and permeable paving.
- NA.101 Permeable, soft landscape boundary treatments **should** be utilised to strengthen natural connectivity.
- NA.102 Hard boundary treatments **should** be made permeable for wildlife movement by using techniques such as hedgehog holes within barriers.
- NA.103 Where soft landscaped buffers and boundaries are utilised as screening, the treatment **must** be adequate in height and width to satisfy a Landscape and Visual Assessment following the methodology set out in the most recent edition of the Guidelines for Landscape and Visual Impact Assessment (GLVIA).
- NA.104 Landscape proposals within the employment allocation **must** respond to the operational requirements of logistics and warehousing uses, including HGV and service vehicle movements, loading and servicing areas, pedestrian and cycle routes, parking, emergency access, security, lighting, visibility and maintenance requirements. Landscape **should** be integrated with these functions rather than treated as residual space.

The following palettes have been produced as a guide for species that could be selected for landscape schemes.

Trees

Woodland blocks as part of buffer planting will help to screen development and provide important wildlife corridors.

- NA.105 New woodland planting **should** comprise a diverse mix of appropriate native species, reflecting local conditions, landscape character and resilience to pests, diseases and climate change. Oak planting **should** have regard to current oak processionary moth (OPM) risks and the relevant management zone.

- NA.106 Planting **should** avoid over-reliance on any single species, genus or family. Selected cultivars of native species may be used where appropriate to enhance suitability, resilience, landscape character or biodiversity value.
- NA.107 A diverse range of tree species **should** be selected and maintained throughout public open space planting across the site. Species' ultimate size **must** be considered to ensure plant selections are appropriate to the scale of each space.
- NA.108 Buffer planting **should** include a varied mix of deciduous and, where appropriate, evergreen species to provide year-round structure and screening.
- NA.109 Tree planting **should** be located and designed to avoid conflicts with vehicle movements, servicing, pedestrian routes, visibility requirements and the operational requirements of employment uses.

Street trees

- NA.110 Street tree species **must** be selected that are tolerant of urban conditions and align with the landscape character of the site.
- NA.111 Biodiversity and climate resilience **must** be demonstrated through plant selections.
- NA.112 Tree lined avenues **should** be provided along secondary roads.
- NA.113 Street trees **should** be provided on one side of tertiary roads.
- NA.114 Verges **must** be of adequate width to accommodate tree size at maturity and provide sufficient space and uncompacted soil for the tree root area.
- NA.115 Tree planting locations and species **should** be coordinated with vehicle movements, accesses, servicing requirements, visibility, lighting, utilities and maintenance requirements.
- NA.116 As trees mature and overhang nearby routes, they **should** be capable of being maintained to achieve tree canopy clearances in line with the Warwickshire Design Guide.



Field maple *Acer campestre*



Small-leaved lime *Tilia cordata*



Hornbeam *Carpinus betulus*



Wild cherry *Prunus avium*



Silver birch *Betula pendula*



Rowan *Sorbus aucuparia*



Alder *Alnus glutinosa*



Field maple 'Streetwise' *Acer campestre* 'Street-wise'

Indicative tree species palette
NOTE: Species should be selected according to landscape character, site conditions, spatial constraints and long-term resilience.

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape proposals

Boundaries and edges

- NA.117 Species-rich native hedgerows act as corridors for wildlife and, where appropriate, **should** be utilised in preference to single-species hedges in landscaping schemes.
- NA.118 Species-rich native hedgerows **must** consist of seven or more species, providing suitable food sources for local wildlife and a good blossoming sequence.
- NA.119 Hedgerow ‘standard’ trees **should** be included using species such as oak, small-leaved lime and disease-resistant elm to enhance age structure and strengthen landscape character.
- NA.120 Hedges and hedgerows **must** suit the available space and maintenance regime.
- NA.121 Security fencing and other hard boundary treatments **should** maintain ecological permeability where compatible with the operational and security requirements of employment uses.
- NA.122 Scrub
- NA.123 Scrub **should** be specified to improve species diversity, particularly at the edges of public open space and developments for screening and buffers.
- NA.124 Where scrub is utilised it **must** be located carefully to ensure safety and visibility.



Hawthorn *Crataegus monogyna*



Blackthorn *Prunus spinosa*



Hazel *Corylus avellana*



Field maple *Acer campestre*



Dogwood *Cornus sanguinea*



Gelder rose *Viburnum opulus*



Dog rose *Rosa canina*



Wild privet *Ligustrum vulgare*



Spindle *Euonymus europaeus*



Crab apple *Malus sylvestris*



Small-leaved lime *Tilia cordata*



Disease-resistant elm *Ulmus spp. cultivar*



English oak* *Quercus robur*



Elder *Sambucus nigra*



Goat willow *Salix caprea*



Wayfaring tree *Viburnum lantana*

Indicative hedgerow and scrub species palette
NOTE: Final selection should reflect local character, site conditions and management requirements. Hedgerows should comprise a minimum of seven appropriate native species.
*Oak planting should have regard to current oak processionary moth (OPM) risks and the relevant management zone.

NATURE/LANDSCAPE/PUBLIC SPACE

Landscape proposals

Grassland and wildflowers

- NA.125 To strengthen the sense of landscape cohesion and connectivity, opportunities **should** be identified for wide woodland and scrub margins of 4–6m, with potential for wildflowers and grassland.
- NA.126 Areas of grassland and wildflowers **should** be used to create ecotones to offer diversity and enhance green infrastructure.
- NA.127 Wide margins **should** be designed and managed to introduce greater heterogeneity into the landscape while providing attractive, lower-maintenance plant displays.
- NA.128 Wildflower and grassland species mixes **must** be led by the distinctiveness of the local flora and the specific site conditions.
- NA.129 Seed supplies **should** be of local provenance.
- NA.130 If generic, non-local seed mixes are to be used, they **must** be supplied by a reputable specialist supplier of UK native wildflower seed.
- NA.131 Amenity grass and florally rich species mixes that can be maintained with flowering to 600mm **must** be selected for verges along movement corridors where taller vegetation is unsuitable.
- NA.132 Rain gardens **should** be designed with appropriate species tolerant of the relevant wet and dry conditions.

Aquatic and wetland planting

- NA.133 Aquatic and wetland planting **should** be used where appropriate within ponds, wetlands, swales, attenuation features and other blue infrastructure to provide habitat, support biodiversity and contribute to landscape character. Planting **should** comprise a diverse range of appropriate native aquatic, marginal and wetland species suited to local conditions.
- NA.134 Planting **must** not compromise the drainage, flood storage, maintenance or operational function of SuDS and wetland features.



Oxeye daisy *Leucanthemum vulgare*



Meadow buttercup *Ranunculus acris*



Red campion *Silene dioica*



Yarrow *Achillea millefolium*



Common knapweed *Centaurea nigra*



Bird's-foot trefoil *Lotus corniculatus*



Selfheal *Prunella vulgaris*



Field scabious *Knautia arvensis*



Yellow rattle *Rhinanthus minor*



Meadow cranesbill *Geranium pratense*



Lady's bedstraw *Galium verum*



Greater bird's-foot trefoil *Lotus pedunculatus*



Purple loosestrife *Lythrum salicaria*



Ragged robin *Silene flos-cuculi*



Yellow flag iris *Iris pseudacorus*



Water mint *Mentha aquatica*

Indicative grassland, wildflower and wetland planting palette
NOTE: Final species selection and seed mixes should reflect local flora, site conditions and management requirements. Aquatic and wetland species should be selected to suit local hydrological conditions and must not compromise SuDS function.

NATURE/LANDSCAPE/PUBLIC SPACE

Hard landscape proposals

General principles and material selection

- NA.135

Hard landscape proposals **must** create a coherent, durable and accessible public realm that responds to the local landscape character and integrates with the wider green and blue infrastructure network.
- NA.136

Materials **should** reinforce the hierarchy of streets, pedestrian and cycle routes, public spaces and informal landscape areas, while responding to the operational requirements of the employment allocation.
- NA.137

Hard landscape **must** be integrated with planting, SuDS and other landscape features from the outset, rather than treated as residual space.
- NA.138

Materials **must** be durable, slip-resistant, accessible and appropriate to their intended use, anticipated loading and maintenance requirements, while supporting sustainable drainage and water management where appropriate.
- NA.139

Materials **should** be selected with regard to whole-life environmental performance, including durability, maintenance, recycled content and, where appropriate, local sourcing.
- NA.140

A limited and coordinated palette of materials **should** be used across Coton Park East. More distinctive or higher-quality materials may be used at key entrances, activity spaces and pedestrian-focused locations.
- NA.141

Materials **should** be selected with regard to whole-life environmental performance, including durability, maintenance, recycled content and, where appropriate, local sourcing.
- NA.142

The hard landscape palette **should** use restrained natural and muted colours that complement the surrounding landscape and built form. Variation **should** generally be achieved through texture, scale and laying pattern rather than strong colour contrasts. Highly reflective, brightly coloured or visually dominant materials **should** be avoided unless required for safety, accessibility or wayfinding.

Movement routes

Secondary roads

- NA.143

Secondary roads **should** provide the principal movement routes through the employment area and **should** have a consistent and coordinated material palette.
- NA.144

Carriageways **should** generally use high-quality asphalt, with clearly defined pedestrian and cycle routes.
- NA.145

Footways and cycleways **must** use durable, accessible and visually consistent bound materials, with changes in material used selectively to identify crossings, entrances and key pedestrian spaces.
- NA.146

Kerbs **should** be simple and robust, with flush or appropriately detailed transitions provided where required to support pedestrian and cycle accessibility.
- NA.147

Materials within secondary roads **must** be coordinated with street trees, planting, SuDS and other green infrastructure.

Tertiary roads

- NA.148

Tertiary roads **should** have a more informal and landscape-led character than secondary roads, while remaining suitable for servicing, emergency access and operational requirements.
- NA.149

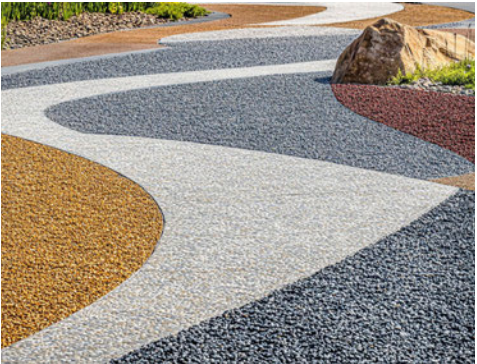
A restrained palette of asphalt, bound paving, permeable paving and appropriate kerb treatments **should** be used.
- NA.150

Where appropriate, changes in surface treatment **should** reinforce lower-speed environments and pedestrian priority.
- NA.151

Hard landscape **must** be integrated with planted verges, tree pits and other landscape features to prevent tertiary streets becoming predominantly hard-engineered spaces.



Asphalt



Bound/resin bound paving



Concrete paving



Permeable block paving



Natural stone



Bound gravel



Permeable paving



Self-binding gravel

Indicative material palette for secondary and tertiary roads
NOTE: The materials shown are indicative and illustrate the intended palette of colours, textures and finishes. Final selection should respond to the principles set out above and be confirmed at detailed design stage.

NATURE/LANDSCAPE/PUBLIC SPACE

Hard landscape proposals

Pedestrian and cycle routes

- NA.152 Pedestrian and cycle routes **must** provide continuous, accessible and legible connections through the development and to the wider public right of way and green infrastructure network.
- NA.153 Routes **must** use firm, stable and slip-resistant surfaces appropriate to their location and anticipated use.
- NA.154 Materials **should** provide sufficient visual distinction between pedestrian, cycle and vehicle areas, without excessive variation in colour or pattern.
- NA.155 Crossings and junctions **should** be clearly defined through appropriate changes in surface, colour, texture or level where required.
- NA.156 Where routes pass through ecological corridors or informal landscape areas, materials **should** maintain the naturalistic character of the setting.

Landscape and recreational routes

- NA.157 Routes through the Strategic Landscape Corridor, Central Grassland Landscape, Woodland Edge and Buffer and Wetland Meadow **should** have a more informal and naturalistic character.
- NA.158 Appropriate materials **could** include self-binding gravel, bound gravel, compacted stone, natural stone, timber or recycled-material boardwalks and reinforced grass where appropriate.
- NA.159 Material selection **must** respond to accessibility, drainage, maintenance and ecological requirements.
- NA.160 Boardwalks and other structures within wetland areas **must** accommodate changing water levels and maintenance requirements without compromising habitat or drainage functions.



Permeable shared pedestrian-cycle route



Buff-coloured bound/asphalt route



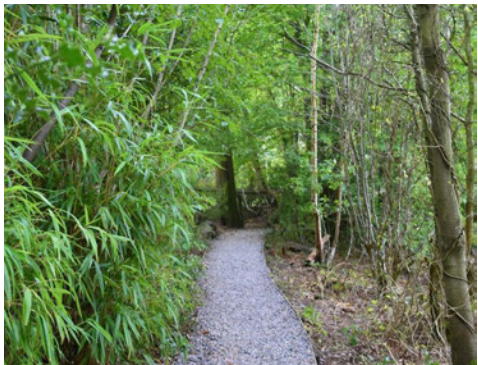
Resin bound gravel



Permeable park path



Self-binding gravel beside water



Fine gravel woodland path



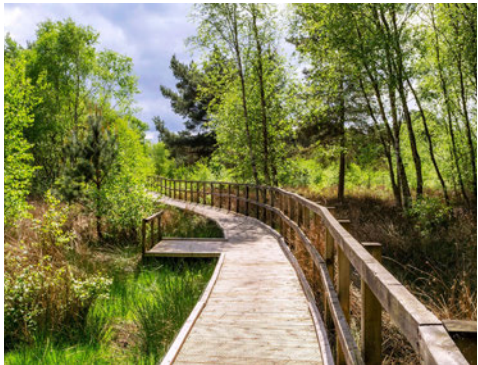
Accessible gravel trail through meadow



Timber wetland boardwalk



Natural stone paving



Timber boardwalk through wetland/heath



Reinforced grass



Grass-concrete / reinforced grass



Recycled-material boardwalk



Pedestrian/cycle route in a park



Firm accessible path through informal landscape



Surface/landscape integration

Indicative material palette for pedestrian, cycle, landscape and recreational routes
NOTE: The materials shown are indicative and illustrate the intended palette of colours, textures and finishes. Final selection should respond to accessibility, drainage, maintenance, ecological requirements and the character of the route and surrounding landscape, and should be confirmed at detailed design stage.

NATURE/LANDSCAPE/PUBLIC SPACE

Hard landscape proposals

Public open spaces

NA.161 Hard landscape within public open spaces **must** support the intended character and function of each landscape character area, with the landscape setting remaining the dominant visual character.

Key activity spaces

NA.162 Activity and recreation spaces, including play, sports provision, fitness areas and picnic spaces, **should** be integrated within the wider green infrastructure network and respond to the character of their landscape setting.

NA.163 Materials **should** be robust, accessible and appropriate to the intensity of use, while maintaining a naturalistic and landscape-led character.

NA.164 Hard surfaces **should** be used selectively and **should** be visually integrated with planting, trees, grassland, SuDS and other landscape features. Changes in material **should** be used to define routes, thresholds and areas of activity, rather than to create excessive pattern or visual clutter.

NA.165 Where more formal or higher-quality materials are required, these **should** be restrained in colour and detailing and complement the surrounding natural materials and vegetation.

Informal recreation and picnic areas

NA.166 Informal recreation areas **should** use a simple and naturalistic palette, with materials such as self-binding or bound gravel, compacted stone, natural stone, timber and reinforced grass used where appropriate to provide access, seating and informal recreation.

NA.167 The landscape **should** remain visually dominant, with hard landscape designed as an integrated component of the green infrastructure rather than as a separate engineered space.

Street furniture

NA.168 Street furniture **should** use a coordinated palette of robust, durable and low-maintenance materials and finishes across Coton Park East, with variations only where required by the character or function of individual spaces.

NA.169 Furniture **should** be positioned to support rest, informal recreation, fitness and social interaction without obstructing pedestrian, cycle, maintenance or emergency routes.

NA.170 The palette **should** include, as appropriate, seating, cycle stands, litter and dog-waste bins, bollards, wayfinding and interpretation, and pedestrian barriers where necessary.

NA.171 Furniture **should** be simple in form and visually recessive, with finishes that complement the surrounding landscape. Opportunities **should** be taken to integrate furniture with planting, landform and other landscape features, rather than creating isolated items within the landscape.



Low-profile timber bench



Picnic tables with a timber deck element



Timber play structure embedded into meadow



Exercise equipment directly alongside a green movement route



Cycle parking integrated with landscape



Timber bollards defining a route edge



Interpretation board positioned directly within meadow



Timber fronted dog waste & paired waste/recycling bins

Indicative street furniture and public space palette for green infrastructure and recreation areas
NOTE: Images are indicative of the intended character, materials, colours and finishes. Final selection should respond to the principles above and be confirmed at detailed design stage.

NATURE/LANDSCAPE/PUBLIC SPACE

Hard landscape proposals

Parking, servicing and HGV areas

- NA.172 Hard landscape within parking, servicing and HGV areas **must** respond to operational requirements while contributing to the overall landscape quality of development plots.
- NA.173 Surface materials **must** be appropriate to anticipated loading, vehicle movements, drainage and maintenance requirements.
- NA.174 Parking areas **should** incorporate permeable or water-sensitive surfaces where appropriate and compatible with operational and pollution-control requirements.
- NA.175 Changes in material **should** be minimised across large areas of operational hardstanding. Landscape structure, tree planting and planted edges **should** provide the principal means of breaking up these areas.

Plot edges and boundaries

- NA.176 Hard landscape treatments at plot boundaries **must** create a coordinated transition between buildings, operational areas and the wider landscape framework.
- NA.177 Security fencing, gates, bollards and other boundary treatments **should** be visually recessive and integrated with planting wherever possible.
- NA.178 Boundary treatments **should** maintain ecological permeability where compatible with operational and security requirements.
- NA.179 Where fencing adjoins green corridors, woodland buffers or other ecological areas, wildlife-permeable details such as hedgehog access points **should** be incorporated where appropriate.

Edges, kerbs and transitions

- NA.180 Kerbs and edge treatments **should** be simple, robust and consistent with the hierarchy of the space.
- NA.181 Flush transitions **must** be provided where required for accessibility and movement, with raised kerbs used where necessary for safety, drainage or vehicle separation.
- NA.182 Edging **should** be minimised within informal landscape areas and integrated with planting wherever possible.



Permeable surface treatment within planted parking areas



Industrial parking set within a mature landscape



HGV and operational areas softened by integrated planting



SuDS integrated between the service area and road



Operational road integrated with the wider green infrastructure network



Security fencing set behind a substantial planted edge



Security access integrated with planting and landscape structure



Hedgehog access integrated within the fence and gravel-board system

Indicative palette for parking, servicing and plot boundaries
NOTE: Images are indicative of the intended character, materials, colours and finishes. Final selection should respond to the principles above and be confirmed at detailed design stage.

BUILT FORM

Introduction

This section covers aspects of built form at varying scales and in varying levels of detail. It considers the following:

- 1) General principles
- 2) Building heights
- 3) Building line/ edges
- 4) Building design
- 5) Building materials
- 6) Building colours

General principles

Permeability

BF.01 Blocks **must** be of a scale that facilitates a connected street network, as outlined in the street network plan.

Topography

BF.02 Blocks **should** be orientated to minimise earthworks (with primary built form arranged along, rather than against, contour lines).

BF.03 Topographical characteristics such as level changes **should** become an inherent part of scheme character. Employment heights **should** reflect this topography so buildings can be seen stepping down slopes.

BF.04 Cut and fill **could** be used to reduce heights of buildings, but consideration is required to the edges of platform levels so as not to create over-engineered slopes that are not capable of sustaining planting.

BF.05 Strategic views **should** be identified and built form demonstrated to respond to these.

Existing landscape

BF.06 Blocks **should** be arranged to respond to and where possible sit within existing land parcels defined by landscape feature such as hedgerows, forming a fundamental part of the character of development.

Definition of character, distinctiveness and variety

BF.07 Legibility, character and distinctiveness **must** be demonstrated through site layouts, including proposed block structure, ahead of the consideration of proposed materials and applied features.

BF.08 A strategy for development blocks **must** be implemented that addresses their scale, level of formality, relationship with movement and landscape considerations, and resultant character.

BF.09 It **must** be important for a clear character difference between smaller and larger employment uses, with a finer grain of detail to smaller units to reflect the transition from residential to employment uses.

Orientation + frontages

BF.10 Buildings **must** face and align with key routes and spaces, including open spaces, providing continuity and enclosure that aligns with the overall approach for the area or street.

BF.11 Routes and spaces **must** be overlooked at key entrance points and junctions.

BF.12 All primary building entrances **must** be visible and accessible from the street.

Corners

BF.13 Buildings on corners **must** meaningfully activate both sides, through means such as the location of any offices and entrances onto corners.

Buildings frontages

BF.14 Long building frontages **must** be visually broken down, so as not to appear as one large mass, or screened with appropriate planting. This can be achieved with façade or fenestration detail, a well thought through landscape strategy and focusing design detail at entrance points at corners.

Larger buildings

BF.15 Buildings that are taller than others in the immediate vicinity **must** be integrated thoughtfully into the street and their relationship with surroundings demonstrated.

BF.16 Taller elements of buildings **should** be utilised in important locations to act as landmarks, aid wayfinding or create variation in sense of enclosure, such as at key corners, at gateways into and within the site, at key movement junctions and to define public spaces.



Green Park, Reading



Panattoni Park, Braintree

Good practice precedents of employment uses

BUILT FORM

Building heights

All building heights must not exceed the maximum AOD heights as shown in figure 47 opposite.

Opportunity exists to create development platforms that cut into the slope that allow these building heights to be achieved without breaking the maximum AOD. However, consideration needs to be given to ensure any slopes do not exceed 1:3 and ideally should be shallower to allow planting of these slopes.

Development must demonstrate how building height AODs respond to the landscape and topography of the site, allowing for a stepping down of overall heights.

Adjacent to residential properties, smaller employment buildings will be expected. These should not exceed the ridge height of residential dwellings to the south and should ideally be lower.

BF.17 Proposals **must** demonstrate their approach to building heights.

BF.18 Proposals **should** align with the maximum AOD heights.

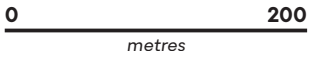


figure 47 | 1:5,000 | building heights

BUILT FORM

Building orientation, building line and edges

Building Orientation

All buildings should be orientated to work with existing landscape features and the topography of the site. The orientation of buildings should look to reduce visual impacts of proposed development and ensure landmark elements are located at key corners and intersections to ensure legibility.

Where possible, landscape gaps should be provided to allow viewing corridors across the landscape to help break down the scale and mass of development.

Service yards, particularly those adjacent to residential development on the southern part of the site, should orientate away from residential properties in order to reduce the potential for noise and visual impacts.

BF.19 Proposals **must** demonstrate their approach to building orientation to work with existing landscape features and visual impacts.

BF.20 Proposals **must** demonstrate their approach to viewing corridors across the development.

BF.21 Proposals **must** demonstrate their approach to location of service yards to reduce visual and noise impacts on adjacent uses and spaces.

Building line

All buildings should generally have a clear building line with the exception of at key corners and entrance points, where development can step out to create interest and landmarks. Building lines should be softened by on plot planting.

BF.22 Proposals **must** demonstrate their approach to building lines and how interest and activity is created at key entrance points.

Edges

Development should provide positive edges to streets and public spaces. Where possible, development should provide active edges with entrances and windows particularly at building corners. It is accepted that with large industrial shed you cannot have active edges on all sides. Edges which are less active should be well screened by landscape buffers, mounding and planting to help soften proposals.

BF.23 Proposals **must** demonstrate how they address all edges to help screen and provide landmarks and legibility across the development.

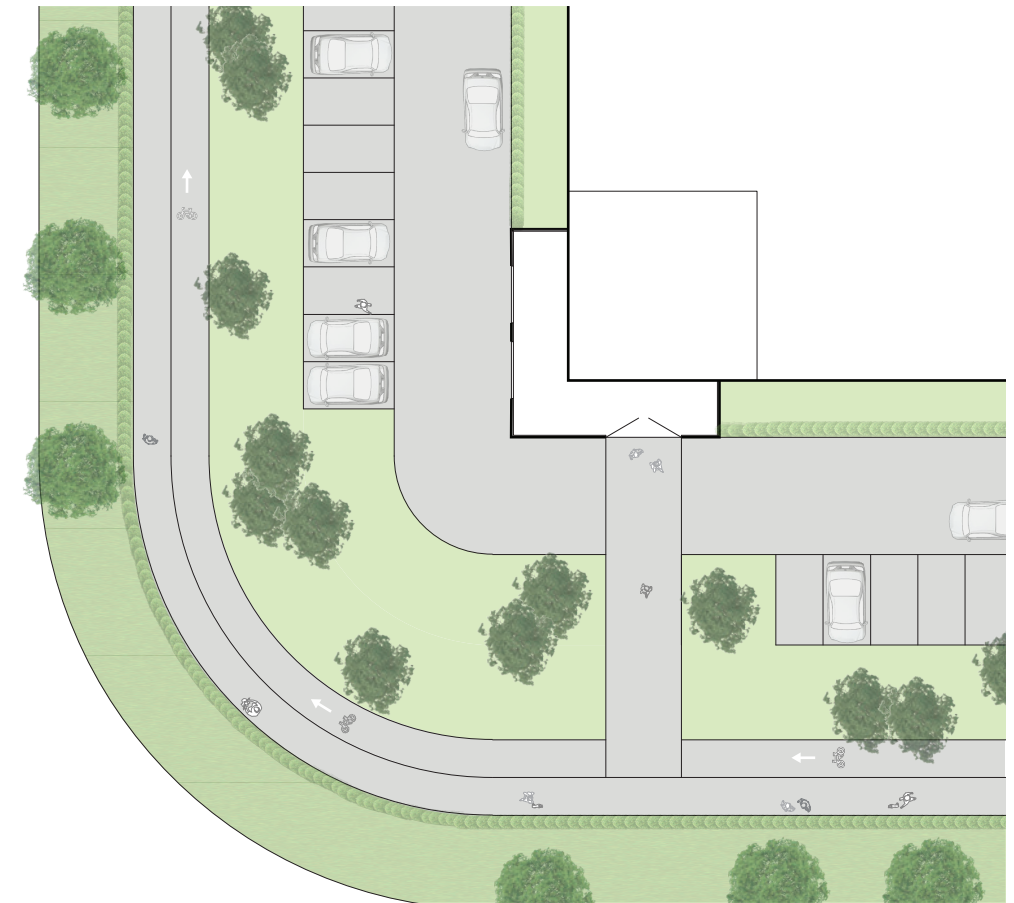


figure 48 | 1:400 | landmark building plan

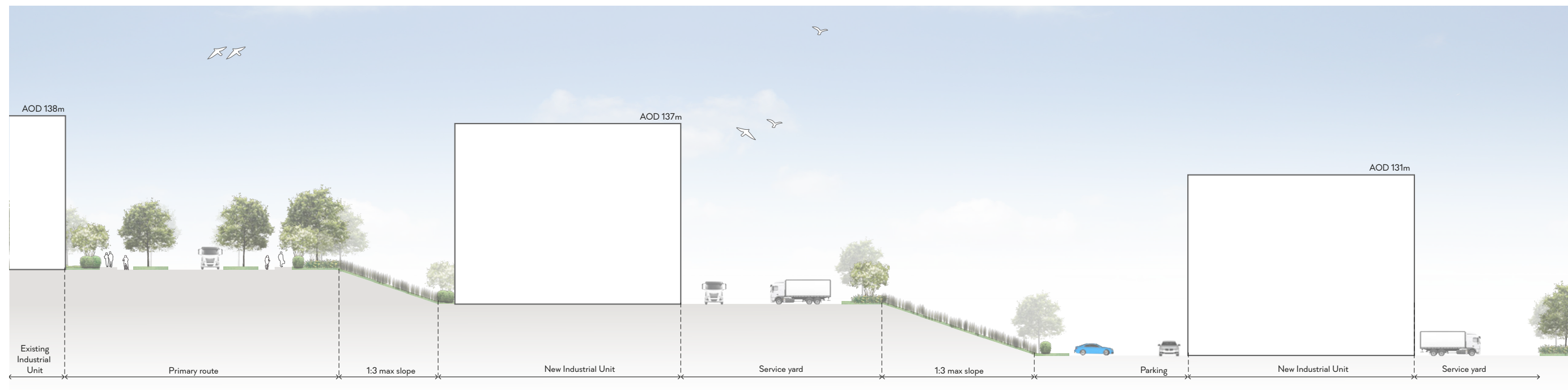


figure 49 | nts | building heights stepping down section

BUILT FORM

Building design

Building design

High-quality design must be achieved and a clear rationale setting out why particular design choices will ensure the delivery of this. Consideration will need to be given to the following aspects of the design:

- Mass
- Elevations
- Identity and legibility
- Materials and colour
- Roofscape
- Sustainability

Mass

All building should consider the relationship between building height, width and length to ensure an appropriate mass that respects the landscape context of the site, the topography and the wider visual envelope. Consideration should also be given to the cumulative impact of the mass of the proposed development in the context of existing development.

BF.24 Proposals **must** demonstrate their approach to building mass and demonstrate how it respects the landscape context of the site, the topography and the wider visual envelope.

BF.25 Massing **must** be manipulated or broken up by at least two of the following:

- Visually breaking large buildings into the appearance of several smaller buildings.
- Use of recesses where total breaking up of buildings is not possible. Sizes, ratios, positioning and the relationship with the footprint and roof will require careful design.
- Stepping of roofs or use of roof forms which convey a sense of rhythm, order and building structure.
- Use of a plinth to provide definition between base and upper.
- Use of features to introduce articulation and depth, including circulation cores, fenestration, service/building environment elements such as shading and use of materials.



Wall and glass creates visual break, Croxley Business Park, Watford



Offset the wall and create visual break, Croxley Business Park, Watford



Entrance creates visual break, Peddimore industrial Estate, Sutton Coldfield, Birmingham



Entrance creates visual break, Peddimore industrial Estate, Sutton Coldfield, Birmingham

Precedents of mass

BUILT FORM

Building design

Elevations

Elevations should be broken up and include human scale elements at entrances, around doors, windows, curtain walling, loading docks and cladding interfaces. The base of building up to 2.5m should have a greater level of detail and gravitas.

Building facades should be visually recessive to reduce the visual effects of short, medium and long-distance views into the site. This can be achieved by breaking up elevations and facades into a series of vertical and horizontal elements. This could include office elements of a different height and size, vertical banding at lower levels and horizontal banding with darker colours nearer to the ground and lighter colours nearer to the roof.

- BF.26Proposals **must** demonstrate their approach to elevations and how interest and human scale is integrated into the design.
- BF.27A human scale **must** be achieved by:
 - Positioning of smaller spaces (entrances, offices, amenity spaces) to be visible from most important frontage or most frequented movement route.
 - Making entrances clear, through their positioning, ‘special’ treatment, and emphasis on human scale of spaces.
 - Representation of smaller scale spaces (e.g. offices, walkways) on the exterior of the building, through organisation of building facade, representation of floor plates, utilisation of differing materials, arrangement of windows.
- BF.28Employment buildings **must** contribute to activation and overlooking of spaces by:
 - Clear (not significantly darkened or obscured) windows to entrances, office spaces, amenity areas.
 - Positioning of well-designed external staff amenity areas to public areas.
- BF.29Opportunities **should** be taken to provide windows into other parts of the building, to contribute to a sense of activity and provide natural light.
- BF.30Proposals **must** demonstrate their approach to elevations and how buildings will be visually recessive from short, medium and long distance views.

Identity and legibility

Development should provide an identity that reflects the surrounding landscape and residential context. Consideration should be given to the use of natural materials such as glass, brick and timber at key entrances to provide identity and legibility as a contrast to large industrial cladding.

- BF.31Proposals **must** demonstrate how they address and create identity and legibility that reflects the surrounding landscape and residential context. It **should** provide a transition from residential to existing and large-scale employment uses.
- BF.32Proposals **should** ensure that prominent buildings are distinctive, including offices which provide a human scale, whilst minimising the wider landscape visual impact of large industrial units by breaking up elevations and screening service yards.



Emphasis on entrance and glazed visual break, Green Park, Reading



Emphasis on entrance and vertical rhythm, Green Park, Reading



External solar shading, Green Park, Reading

Precedents of elevations, identity and legibility

BUILT FORM

Building design

Materials and colour

Due to the typical sizes and efficiency requirements of large industrial buildings, it is likely that some of the elevations will be long and flat. Buildings should incorporate several architectural devices to reduce impacts including:

- Colour branding: Darker shades at lower levels that reflect the colour of the landscape and add gravitas to the base of a building. Colour should transition lighter when viewed against the sky. The width of bands and actual colours will need to be agreed. Colour banding should not be the only technique to consider to reducing overall mass and different approaches across the site may be required.
- Natural materials: To emphasise the importance of a landscape led approach to the design of this site, consideration need to be given to more natural materials and key entrance points. The use of timber, glass and bricks based on locality will help to create a development that reflects a more parkland/ natural landscape.
- Cladding profiles and orientation: The mixing of cladding profiles i.e. rib, micro rib, flat and trapezoidal and its orientation can help to break down large elevations into smaller sections of interest, whilst simultaneously creating a balanced elevation.
- Flashing: Narrow cladding strips to overlap the junction between panels can function as weatherproofing strips and can be used to break up large areas of panelling. With the use of colour, they can also provide visual interest.
- Canopies and shelters: Buildings should look to include canopies and shelters as a way of providing interest at lower levels. They are also a useful device to screen service yards and break up large elevations.

BF.33 Proposals **must** ensure that materials and colours chosen provide human scale at entrance points, break up elevations and help to reduce the visual impact of proposed development.



Industrial steel material, Gateway 12 Business Park, Gloucester



Landscape integrated material, Cheadle Eco Business Park, Stockport



Contrasting cladding colour, Gateway 12 Business Park, Gloucester



Office element, Green Park, Reading

Precedents of materials and colour

BUILT FORM

Building design

Roofscape

The approach to the roofscape of employment development is also critically important to reduce perceived scale. Overhanging eaves are unacceptable for large scale industrial buildings, as this can create heavy shadows at a high level that can draw the eye.

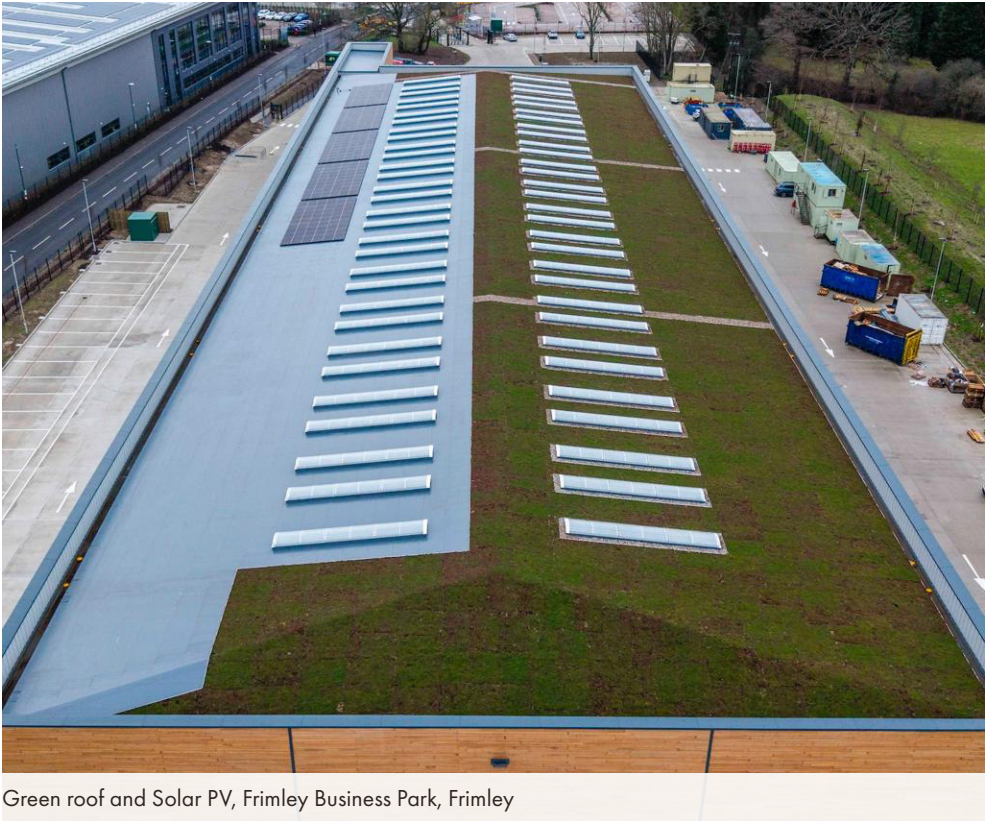
Parapet designed roofs can create a cleaner junction with the skyline and can hide plant and rainwater pipework.

Consideration should also be given to green roofs, particularly on lower elements of the design at entrances and where canopies are integrated to create visual interest, provide biodiversity and reduce visual impacts when looking from a higher elevation across the site.

Consideration should be given to integration of solar panels on large buildings but these should be of a non-glare variety and hidden behind the parapet roof.

Consideration should be given to natural light in roof spaces, particularly in smaller industrial buildings and office elements of the design to reduce energy consumption and the need for internal lighting.

BF.34 Proposals **must** demonstrate how the approach to roofscape will reduce the overall visual impact of proposed development, reduce energy consumption and improve overall biodiversity.



Precedents of roofscape

BUILT FORM

Building design

Sustainability

The proposed development needs to show a strong commitment to the creation of a sustainable employment scheme.

The following sustainability measures should be considered:

- Electrification of heat, including the use of heat pumps, to take advantage of grid decarbonisation.
- Use of grey water recycling, swales and sustainable urban drainage.
- 20% of parking spaces to be fitted with electric charging points with infrastructure provided for the remaining parking spaces for future installation of electric charging points.
- Ensure highly efficient design through a fabric first approach with highly efficient building envelope specifications improving on standard building regulations part L, through improved insulation, glazing specifications and air-tightness.
- Use of A and A+ rated construction materials where possible, and associated low embodied carbon impacts.
- Integration of solar panels and green roofs where appropriate.
- Integration of low carbon processes throughout the construction phase.
- Minimising construction waste and recycling of materials from site wherever possible.

BF.35 Proposals **must** demonstrate how sustainability has been integrated into the use of raw materials, how low carbon processes will be utilised through the construction phases, how high levels of energy performance will be achieved, and energy and water consumption will be reduced.



Solar PV panel cycle roof, Netherlands



Solar PV panel with green elements, South West London



Solar PV panel cycle roof, Warrington



LED light car park, North Carolina



EV charging points, Telford Centre



EV charging points, Georgia, US

Precedents of sustainability

Contacts

For pre planning application advice, please contacts:

Rugby Borough Council

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Town Hall
Evreux Way
Rugby
CV21 2RR
Tel: 01788 533533



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AGENDA MANAGEMENT SHEET

Report Title: Tenant Satisfaction Measures: Results for 2025-26

Name of Committee: Cabinet

Date of Meeting: 6 October 2026

Report Director: Strategic Director - Communities

Portfolio: Communities, Housing and Safety

Ward Relevance: All Wards

Prior Consultation: Tenants Panel, Portfolio Holder Communities, Housing and Safety, Report Consultation Officers Group.

Contact Officer: Mary Jane Gunn
maryjane.gunn@rugby.gov.uk

Public or Private: Public

Report Subject to Call-In: Yes

Report En-Bloc: No

Key Decision: No

Corporate Priorities: This report relates to the following priority(ies):
☐ A Healthier Rugby – To support people to live healthier, longer, and more independent lives.
☐ A Thriving Rugby – To deliver a thriving economy which brings Borough-wide investment and regenerates Rugby Town Centre.
☐ A Greener Rugby – To protect the environment and ensure the Borough adapts to climate change.
☒ A Fairer Rugby – To reduce inequalities and improve housing across the Borough.
[Corporate Strategy 2025-2035](#)
☐ This report does not specifically relate to any Council priorities but

Summary: This report sets out the results of the Tenant Satisfaction Measures 2025/26.

Each year Rugby Borough Council reports its Tenant Satisfaction Measures to the Regulator of Social Housing (RSH) There are 22 measures, in two categories:

- The Tenant Perception Measures – Based on an annual survey of tenants.
- Management information measures, including a new focus on tenant safety.

The measures have been gathered by providers of social housing and reported to the RSH annually since 2023/24 and are common to all providers of social housing in England, allowing tenants and the RSH to compare landlord performance. Sector wide results for 2025/26 will be published by the RSH in late 2026.

The Council's Tenant Satisfaction Measures for 2025-26, including a comparison with 2024-25 are included as appendix 1.

**Local Government
Reorganisation Implications:**

There are no implications for Local Government Reorganisation in this report. The provision of high-quality housing services will continue to be a key priority for Rugby Borough Council through Local Government Reorganisation, and this will be addressed through transition planning.

Financial Implications:

There are no direct financial implications arising from this report. However, the customer satisfaction data is a potentially useful source of information to guide future resource planning, including developing the proposals for the Housing Revenue Account budget for 2027/28.

**Risk Management/Health and
Safety Implications:**

The Tenant Satisfaction Measures provide evidence to RBC tenants and the RSH that the Council is monitoring tenant outcomes and understanding how well it is meeting the RSH's consumer standards.

Improved tenant satisfaction and performance on key metrics demonstrated through the Tenant Satisfaction Measures, and reported annually to tenants and the RSH are a key measure of the success of our improvement plan and consequently improved outcomes for tenants.

Environmental Implications:

There are no direct environmental implications arising from this report.

Legal Implications:

The Housing and Regeneration Act 2008 sets out the fundamental objectives for the housing

regulator, now called the Regulator of Social Housing.

The Social Housing (Regulation) Act 2023 sets out the new regulatory regime for social housing. The purpose of the act is to “reform the regulatory regime to drive significant change in landlord behaviour” The Act laid the foundations for changes to how social housing is managed. It increased regulation of social landlords and introduced new rules for protecting tenants from serious hazards in their homes.

The Tenant Satisfaction Measures (TSMs) were introduced by the Regulator of Social Housing from 1 April 2023, under powers provided by the Social Housing (Regulation) Act 2023. Their introduction followed the Government's 2020 Social Housing White Paper, which established the policy expectation for a standardised set of measures to provide greater transparency for tenants and support effective consumer regulation

Equality and Diversity:

The Council has considered the relevant equality and diversity implications. Tenant satisfaction data is gathered through a census survey posted to all tenants. Following advice from the Regulator of Social Housing in 2025/26, the Council applied weighting to its satisfaction scores to address the overrepresentation of respondents from Independent Living housing in the survey responses. Weighting helps make sure the survey results reflect the whole tenant population, rather than just the particular mix of people who responded.

Options:

Not applicable - the recommendation offers Cabinet timely oversight of the Tenant Satisfaction Measures for 2025-26.

Recommendation:

The 2025-26 Tenant Satisfaction Measures be noted.

Reasons for Recommendation:

To ensure that Cabinet is aware of how tenants perceive the quality of the landlord's service. This data will help to support the continuous improvement of landlord services whilst making best use of resources.

Cabinet - 6 October 2026

Tenant Satisfaction Measures: Results for 2025-26

Public Report of the Strategic Director - Communities

Recommendation

The 2025-26 Tenant Satisfaction Measures be noted.

1. Executive Summary

- 1.1 The 22 Tenant Satisfaction Measures (TSMs) show how tenants perceive the Council's landlord services and how services perform. They enable the Council to track performance over time and compare results with other registered providers of social housing.
- 1.2 The Council's 2025/26 results demonstrate positive progress in several key areas. Overall tenant satisfaction increased from 76% in 2024/25 to 84.9% in 2025/26. Performance in completing both emergency and non-emergency repairs within the required timescales also improved significantly. Compliance with key building safety requirements remained strong, including 100% compliance in relation to Fire Risk Assessments and Asbestos Management Surveys, alongside strong performance in gas safety.
- 1.3 The results also identify areas where further improvement is required. Satisfaction with complaint handling, while improving from 44.7% to 47.6%, remains the lowest-scoring tenant perception measure. Tenant satisfaction with the handling of Anti-Social Behaviour cases and the Council's contribution to neighbourhoods also improved but remains an area where further work is needed to strengthen tenant confidence, communication and the visible impact of services.
- 1.4 The reported proportion of homes not meeting the Decent Homes Standard increased from 1.6% at 31 March 2025 to 22.4% at 31 March 2026. This does not mean that the condition of one fifth of the Council's homes deteriorated during the year. Initial discussions with HQN indicate that some homes may have been assessed too cautiously or recorded as non-decent where the supporting information was incomplete. The 22.4% figure should therefore be treated as provisional while the Council verifies the data.
- 1.5 The Council has commissioned HQN to independently review how Decent Homes information is collected, checked and reported. HQN has specialist expertise in asset management and regulatory compliance and has supported a range of local authorities and registered providers with stock condition validation, data-quality reviews and regulatory assurance. The review will test

the survey evidence and calculation method, including how incomplete information is treated and how EPC and HHSRS data is used. HQN will provide an evidence-based view of the Council's current position and recommend practical improvements.

- 1.6 The 2025/26 survey results have been weighted to address the overrepresentation of tenants living in Independent Living schemes and to ensure that the results more accurately reflect the views of the Council's overall tenant population. The Council has continued to achieve a response rate of approximately 30%, providing a significant source of tenant feedback.

2.0 Introduction

- 2.1 The Tenant Satisfaction Measures (TSMs) were introduced by the Regulator of Social Housing from 1 April 2023, under powers provided by the Social Housing (Regulation) Act 2023. Their introduction followed the Government's 2020 Social Housing White Paper, which established the policy expectation for a standardised set of measures to provide greater transparency for tenants and support effective consumer regulation.
- 2.2 The Council's results for 2025/26, together with a comparison with the previous year's results, are attached as Appendix 1.
- 2.3 The Tenant Satisfaction Measures comprise 22 measures in two categories:
- The Tenant Perception Measures – Tenant satisfaction scores, taken from an annual census survey of all tenants.
 - Management Information Measures, including a new focus on tenant safety – Key metrics that demonstrate to tenants, the RSH and Members the safety of our homes and quality of our services.
- 2.4 The Council undertakes an annual tenant survey to gather the Tenant Perception Measures (tenant satisfaction). This is a census type survey, posted out to all tenants. The survey takes place between October and January each year. The Council has achieved a response rate of approximately 30% in each year the survey has taken place (2023/24, 2024/25, 2025/26)
- 2.5 Tenants from Independent Living Schemes are overrepresented in the survey responses so in 2025/26, at the request of the Regulator of Social Housing responses from tenants living in "general needs" homes were weighted so that the survey results accurately reflect the views of all tenants. Weighting helps make sure the survey results reflect the whole tenant population, rather than just the particular mix of people who responded.
- 2.6 The results of the Tenants Survey and the accompanying Management Information Measures are reported to the RSH in June each year and following that are reported to all tenants through the Tenants Newsletter. In previous years the Tenant Satisfaction Measures have been reported to the Portfolio Holder Communities and Homes, Regulation and Safety. The RSH will publish sector wide results for 2025/26 in late 2026.

- 2.7 In providing an update to Cabinet, on the perceived performance of landlord services, officers are ensuring transparency. This data also sets out what tenants' value and where they wish to see improvement, which is a valuable reference point to support decision making in the future allocation of resource.

3.0 Consultation

- 3.1 Consultation has taken place with members of the Tenants Panel, the Report Officers Consultation Group and the Portfolio Holder, Communities, Housing and safety. Feedback from the Tenants Panel includes that 80% of respondents found the Tenant Satisfaction Measures report easy or very easy to understand and agreed that it presented an honest and balanced picture of housing performance. 80% reported understanding the results quite well or very well. Feedback from the Tenants Panel indicated members would welcome clear evidence of improvement and information on remedial actions (following safety inspection) and timescales following inspections, alongside suggestions for plain-English explanations, visual summaries and comparisons with other landlords. This feedback will be acted upon. It should be noted the percentages and feedback reflect a small sample of five respondents, including one who indicated that they had not read the Tenant Satisfaction Measures information.

4.0 Overview of the 2025/26 Results

4.1 What the Council did well:

- Overall tenant satisfaction improved, increasing from 76% to 84.9%
- Repairs performance improved, with emergency repairs completed within target timescale increasing from 58.6% to 77% and non-emergency completed within target timescale increasing from 61% to 76.1%.
- Increased satisfaction with the repairs service from 83.7% to 86.4% and with the time taken to complete their most recent repair, up from 79.1% to 85.9%.
- Fire Risk Assessments and Asbestos Management Surveys remaining at 100% compliance alongside strong performance in gas safety checks.

4.2 Where the Council can improve:

- Complaints handling remains a key area for improvement. Tenant satisfaction increased from 44.7% to 47.6%, but it remains the lowest-scoring tenant perception measure. The number of stage one complaints also increased from 29 to 45.4 per 1,000 homes. This increase partly reflects a more proactive approach by officers, who are recognising dissatisfaction earlier and recording it as a complaint so that concerns can be addressed openly and resolved fairly. This demonstrates greater professional awareness and empathy in responding to tenants, while also providing better information about where services need to improve. During 2026/27, the Council will continue to analyse complaint themes and work with the tenant-led Complaints Focus Group to assess performance against the Housing Ombudsman's Complaint Handling Code.

- Satisfaction with ASB handling increased from 51.6% to 55.6%, and satisfaction with the Council's contribution to neighbourhoods increased from 56.7% to 57.5%. Both remain improvement priorities, particularly in building tenant confidence, improving communication and demonstrating impact. The appointment of two specialist ASB officers in 2026/27 will support this work.
- While compliance with Legionella risk assessment inspections and communal passenger lift safety checks decreased from 100% at 31 March 2025 to 95.5% and 90.9% respectively at 31 March 2026, both areas continue to be a key operational focus. Given the relatively small asset base of 11 communal lifts and 22 sites requiring Legionella monitoring, a small number of overdue inspections can have a notable impact on overall compliance percentages.
- Targeted recovery actions were implemented during 2026/27, and by May 2026 compliance had returned to 100% for both lift servicing and Legionella inspections, ensuring all required checks were completed.

4.3 Reflection on Areas Identified for Improvement from 2024-25.

- Emergency repairs completed within target timescale increased by 18.4% - This is reflective of our improved methods for extracting data on emergency repairs completed within target timescale from our systems and those of our contractors, the acquisition of our Single Asset Management System, which will go live in Autumn 2026 will further assist accurate reporting of emergency and non-emergency repairs completed within target timescale.
- Tenant satisfaction with handling of ASB cases remains an area of focus in 2026/27 particularly around improving tenant confidence and communication throughout the ASB process. The appointment of specialist staff will strengthen the Councils handling of ASB within council housing and neighbourhoods.

5.0 Conclusion

5.1 The 2025/26 Tenant Satisfaction Measures demonstrate encouraging progress in a number of important areas, particularly overall tenant satisfaction, repairs performance and the continued delivery of key building safety responsibilities. Overall tenant satisfaction has increased from 76% to 84.9% while satisfaction with repairs and repair completion times also improved. These results provide positive evidence that actions taken to strengthen landlord services are beginning to deliver improved outcomes and experiences for tenants.

5.2 Whilst these results demonstrate positive progress, Tenant Satisfaction Measures provide evidence about tenant perceptions and selected areas of landlord performance. They should therefore be considered alongside the Council's wider assurance and service information. The measures will continue to help the Council understand tenants' experiences, monitor outcomes and assess the impact of the landlord service improvement programme.

5.3 Cabinet is therefore recommended to note the 2025/26 Tenant Satisfaction Measures, the progress achieved during the year and the areas where continued improvement activity and management focus are required to deliver better outcomes for tenants.

Name of Meeting: Cabinet

Date of Meeting: 6 October 2026

Subject Matter: Tenant Satisfaction Measures: Results for 2025-26

Originating Department: Communities

DO ANY BACKGROUND PAPERS APPLY ☒ **YES** ☐ **NO**

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink
App 1	Tenant Satisfaction Measures 2025-26 Comparative Analysis.

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

☐ Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A



Cabinet 6 October 2026

Tenant Satisfaction Measures: Results for 2025-26

Appendix 1

Comparative Analysis

The Regulator for Social Housing's 2024 decision requires all social housing landlords to report and publish their Tenant Satisfaction Measures (TSMs) results annually. This report compares our results in 2025-26 with 2024-25.

"TSMs are intended to be a tool to allow tenants to **scrutinise their landlord's performance**, give insights to landlords on where they might look to **improve their services**, and provide a source of intelligence to the regulator on how far landlords are **meeting the outcomes of the new consumer standards** (Gov UK 2024)"

WHAT WE DID WELL

- **Tenant satisfaction improved significantly**, with overall satisfaction increasing from **76% to 84.9%** (+8.9%). Improvements were seen across all Tenant Satisfaction Measures identified by tenants in the Tenants Survey, particularly around communication, engagement and the condition of homes.
- **Repairs performance improved considerably**, with emergency repairs completed within target timescale increasing from **58.6% to 77%** and non-emergency repairs from **61% to 76.1%**. This improvement is reflected in increased satisfaction with the repairs service.
- **We continued to maintain high standards in building safety compliance**, with fire risk assessments and asbestos management surveys remaining at **100% compliance**, alongside strong performance in gas safety checks.

WHERE WE CAN IMPROVE

- **Complaints handling remains a key area for improvement.** Although satisfaction increased slightly from **44.7% to 47.6%**, it remains the lowest-scoring measure. We will continue to review complaint themes and use feedback to improve services and tenant experience.
- **Further improvements are needed in ASB services and neighbourhood satisfaction.** While satisfaction with ASB handling increased from **51.6% to 55.6%**, and satisfaction that we make a positive contribution to neighbourhoods increased slightly from **56.7% to 57.5%**, these remain areas where we need to build tenant confidence and demonstrate the impact of our work.
- **Repairs performance will remain a focus area.** Despite significant improvement, completion rates remain below sector benchmarks, and we will continue working to improve reliability and ensure repairs are completed within agreed timescales.

REFLECTION ON AREAS IDENTIFIED FOR IMPROVEMENT LAST YEAR

- **Emergency repairs:** Performance improved from **58.6% to 77%**, an increase of **18.4%**. While there is further work to do, this demonstrates significant progress in improving the timeliness of emergency repairs.
- **Non-emergency repairs:** Performance increased from **61% to 76.1%** (+15%), narrowing the gap against sector performance and contributing to improved tenant satisfaction with repairs.
- **Anti-social behaviour:** Satisfaction increased from **51.6% to 55.6%** (+4%). Although progress has been made, this remains an area of focus, particularly around improving tenant confidence and communication throughout the ASB process.

TENANT SATISFACTION MEASURE	2024-25	2025-26*	CHANGE
Proportion of respondents who report that they are satisfied with the service provided by their landlord	76.0%	84.9%	+8.9%
Proportion of respondents who have received a repair in the last 12 months who report that they are satisfied with the overall repairs service	83.7%	86.4%	+2.7%
Proportion of respondents who have received a repair in the last 12 months who report that they are satisfied with the time taken to complete their most recent repair	79.1%	No Data*	N/A
Proportion of respondents who report that they are satisfied that their landlord provides a home that is well maintained	79%	86.1%	+7.1%
Proportion of respondents who report that they are satisfied that their landlord provides a home that is safe	83.8%	87.8%	+4%
Proportion of respondents who report that they are satisfied that their landlord listens to their views and acts upon them	66.2%	73.4%	+7.2%
Proportion of respondents who report that they are satisfied that their landlord keeps them informed about things that matter to them	70.8%	76.6%	+5.8%
Proportion of respondents who report that they are satisfied that their landlord treats them fairly and with respect	80.1%	81.9%	+1.8%
Proportion of respondents who report making a complaint in the last 12 months who are satisfied with their landlord's approach to complaints handling	44.7%	47.6%	+2.9%
Proportion of respondents with communal areas who report that they are satisfied that their landlord keeps communal areas clean and well maintained	71.7%	76.8%	+5.1%
Proportion of respondents who report that they are satisfied that their landlord makes a positive contribution to their neighbourhood	56.7%	57.5%	+0.8%
Proportion of respondents who report that they are satisfied with their landlord's approach to handling anti-social behaviour	51.6%	55.6%	+4%
MANAGEMENT DATA	2024-25	2025-26	CHANGE
Proportion of homes for which all required gas safety checks have been carried out	98.2%	98.5%	+0.3%
Proportion of homes for which all required fire risk assessments have been carried out	100%	100%	No change

Proportion of homes for which all required asbestos management surveys or re-inspections have been carried out	100%	100%	No change
Proportion of homes for which all required legionella risk assessments have been carried out	100%	95.5%	-4.5%
Proportion of homes for which all required communal passenger lift safety checks have been carried out	100%	90.9%	-9.1%
Number of anti-social behaviour cases, opened per 1,000 homes	43.6	50.1	+6.5
Number of anti-social behaviour cases that involve hate incidents opened per 1,000 homes	1.2	0.3	-0.9
Proportion of homes that do not meet the Decent Homes Standard	1.6%	22.4%	+20.8%
Proportion of non-emergency responsive repairs completed within the landlord's target timescale	61%	76.1%	+15.1%
Proportion of emergency responsive repairs completed within the landlord's target timescale	58.6%	77%	+18.4%
LCRA - Number of stage one complaints made by tenants in the relevant stock type during the reporting year per 1,000 homes	29	45.4	+16.4
LCRA - Proportion of stage one complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales	78.6%	81.9%	+3.3%
LCRA - Number of stage two complaints made by tenants in the relevant stock type during the reporting year per 1,000 homes	5.3	4.5	-0.8
LCRA - Proportion of stage two complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales	88.9%	87.5%	-1.4%

*In 2025/26 no data was collected for satisfaction with time taken to complete the most recent repair. An error in the survey resulted in the response question for "overall satisfaction with the repairs service appearing twice". Unfortunately, this error was not identified before the surveys were issued to tenants. Measures are in place to ensure this does not happen again.

2025-26 results have been weighted to ensure that groups of respondents, in this case "general needs" tenants and "Independent Living" tenants, are represented in the same proportions as they are in the overall tenant population.

AGENDA MANAGEMENT SHEET

Report Title:	Brandon Stadium - Approval to Issue Soft Market Testing Pack
Name of Committee:	Cabinet
Date of Meeting:	6 October 2026
Report Director:	Strategic Director - Operations and Transformation
Portfolio:	Environment and Climate
Ward Relevance:	Wolston and the Lawfords.
Prior Consultation:	Chief Executive Strategic Director - Operations and Transformation Strategic Director - Communities Chief Officer - Law and Governance / Monitoring Officer Legal Services Procurement Finance Communications Democratic Services Portfolio Holder Ward Members
Contact Officer:	Richard Kiernan - Senior Project Manager, Corporate Assets
Public or Private:	Public
Report Subject to Call-In:	Yes
Report En-Bloc:	No
Key Decision:	Yes

Corporate Priorities:

This report relates to the following priority(ies):

- ☒ A Healthier Rugby – To support people to live healthier, longer, and more independent lives.
- ☒ A Thriving Rugby – To deliver a thriving economy which brings Borough-wide investment and regenerates Rugby Town Centre.
- ☐ A Greener Rugby – To protect the environment and ensure the Borough adapts to climate change.
- ☐ A Fairer Rugby – To reduce inequalities and improve housing across the Borough.

[Corporate Strategy 2025-2035](#)

- ☐ This report does not specifically relate to any Council priorities

Summary:

This report seeks Cabinet approval to issue the proposed Brandon Stadium Soft Market Testing Pack through the Council's agreed portal. The Pack is attached at Appendix 1 and comprises the following three market-facing documents:

- Soft Market Testing Brief,
- Appendix A – Response Questionnaire; and
- Appendix B – Participation Conditions, Disclaimer and FAQ.

The proposed Pack has been developed from the project evidence and advice assembled during the controlled preparatory phase and incorporates the decision boundaries and safeguards established by Cabinet on 29 June 2026.

The Soft Market Testing exercise would be non-binding and evidence-gathering only. It would not constitute a procurement process, operator selection, land acquisition decision, land disposal decision, compulsory purchase decision, funding or subsidy commitment, indemnity arrangement or commitment to a final delivery model.

**Local Government
Reorganisation Implications:**

On 7 September 2026, the Government announced a review of the Local Government Reorganisation (LGR) programme following updated legal advice. Warwickshire is one of the areas affected by the review and councils have been asked to pause work implementing the July 2026 reorganisation decision while the review is undertaken. The Government has confirmed that local elections scheduled for May 2027 will proceed on existing council boundaries. There is currently no confirmed revised timetable or final structure for LGR in Warwickshire.

The recommendation in this report is not dependent upon LGR and does not commit the Council to

acquisition, disposal, procurement, funding or compulsory purchase. The proposed Soft Market Testing exercise is a time-limited, non-binding evidence-gathering exercise which can be undertaken by Rugby Borough Council under its current governance arrangements. On the current programme, the findings are anticipated to be reported back to Cabinet before the May 2027 Borough Council elections.

Any future substantive proposal arising from the Soft Market Testing exercise will need to take account of the LGR position, governance arrangements and any statutory transition controls in force at that time.

Financial Implications:

The recommendation does not create a capital or revenue commitment to Brandon Stadium and does not authorise land acquisition, compulsory purchase expenditure, grant funding, underwriting, subsidy, procurement, disposal or any indemnity arrangement. The financial implications of issuing and managing the Soft Market Testing exercise are expected to be limited to officer time and any approved external support required to finalise, issue and analyse the documents.

No additional budget is sought through this report. The officer time and ordinary administrative and portal costs associated with publishing and managing the Soft Market Testing exercise will be met from existing approved service budgets and resources. Any requirement for external advice or support that cannot be met from existing approvals would be subject to separate approval before a commitment is entered into.

Risk Management/Health and Safety Implications:

The principal risks relate to legal/procurement challenge, perceived predetermination, planning neutrality, unequal information, public expectation, landowner challenge, confidentiality, and uncertainty arising from the Government's review of LGR. These risks are mitigated through the safeguards required by the 29 June Cabinet decision and built into the Soft Market Testing documents: planning neutrality, information-barrier controls, equal information to all participants, portal issue, formal clarification protocol, no informal assurances, and Cabinet reporting before any further substantive step. There are no direct health and safety implications arising from issuing desk-based Soft Market Testing documents.

Environmental Implications: A Climate Change and Environmental Impact Assessment has been completed and approved for the decision sought and is attached at Appendix 2. It concludes that the direct climate and environmental impact of issuing and administering the non-binding Soft Market Testing exercise is expected to be neutral or negligible, with no material impact on the Council's Scope 1 or Scope 2 emissions. The decision does not authorise any physical, operational or land-use change. The assessment will be reviewed following the Soft Market Testing response period and before or alongside the Findings Report to Cabinet. Any future substantive proposal would require a separate and proportionate assessment.

Legal Implications: The Soft Market Testing documents have been prepared using the legal, procurement and governance advice available to the Council. The 29 June 2026 Cabinet decision limited the project to preparatory and evidence-gathering work and required a further Cabinet decision before any market-facing Soft Market Testing document was issued. The governance advice accompanying that decision identified any subsequent decision to proceed with Soft Market Testing as a key decision, requiring the Council's Forward Plan and key-decision procedure to be followed. This report constitutes that subsequent key-decision gateway.

The exercise must preserve planning neutrality, maintain equal treatment and information, avoid conferring an unfair advantage or creating a legitimate expectation, and remain clearly separate from any procurement, operator-selection, land transaction or Compulsory Purchase Order (CPO) process. The appropriate portal and publication requirements will be confirmed before issue. Any later substantive route will require separate legal, procurement, financial and governance analysis and approval.

Equality and Diversity: A proportionate Equality Impact Assessment (EqIA) has been completed and approved for the decision sought and is attached at Appendix 3. It concludes that the equality implications at this stage are procedural rather than substantive and identifies no direct adverse equality impacts. The Soft Market Testing Pack will be published through an accessible route and on an equal-information basis, with alternative formats or reasonable assistance provided in accordance with normal Council

practice. Any future substantive proposal would require a further and proportionate equality assessment.

Options:

- A.** Approve issue of the three key Soft Market Testing documents.
- B.** Approve the direction of travel but require further amendments before issue.
- C.** Defer issue pending further officer work.
- D.** Do not approve issue of the Soft Market Testing documents.

Recommendation:

1. Cabinet notes the decision taken on 29 June 2026 to continue the Brandon Stadium project into a limited and controlled preparatory phase, and that a further Cabinet decision was required before any market-facing Soft Market Testing document could be issued or any substantive commitment made; the governance advice accompanying that decision identified the subsequent decision to proceed with Soft Market Testing as a key decision.
2. Cabinet approves the proposed Brandon Stadium Soft Market Testing Pack at Appendix 1, comprising the following:
 - Soft Market Testing Brief,
 - Appendix A – Response Questionnaire; and
 - Appendix B – Participation Conditions, Disclaimer and FAQ.
3. Cabinet approves the publication and administration of the Soft Market Testing exercise through the Council's agreed portal for a response period of not less than six weeks, with the final opening, clarification and closing dates to be confirmed by the Strategic Director – Operations and Transformation in consultation with Procurement, Legal Services and the Monitoring Officer.
4. Cabinet authorises the Strategic Director – Operations and Transformation, in consultation with the Portfolio Holder, Monitoring Officer, Legal Services, Procurement and Finance, to make any final non-material drafting, formatting, version-control or portal-publication amendments required before issue, provided

that those amendments do not alter the purpose, scope, safeguards or decision-making route approved by Cabinet.

5. Cabinet confirms that the Soft Market Testing exercise must be conducted in accordance with the safeguards set out in this report, including planning neutrality, separation from Development Management, equal information for all participants, formal clarification controls, no informal assurances and no preferential engagement with any party.
6. Cabinet confirms that the Soft Market Testing exercise is non-binding and evidence-gathering only and does not constitute a procurement process, operator selection, land acquisition decision, land disposal decision, compulsory purchase decision, funding commitment, subsidy commitment, indemnity arrangement or commitment to a final delivery model.
7. Cabinet requires officers to report the Soft Market Testing findings back to Cabinet before any further substantive step is taken, including the commencement of any procurement or operator-selection process, acquisition, disposal, indemnity, subsidy, CPO preparation or CPO decision.
8. Cabinet notes the Government's announcement of 7 September 2026 that the July 2026 Local Government Reorganisation decision affecting Warwickshire is under review and that work to implement that decision has been paused, and requires the Soft Market Testing Findings Report, and any subsequent substantive proposal, to identify and take account of the local government structure, governance arrangements and any statutory transition controls in force at that time.

**Reasons for
Recommendation:**

The recommendation gives effect to the staged approach approved by Cabinet on 29 June 2026. It allows the Council to test market appetite, deliverability, funding assumptions, operator capability, likely Council role and future legal/procurement implications without committing to any procurement, acquisition, disposal, CPO, operator, funding or delivery route. It preserves Cabinet oversight and enables any later decision to be evidence-led rather than assumption-led.

Cabinet - 6 October 2026

Brandon Stadium - Approval to Issue Soft Market Testing Pack

**Public Report of the
Strategic Director - Operations and Transformation**

Recommendation

1. Cabinet notes the decision taken on 29 June 2026 to continue the Brandon Stadium project into a limited and controlled preparatory phase, and that a further Cabinet decision was required before any market-facing Soft Market Testing document could be issued or any substantive commitment made; the governance advice accompanying that decision identified the subsequent decision to proceed with Soft Market Testing as a key decision.
2. Cabinet approves the proposed Brandon Stadium Soft Market Testing Pack at Appendix 1, comprising the following:
 - Soft Market Testing Brief,
 - Appendix A – Response Questionnaire; and
 - Appendix B – Participation Conditions, Disclaimer and FAQ.
3. Cabinet approves the publication and administration of the Soft Market Testing exercise through the Council's agreed portal for a response period of not less than six weeks, with the final opening, clarification and closing dates to be confirmed by the Strategic Director – Operations and Transformation in consultation with Procurement, Legal Services and the Monitoring Officer.
4. Cabinet authorises the Strategic Director – Operations and Transformation, in consultation with the Portfolio Holder, Monitoring Officer, Legal Services, Procurement and Finance, to make any final non-material drafting, formatting, version-control or portal-publication amendments required before issue, provided that those amendments do not alter the purpose, scope, safeguards or decision-making route approved by Cabinet.
5. Cabinet confirms that the Soft Market Testing exercise must be conducted in accordance with the safeguards set out in this report, including planning neutrality, separation from Development Management, equal information for all participants, formal clarification controls, no informal assurances and no preferential engagement with any party.
6. Cabinet confirms that the Soft Market Testing exercise is non-binding and evidence-gathering only and does not constitute a procurement process, operator selection, land acquisition decision, land disposal decision, compulsory purchase decision, funding commitment, subsidy commitment, indemnity arrangement or commitment to a final delivery model.
7. Cabinet requires officers to report the Soft Market Testing findings back to Cabinet before any further substantive step is taken, including the commencement of any procurement or operator-selection process, acquisition, disposal, indemnity, subsidy, CPO preparation or CPO decision.

8. Cabinet notes the Government's announcement of 7 September 2026 that the July 2026 Local Government Reorganisation decision affecting Warwickshire is under review and that work to implement that decision has been paused, and requires the Soft Market Testing Findings Report, and any subsequent substantive proposal, to identify and take account of the local government structure, governance arrangements and any statutory transition controls in force at that time.

Executive Summary

This report seeks Cabinet approval to issue the proposed Brandon Stadium Soft Market Testing Pack through the Council's agreed portal. The Pack comprises the Soft Market Testing Brief, Appendix A – Response Questionnaire and Appendix B – Participation Conditions, Disclaimer and FAQ.

Cabinet approved continuation of the Brandon Stadium project into a limited and controlled preparatory phase on 29 June 2026. That decision did not approve the issue of market-facing Soft Market Testing documents or any acquisition, disposal, procurement, operator-selection, funding or CPO activity. A further Cabinet gateway was expressly required before the Soft Market Testing could be issued. The governance advice accompanying the June decision identified any subsequent decision to proceed with Soft Market Testing as a key decision. This report is therefore being brought forward through the Council's key-decision procedure.

The proposed Pack has been developed from the evidence and advice assembled during the controlled preparatory phase. Separate operational documents will support portal publication, clarification handling, governance control, response analysis and findings reporting. These are officer working documents and do not form part of the material requiring Cabinet approval.

The purpose of Soft Market Testing is to test market appetite, viability, deliverability, commercial expectations, operator capability, governance, funding evidence, the role respondents may expect the Council to play and the information required before any later formal process. It is not a procurement or selection exercise and does not create any preferred status or commitment.

Since preparation of the Soft Market Testing Pack, the Government announced on 7 September 2026 a review of the Local Government Reorganisation (LGR) programme. Warwickshire is included within the areas whose July 2026 reorganisation decision is being reviewed and implementation work has been paused. Local elections scheduled for May 2027 will now proceed on existing council boundaries.

This change does not alter the purpose or non-binding status of the Soft Market Testing exercise and does not prevent the Council undertaking the evidence-gathering activity proposed in this report. It does, however, mean that no assumption should be made about a particular future local government structure, successor authority or transition date. The report and Soft Market Testing Pack therefore make clear that any subsequent substantive proposal will need to be considered against the local government structure, governance arrangements and statutory controls in force at that time.

If approved, officers will publish and administer the exercise through the agreed portal, manage clarifications through the controlled process, receive and analyse responses and bring a findings report back to Cabinet. No further substantive step will be taken without separate consideration and approval.

1.0 Background and 29 June Cabinet Gateway

- 1.1 On 29 June 2026, Cabinet considered the Brandon Stadium - Current Position and Proposed Preparatory Work report, together with a public addendum and exempt addendum. Cabinet approved continuation of the project into a limited and controlled preparatory phase and authorised officers to undertake defined preparatory work within existing approved service budgets and available officer resources.
- 1.2 The 29 June report and addenda were clear that the decision did not approve the issue of a market-facing Soft Market Testing document, did not approve acquisition, disposal, procurement or compulsory purchase, and did not commit the Council to any final delivery model. The governance advice contained within the exempt addendum also recorded that a subsequent decision to proceed with Soft Market Testing or compulsory purchase would be a key decision and would need to follow the Council's Forward Plan and key-decision procedure.
- 1.3 This report is that further Cabinet gateway and constitutes the key decision to proceed with Soft Market Testing. It asks Cabinet to decide whether the Council should now move from the controlled preparatory phase to publication and administration of the proposed Soft Market Testing Pack.

2.0 Purpose and Scope of the Soft Market Testing Exercise

- 2.1 The Soft Market Testing exercise is designed to obtain structured market feedback before any further substantive decision is considered. In this context, Soft Market Testing means non-binding pre-market engagement and evidence gathering. It is intended to help the Council understand what the market considers realistic, deliverable and commercially viable in relation to Brandon Stadium.
- 2.2 The exercise will seek information on:
 - whether there is genuine and credible market interest in the opportunity;
 - whether restoration and operation of Brandon Stadium appears commercially and operationally viable;
 - what legal, governance, funding and operating structures respondents consider realistic;
 - what level of Council involvement, if any, respondents consider necessary or likely;
 - what capital works, surveys, consents, funding and programme assumptions would need to be tested;
 - what information respondents would need before any later formal process; and
 - what legal, procurement, subsidy-control, property or CPO issues may need to be considered after Soft Market Testing.
- 2.3 The exercise will not rank, score or select respondents for the purpose of award. It will not create a shortlist, preferred party, exclusivity arrangement, heads of terms, conditional agreement or any legitimate expectation that the Council will proceed further.

- 2.4 Participation in, or non-participation in, the Soft Market Testing exercise will not determine eligibility for any later procurement, selection, disposal, partnership or formal process. If the Council later decides to commence any procurement or formal process, that process would be designed, approved and conducted separately, with appropriate safeguards to ensure that no participant in the Soft Market Testing exercise receives an unfair advantage.

3.0 Development and Content of the Soft Market Testing Pack

- 3.1 During the controlled preparatory phase, the Council developed a coordinated suite of market-facing and operational documents to support a fair, transparent and auditable Soft Market Testing exercise.
- 3.2 The Pack presented to Cabinet has been developed by reference to the 29 June 2026 Cabinet report and addenda, the project evidence already assembled, the earlier discussions between the Council's Procurement and Legal/Monitoring Officer functions, and the follow-on working papers prepared during the preparatory phase.
- 3.3 In developing the Pack, checks have been undertaken to ensure that:
- the purpose and scope of the exercise are consistent across all three documents;
 - the documents make clear that the site remains in private ownership and that the Council does not own or control access to it;
 - the maps and site-boundary descriptions provide appropriate geographic context;
 - planning neutrality and separation from Development Management are maintained;
 - the exercise cannot reasonably be represented as procurement, operator selection, negotiation, acquisition, disposal or CPO activity;
 - the questionnaire tests capability, proposed role, operating model, capital requirements, funding status, governance, regulatory requirements, programme, Council support expectations and deliverability;
 - the participation conditions address equal information, clarifications, confidentiality, FOI/EIR, participant costs, reliance and the Council's right not to proceed; and
 - terminology, cross-references and decision boundaries are aligned throughout the Pack.
- 3.4 The Pack therefore includes clear land-ownership and site-boundary information, structured questions concerning respondent capability and funding evidence, appropriate consideration of alternative delivery structures and Council support expectations, and aligned conditions governing participation in the exercise.
- 3.5 The three market-facing components are identified in section 4. Separate operational documents have been prepared to support portal publication, clarification handling, response logging, governance control and findings reporting. These documents will be managed by officers as part of the project audit trail and do not require Cabinet approval.

- 3.6 The Pack presented at Appendix 1 represents the officer recommendation for this decision gateway. Any substantive change to its purpose, scope, safeguards or decision-making route would require consideration through the appropriate governance arrangements.

4.0 Three Key Soft Market Testing Documents for Approval

- 4.1 Cabinet is asked to approve the proposed Brandon Stadium Soft Market Testing Pack at Appendix 1, comprising the three components set out in Table 1.

4.2 Table 1

No.	Document	Purpose
1	Brandon Stadium Soft Market Testing Brief	Market-facing document setting out the site context, Council position, status of the exercise, planning neutrality, matters being tested, process and timetable. This is the main explanatory document for potential respondents.
2	Appendix A – Response Questionnaire	Structured response document to obtain consistent information on market appetite, deliverability, operator capability, funding, governance, programme, capital works assumptions, likely Council role and key risks.
3	Appendix B – Participation Conditions, Disclaimer and FAQ	Market-facing conditions and explanations confirming the non-binding status of Soft Market Testing, no procurement / no commitment position, confidentiality and FOI/EIR position, clarification route and frequently asked questions.

- 4.3 Each component of Appendix 1 is version-controlled as the version presented to Cabinet. Following approval, only the non-material changes authorised by recommendation 4 may be made before issue. The final external issue version and any such changes will be recorded through document control.

5.0 Proposed Portal Issue Process and Timetable

- 5.1 Subject to Cabinet approval, the three Soft Market Testing documents would be published through the Council's agreed portal. All potential participants would access the same information through the same route. Clarification questions would be submitted and answered through the agreed clarification route, and any clarification response which provides additional information would be made available to all participants unless there is a documented and lawful reason not to do so.
- 5.2 The exercise will be issued through the Council's agreed procurement or market-engagement portal. Before issue, the Strategic Director – Operations and Transformation will ensure, in consultation with Procurement, Legal Services and the Monitoring Officer, that the appropriate publication route, any applicable notice requirements, clarification controls, audit trail and response-receipt arrangements have been confirmed.
- 5.3 The indicative timetable is set out below. The final publication, clarification and response dates will be confirmed under the delegated authority in recommendation 3, taking account of the call-in period, portal requirements and officer availability.

5.4 Table 2

Stage	Target date	Purpose / status
Cabinet decision	6 October 2026	Cabinet to decide whether to approve issue of the three Soft Market Testing documents.
Decision becomes effective and final publication checks	Following expiry of the applicable call-in period	Complete the applicable call-in, version-control, portal and authorised non-material publication checks.
Portal publication	Anticipated week commencing 19 October 2026	Three key Soft Market Testing documents to be issued on the agreed portal.
Clarification period	From publication until 20 November 2026	Clarifications handled through the approved process and shared equally as required.
Soft Market Testing response deadline	Anticipated 30 November 2026 – not less than six weeks after publication	Proposed response period to be confirmed; currently assumed to be 6 weeks.
Response review and analysis	December 2026 to January 2027	Responses logged and reviewed thematically against the stated purposes of the exercise; no scoring, ranking or evaluation for award.
Findings report	Anticipated February/March 2027 Cabinet cycle, subject to response volume and completion of technical analysis	Findings Report presented to Cabinet to determine what further action, if any, should be pursued before any further substantive step.

NB. The programme above remains indicative and will be kept under review in light of the Government's review of Local Government Reorganisation announced on 7 September 2026. The current programme remains capable of being progressed under Rugby Borough Council's existing governance arrangements. Any material change to the Government's position which affects the exercise, its timetable or the appropriate decision-making arrangements will be considered before the relevant subsequent stage is undertaken.

- 5.5 Following the response deadline, responses will be logged and reviewed thematically against the purposes of the exercise and the information sought in the Soft Market Testing Brief and Response Questionnaire. The analysis will identify the level and nature of market interest; areas of consensus and divergence; evidence concerning capability, funding and deliverability; respondents' expectations of Council involvement or support; material risks, dependencies and information gaps; and matters requiring further legal, procurement, subsidy-control, land, financial, planning or governance advice. Responses will not be scored, ranked or evaluated for award, and the exercise will not select a preferred respondent or delivery route.

- 5.6 Officers will prepare a Soft Market Testing Findings Report summarising the response profile and thematic findings, identifying outstanding evidence and advice, and setting out any options and recommendations arising for Cabinet's consideration. Commercially sensitive information will be handled in accordance with the participation conditions and applicable disclosure obligations. The Findings Report will be presented to Cabinet before any further substantive step is taken.

6.0 Governance Controls and Safeguards

- 6.1 The Soft Market Testing exercise will be subject to the following controls:

- all potential participants will receive the same information through the same portal or publication route;
- all clarification questions and answers will be managed through the agreed clarification protocol;
- no informal assurances, negotiations, commitments or preferential treatment will be given to any party;
- officers involved in issuing, managing, reviewing or analysing Soft Market Testing responses will be required to declare any actual, potential or perceived conflict of interest. Any such declaration will be recorded and managed through the agreed governance route, with Monitoring Officer input where required;
- the Council will not indicate that any individual, company, consortium or group is preferred;
- participation in the Soft Market Testing exercise will not give any party preferential status or advantage in any later process;
- the Soft Market Testing documents will state clearly that the exercise is exploratory, non-binding and does not create any legitimate expectation that the Council will proceed further;
- the Council reserves the right not to proceed further following Soft Market Testing and to amend, suspend, withdraw or re-run the exercise if required, subject to appropriate governance and legal advice;
- planning neutrality will be maintained and the Council's corporate/property work will remain separate from Development Management and Planning Committee functions;
- responses will be analysed objectively and reported back to Cabinet before any further substantive step; and
- any future procurement, acquisition, disposal, subsidy, indemnity or CPO decision will be subject to a separate report and approval route.

7.0 Planning Neutrality

- 7.1 The issue of the Soft Market Testing documents must not prejudice, or be seen to prejudice, the Council's separate role as Local Planning Authority. The Soft Market Testing documents therefore make clear that the exercise is being undertaken by the Council in its corporate capacity and not by the Local Planning Authority.

- 7.2 The Soft Market Testing exercise does not, and must not, express or imply any view on the merits of any current or future planning application, whether validated or unvalidated. The Development Management process must remain separate from corporate, property, procurement and compulsory purchase considerations. The information barrier required by the 29 June 2026 addendum must continue to be strictly observed.
- 7.3 At the time of writing, planning application R26/0559 relating to the Brandon Stadium site remains under consideration by the Local Planning Authority. This is recorded for factual context only. This report does not assess or express any view on the planning merits of that application or any current or future proposal. The application must be considered separately through the Council's Development Management process.
- 7.4 Development Management input into the Soft Market Testing exercise must be limited to confirming factual planning-status information and advising on any wording necessary to preserve planning neutrality. Officers involved in the Development Management assessment of any current or future planning application must not be involved in shaping or assessing the Soft Market Testing exercise, or in drawing conclusions from it, except to the extent that the Monitoring Officer confirms that limited factual input is appropriate.
- 7.5 Planning Policy input may be used to confirm the adopted and emerging policy context referred to in the Soft Market Testing documents, provided that the wording remains factual, balanced and does not express any view on the planning merits of any current or future planning application.

8.0 Legal and Procurement Position

- 8.1 The legal and procurement position has been central to the drafting and review of the Soft Market Testing documents. The exercise must be framed and conducted as non-binding market engagement only. It must not become a procurement process by conduct, and it must not provide an advantage to any respondent in any later competition if a procurement process is later required.
- 8.2 The process controls for portal issue, clarification handling, audit trail and response receipt are set out in section 5 of this report.
- 8.3 The Council's later route cannot be determined until the Soft Market Testing evidence is reviewed and the relevant post-Soft Market Testing legal and procurement analysis has been completed. Depending on the nature of any future arrangement, later issues may include procurement law, land disposal powers, best consideration, subsidy control, CPO justification, indemnity arrangements, funding, human rights, public sector equality duty, planning neutrality and deliverability.
- 8.4 Publication of the Soft Market Testing Pack does not itself create a contractual obligation or authorise a procurement, appointment or land transaction. The publication route and any applicable preliminary market-engagement requirements will be confirmed before issue. A complete audit trail will be maintained, and any information capable of affecting a response will be made available equally through the formal route. Any future commercial or legal structure will require separate analysis and approval once the Soft Market Testing evidence is available.

9.0 Financial Position

- 9.1 The recommendation does not create a capital or revenue commitment to the Brandon Stadium site. It does not authorise land acquisition, CPO expenditure, underwriting, subsidy, grant funding, procurement, appointment of an operator, legal agreement, indemnity or disposal.
- 9.2 The financial impact of the recommendation is limited to the officer time and any approved external support required to publish the documents, manage clarifications, analyse responses and prepare the findings report. Any financial implications arising from the Soft Market Testing outcome will be reported back to Cabinet before any further substantive decision is taken.
- 9.3 No additional budget approval is sought. The anticipated cost of issuing and administering the exercise is limited to officer time and ordinary administrative and portal costs, which will be met from existing approved service budgets. No external expenditure will be committed unless an appropriate existing budget and approval route have first been confirmed.

10.0 Risk Management

- 10.1 Although the proposed Soft Market Testing exercise is non-binding and does not authorise any substantive action, its conduct could give rise to legal, planning, procurement, governance, reputational and resource risks if it is not appropriately controlled. Table 3 identifies the principal risks associated with the exercise and the corresponding mitigations. These controls are reflected in the Soft Market Testing Pack and must be maintained throughout publication, clarification, analysis of responses and reporting of the findings to Cabinet.

10.2 Table 3

Risk	Description	Mitigation
Planning neutrality / apparent bias	Corporate Soft Market Testing activity could be misunderstood as influencing or prejudging a planning matter.	Maintain the information barrier; no comment on planning merits; separate Development Management function; Monitoring Officer clearance.
Procurement challenge	Soft Market Testing could create risk if conducted like an award process or if one party receives an advantage.	Procurement-led portal issue; equal information; no ranking for award; no commitment wording; post-Soft Market Testing legal/procurement gateway.
Predetermination / preferred party perception	Stakeholders may assume the Council has already selected or favoured a party.	Neutral wording; no informal assurances; all contact through agreed route; no exclusivity or negotiation.

Risk	Description	Mitigation
Landowner / commercial challenge	The landowner may object to the Council testing the market in relation to land it does not own.	Clear caveat that the Council does not own or control the site and Soft Market Testing does not commit the Council to acquisition, CPO or disposal.
Confidentiality and FOI/EIR	Respondents may submit commercially sensitive information that may later be requested.	Clear information-handling wording; confidentiality markings requested but not determinative; Legal advice on disclosure requests.
LGR review / future governance uncertainty	The Government's 7 September 2026 review means that the future structure and timing of LGR in Warwickshire are currently uncertain. Market respondents could make assumptions about the future identity, powers or role of the Council or a successor authority.	Do not assume a particular successor authority or transition date. Make clear that the exercise is being undertaken by Rugby Borough Council under current arrangements. Keep Government announcements under review and refresh the legal, financial and governance position before the Findings Report and before any later substantive decision.
Public expectation	Issue of the Soft Market Testing documents could be seen as a commitment that the stadium will reopen or that the Council will pursue CPO.	Clear public and document wording that Soft Market Testing is evidence-gathering only and no substantive decision has been made.

11.0 Consultation and Engagement

- 11.1 The preparation of this report and the Soft Market Testing Pack has drawn on the Council's existing legal, procurement, financial, planning, property and governance advice. This has informed the scope of the exercise, the questions being asked, the decision boundaries and the safeguards described in this report.
- 11.2 The Portfolio Holder has been kept informed. Questions raised by Members concerning the scope and timing of Soft Market Testing have been addressed on the basis that the exercise remains open, non-binding and subject to Cabinet approval.
- 11.3 The proposed formal Soft Market Testing exercise has not yet commenced. Market engagement under that exercise will begin only if Cabinet approves publication of the Soft Market Testing Pack and will be conducted through the controlled process described in this report.

12.0 Equality, Environmental and Health and Safety Considerations

- 12.1 The recommendation relates to approval to issue a set of non-binding market engagement documents. It does not directly alter policy or service delivery and does not authorise physical works, site access, operational activity or land acquisition. The Soft Market Testing documents must be clear and accessible to a range of potential participants.
- 12.2 Future substantive proposals would require separate consideration of equality, environmental, climate, health and safety and planning matters. The Soft Market Testing process may assist in identifying issues that would need to be considered at a later stage, but it does not determine those issues now.
- 12.3 A Climate Change and Environmental Impact Assessment and a proportionate Equality Impact Assessment have been completed and approved for the decision sought and are attached at Appendices 2 and 3 respectively. The Equality Impact Assessment identifies no direct adverse equality impacts, while the Climate Change and Environmental Impact Assessment concludes that the direct climate and environmental impact is expected to be neutral or negligible. The Pack will be published through an accessible route, with alternative formats or reasonable assistance provided in accordance with normal Council practice. The climate and environmental assessment will be reviewed following the Soft Market Testing response period and before or alongside the Findings Report to Cabinet. The decision does not authorise site access, physical works or operational activity and therefore creates no direct health and safety risk. Any future substantive proposal will require separate and proportionate assessments.

13.0 Options Considered

- 13.1 Cabinet is being asked to determine whether to approve publication of the three-document Soft Market Testing Pack through the agreed portal. Cabinet may approve the Pack as presented, require specified amendments before publication, defer consideration or decline to approve its issue. These options and their implications are summarised in Table 4. The options relate only to the proposed non-binding evidence-gathering exercise and do not authorise or determine any subsequent substantive course of action.

13.2 Table 4

Option	Description	Comment
Option A - Approve issue of the three Soft Market Testing documents	Cabinet approves publication of the Brandon Stadium Soft Market Testing Brief, Appendix A - Response Questionnaire and Appendix B - Participation Conditions, Disclaimer and FAQ through the portal.	Recommended. Gives effect to the 29 June staged approach while retaining safeguards and Cabinet oversight.
Option B - Approve with amendments before issue	Cabinet approves the direction of travel but requires specified amendments to be completed before portal publication.	Available if Cabinet supports Soft Market Testing but considers further changes are required.

Option	Description	Comment
Option C - Defer issue	Cabinet defers approval pending further officer work or planning/LGR developments.	Deferral would postpone the evidence-gathering exercise but would not itself resolve the uncertainty arising from the Government's LGR review. It could result in the exercise overlapping with later Government decisions or electoral milestones and would require the timetable and Soft Market Testing Pack to be refreshed before issue.
Option D - Do not approve issue	Cabinet does not approve publication of the Soft Market Testing documents.	Stops the next controlled evidence-gathering stage and would require officers to report separately on project closure or watching-brief arrangements.

14.0 Next Steps

14.1 Subject to Cabinet approval of the recommendation, officers will undertake the controlled steps set out below to publish and administer the Soft Market Testing exercise, analyse the responses and report the findings back to Cabinet. These actions remain within the limited authority sought by this report and do not authorise any further substantive step.

1. Subject to Cabinet approval and expiry of the applicable call-in period, confirm the final publication, clarification and response dates and record the approved issue versions of the Soft Market Testing documents.
2. Complete the authorised non-material publication and portal checks and issue the Soft Market Testing Pack through the agreed portal.
3. Manage all clarification questions through the approved clarification route and provide equal information to participants where required.
4. Record and analyse responses objectively against the stated purposes of the exercise. Responses will not be scored or evaluated for the purpose of selecting or awarding to any party.
5. Prepare a Soft Market Testing Findings Report and return it to Cabinet before any further substantive decision is considered.
6. Keep the Government's review of LGR under review and ensure that the Soft Market Testing Findings Report identifies the local government structure, governance arrangements and any relevant statutory or transition controls applying at that time.

15.0 Conclusion

- 15.1 Approval to issue the three Soft Market Testing documents is the next controlled step following the 29 June 2026 Cabinet decision. It enables the Council to test market appetite and deliverability without committing to any procurement, acquisition, CPO, operator, funding or disposal route.
- 15.2 The recommended approach supports transparency, equality of treatment, planning neutrality and Cabinet oversight while ensuring that any future substantive decision is informed by evidence rather than assumption. Cabinet is being asked to approve only the three market-facing components of the Soft Market Testing Pack. The supporting operational and governance documents will remain part of the internal project audit trail.

16.0 Appendices

Appendix	Description
Appendix 1	Brandon Stadium Soft Market Testing Pack – version presented for approval, comprising: • Brandon Stadium Soft Market Testing Brief; • Appendix A – Response Questionnaire; and • Appendix B – Participation Conditions, Disclaimer and FAQ.
Appendix 2	Climate Change and Environmental Impact Assessment: Brandon Stadium – Approval to Issue Soft Market Testing Documents.
Appendix 3	Equality Impact Assessment: Brandon Stadium – Approval to Issue Soft Market Testing Documents.

Name of Meeting: Cabinet

Date of Meeting: 6 October 2026

Subject Matter: Brandon Stadium - Approval to Issue Soft Market Testing Pack

Originating Department: Operations and Transformation

DO ANY BACKGROUND PAPERS APPLY ☒ **YES** ☐ **NO**

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink
1	Cabinet Report – Brandon Stadium: Current Position and Proposed Preparatory Work – 29 June 2026.
2	Public Addendum – Brandon Stadium – 29 June 2026.
3	Cabinet decision record/minutes – 29 June 2026.
4	Council minutes – 14 December 2022.
5	Planning decision notice R18/0186 and appeal decision dated 19 January 2024.
6	Rugby Borough Local Plan 2011–2031.
7	Brandon and Bretford Neighbourhood Plan.
8	Rugby Local Plan 2025–2042 Submission Plan, including Policy W1(b).
9	Planning application R26/0559 public planning-register entry, referenced for factual status only.
10	Ministry of Housing, Communities and Local Government – Local Government Reorganisation programme review and decisions withdrawal: letter to council leaders – 7 September 2026.

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

☐ Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A
1	Exempt Addendum – Brandon Stadium – 29 June 2026

Rugby Borough Council

Brandon Stadium Soft Market Testing Brief

1. Purpose of the exercise

Rugby Borough Council is undertaking Soft Market Testing to understand whether there is credible market interest in the potential restoration, operation and long-term management of Brandon Stadium for speedway, stock car racing and associated community uses.

The purpose of this exercise is to gather structured market intelligence. It is intended to test market appetite, viability, deliverability, operator capability, funding evidence, commercial realism, governance requirements, potential delivery structures, information requirements and the likely role expected of the Council.

2. Status of the exercise

This exercise is not a procurement process, invitation to tender, selection process, land disposal process, negotiation, exclusivity process, or commitment by the Council to proceed with any party, structure or route. Participation will not confer preferred status, advantage or any entitlement in relation to any future procurement, disposal, acquisition, CPO-related process or other decision.

The Council has not made any decision to acquire the site, promote a compulsory purchase order, dispose of or lease land, appoint an operator, provide funding, commence procurement, or enter into any agreement. Any such step would require separate consideration through the appropriate legal, procurement, financial and governance routes.

3. Local Government Reorganisation

On 7 September 2026, the Government announced a review of the Local Government Reorganisation programme. Warwickshire is included within the areas affected by the review and implementation of the July 2026 reorganisation decision is currently paused. The future structure and timetable for local government in Warwickshire are therefore uncertain.

This Soft Market Testing exercise is being undertaken by Rugby Borough Council under its current statutory and governance arrangements and does not depend upon any particular Local Government Reorganisation outcome. Respondents should not assume a particular successor authority, transition date or future Council structure. Where a response relies upon a particular form or continuity of Council involvement, that assumption should be clearly identified.

4. Background and land ownership context

Brandon Stadium, also known as Coventry Stadium, is a former motorsport and greyhound racing venue located off Rugby Road, Brandon. The site is in private ownership and has not operated as

The Council is seeking to understand whether a credible, fundable and deliverable future stadium proposition exists, what structures the market considers realistic, what information would be needed before any later formal process, and what risks or constraints would need to be addressed.

Figure 1 provides the wider geographic context, while Figure 2 identifies the red line boundary of the stadium site and its immediate surroundings. The plans are included to assist respondents in understanding the site's location and extent.

Brandon Stadium (also known as Coventry Stadium), Rugby Road, Brandon, CV8 3GJ

Date: 18-09-2020
 Scale: 1:900,000
 Ordnance Survey 100019417

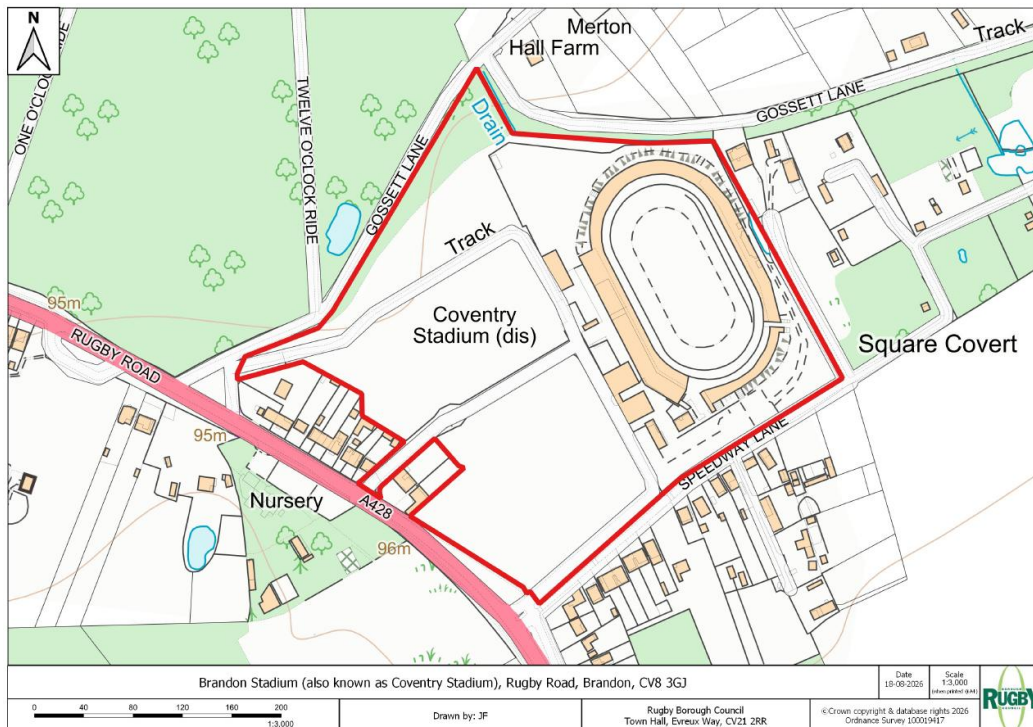
0 7,000 14,000 21,000 28,000 35,000
 1:900,000

Drawn by: JF

Rugby Borough Council
 Town Hall, Exeter Way, CV21 2RR

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 Ordnance Survey 100019417

RUGBY

Figure 2 - Brandon Stadium site boundary, shown edged red, and immediate surroundings.

5. Planning and Local Plan context

The adopted development plan includes policy protection relevant to existing sports and community facilities, including Policy HS4 of the Rugby Borough Local Plan 2011-2031 and Policy LF1 of the Brandon and Bretford Neighbourhood Plan. Brandon Stadium is specifically identified in Policy LF1 as a community facility.

In January 2024, the Planning Inspector dismissed Brandon Estates Limited's appeal against refusal of planning permission for residential redevelopment of the site. The Inspector concluded that Coventry Stadium was not surplus to requirements and that the appeal scheme conflicted with Policy HS4 of the Rugby Local Plan and Policy LF1 of the Brandon and Bretford Neighbourhood Plan. The Inspector also concluded that the benefits of the proposed alternative provision did not outweigh the loss of Coventry Stadium. This appeal decision is relevant planning history, but it does not predetermine any future planning application or the Council's future role as local planning authority.

The submitted Rugby Local Plan 2025-2042 includes Policy W1(b), which supports the restoration of Coventry Stadium, Brandon for speedway and stock car racing and other motor sports together with other community uses. That policy is not yet adopted and remains subject to examination, potential modification and adoption. The weight to be given to any emerging policy is a matter for planning judgement.

As part of the current planning context, there is also a live planning application relating to the Brandon Stadium site. Planning application R26/0559 remains under consideration by the Local

Planning Authority at the time of preparation of this Brief. This is noted for factual context only. The Soft Market Testing exercise does not assess or express any view on the merits of that application or on any representations made in relation to it. Respondents should refer to the Council's public planning register for the current status of the application and associated published documents.

Any reference to emerging policy, the appeal decision, the current planning application or any alternative site proposition must be treated as contextual only. This exercise is being undertaken by the Council in its corporate/property capacity. It does not represent any view of the Council as local planning authority, Development Management or Planning Committee. Nothing in this exercise should be taken as expressing or fettering any future planning judgement.

6. Relationship with land strategy, CPO and procurement analysis

The Soft Market Testing exercise sits alongside, but does not determine, the Council's land strategy. The Council will need to consider any future land ownership, acquisition-by-agreement, valuation, access and site-condition issues separately.

The exercise is linked to, but does not decide, any potential future CPO route. If a CPO were ever considered, the Council would need to demonstrate, among other matters, a compelling case in the public interest, deliverability, funding, resources, an appropriate planning/regulatory position and reasonable attempts to acquire by agreement. This Soft Market Testing exercise is not a decision to promote a CPO and does not establish that a CPO would be justified.

The findings from this exercise may inform subsequent legal, procurement, subsidy control and other relevant analysis. Such analysis would consider whether any future land transfer, lease, development structure, funding arrangement, operator arrangement or Council support package could require a formal procurement process or further legal controls.

Procurement will confirm the appropriate issue route before any external circulation, including whether a Preliminary Market Engagement Notice or other portal notice is required or advisable under the Procurement Act 2023 and the Council's Contract Standing Orders.

The Council is not inviting proposals for a preferred operator, partner or delivery route at this stage. However, respondents are asked to identify the types of structure they consider realistic, together with the assumptions, dependencies, risks and Council involvement that would sit behind those structures. This may include, for example, views on whether any later route could involve a lease, transfer, concession, management agreement, development agreement, operator arrangement, acquisition-by-agreement route, CPO-related route or other structure. Any such response will be treated as market intelligence only and will not amount to selection, negotiation or endorsement of that structure.

7. Information the Council is seeking

- Evidence of market appetite for restoration and operation of Brandon Stadium.
- Potential operating models, legal structures and governance arrangements.

- Evidence of relevant operator experience and capability.
- Funding evidence, investment assumptions and financial resilience.
- Views on the capital works likely to be required before operation.
- Planning, licensing, safety, environmental, regulatory and operational requirements.
- Potential Council role, if any, expected by market participants.
- Risks, constraints, dependencies and information gaps.
- Any alternative propositions, mixed-use concepts, replacement-speedway arrangements, landowner proposals or other approaches that respondents consider relevant to the Council's later route-selection analysis.
- Whether a phased pre-acquisition / post-acquisition approach could work in practice.
- Whether any future structure may require procurement, subsidy-control or other legal analysis.
- Any assumptions or dependencies relating to future local government structure, governance continuity or the identity and role of the authority responsible for any later stage.

8. Proposed response process

The Soft Market Testing exercise is scheduled to follow the timetable below. Any changes to the dates will be notified through the portal.

Step	Description	Timing
Issue of SMT pack	Council issues the SMT Brief, questionnaire and participation conditions through the approved route.	19 October 2026
Clarification period	Participants may submit clarification questions through the agreed route only.	19 October to 20 November 2026
Response deadline	Responses must be submitted using the response template by the stated deadline.	30 November 2026
Review of responses	Responses will be reviewed to identify market themes, risks, issues and potential next steps. This is not evaluation for award.	December 2026 to January 2027
Findings report	Officers will prepare a Soft Market Testing Findings Report for presentation to Cabinet. Cabinet will consider the findings and determine what further action, if any, should be pursued before any further substantive step is taken.	Anticipated February/March 2027

9. Clarifications and rules of engagement

All clarification questions must be submitted through the agreed route and within the stated clarification period. Officers and Members are not able to provide informal assurances, separate guidance or preferential information outside the agreed process.

Where a clarification response materially assists the exercise, the Council may share that response with all participants unless there is a documented and lawful reason not to do so. Direct contact with officers or Members outside the agreed process should not be used to discuss the exercise substantively and may be logged as part of the project audit trail.

The Council's clarification and communications process will be controlled internally to maintain fairness, transparency, equal information handling and a complete audit trail. Participants should not treat any clarification, holding response, meeting, communication or further engagement as creating any commitment, preference, advantage or entitlement in relation to any future process.

10. Response requirements

Participants should complete the response questionnaire and provide supporting evidence where requested. Assertions should be supported by evidence where available. The Council may treat unsupported statements as indicative only where evidence is required to understand deliverability, funding or capability.

The Council does not warrant the accuracy, completeness or sufficiency of any site information made available for the purposes of this exercise. Respondents should identify any additional information, survey work, access, due diligence or technical review that they consider necessary before any later formal process or decision. Any assumptions made by respondents about site condition, access, land ownership, planning status, regulatory approval, capital works, funding, Council support or a particular future local government structure or governance arrangement should be clearly stated in the response.

Participants should not submit commercially sensitive information unless it is necessary to explain their response. Where information is marked confidential, the Council will take that marking into account but cannot provide an absolute guarantee of confidentiality due to legal, audit, governance, FOI, EIR, procurement or CPO-related disclosure obligations.

11. No commitment and no reliance

The Council reserves the right to amend, suspend or discontinue the exercise at any time. The Council is not liable for participant costs. No response, meeting, clarification or further engagement should be interpreted as creating any commitment or expectation that the Council will proceed with any particular route.

12. Appendices

- Appendix A – Response Questionnaire Template.
- Appendix B – Participation Conditions, Disclaimer and FAQ.

Rugby Borough Council

Brandon Stadium Soft Market Testing Response Questionnaire

Appendix A

Instructions for respondents

Please complete each section as fully as possible. This is a soft market testing response only. It is not a tender, bid, offer, negotiation or application for appointment. The Council may use the information provided to understand market appetite, deliverability, risk, funding, potential structures, future information requirements and possible next steps.

Where a question asks for evidence, respondents should provide documentary evidence or explain why it is not currently available. If a question is not applicable, please state “Not applicable” and explain why.

Respondents should identify whether any element of their response assumes Council ownership, Council funding, access to the site, planning permission, regulatory approvals, subsidy, disposal at undervalue, indemnity, exclusivity, a particular future local government structure or governance arrangement, or other Council support.

Responses will not be scored, evaluated or ranked for the purpose of selecting a preferred respondent, operator, partner or delivery route. The Council may review responses thematically to understand market appetite, deliverability, evidence quality, risk, information gaps and possible future decision-making requirements.

Respondents should avoid including commercially sensitive information unless it is necessary to explain their response. Where information is identified as commercially sensitive or confidential, respondents should explain the reason for that marking and, where relevant, the period for which confidentiality is requested. The Council cannot guarantee absolute confidentiality and may be required to disclose information in accordance with legal, audit, governance, FOI, EIR, procurement transparency, Member reporting or future CPO-related obligations.

Privacy information

Rugby Borough Council is the data controller for personal data provided in connection with this Soft Market Testing exercise. The Council will use names and contact details to administer the exercise, communicate with respondents, manage clarifications, analyse responses, maintain an appropriate audit trail and support related governance and decision-making.

Further information about how the Council uses personal data, including the applicable lawful basis, retention, sharing and individual rights, is set out in Rugby Borough Council’s Accountancy, procurement and accounts payable privacy notice which can be found here <https://www.rugby.gov.uk/w/privacy#accountancy-procurement-and-accounts-payable>

Where a response includes personal data relating to another individual, the respondent should ensure that the individual is made aware of this privacy information.

A. Respondent details

Ref	Question	Response
A1	Name of organisation / consortium / individual responding	[Respondent answer]
A2	Lead contact name, role, email and telephone number	[Respondent answer]
A3	Legal status of respondent and, where relevant, company number / registration details	[Respondent answer]
A4	Names of consortium members or delivery partners, if any	[Respondent answer]
A5	Professional advisers appointed or expected to be appointed	[Respondent answer]
A6	Confirmation whether the respondent has authority to submit the response on behalf of the organisation / consortium	[Respondent answer]
A7	Identify any prior or current involvement, contact or relationship with Rugby Borough Council, Brandon Estates Limited, any campaign group, consortium, landowner representative, adviser, potential operator or other party with a direct interest in the future of the site.	[Respondent answer]
A8	Confirm whether the respondent is aware of any actual, potential or perceived conflict of interest relevant to this response, and explain any proposed mitigation.	[Respondent answer]

B. Interest and capability

Ref	Question	Response
B1	Describe your interest in Brandon Stadium and the role you may be interested in playing.	[Respondent answer]
B2	Describe relevant experience in motorsport, stadium operation, venue management, community sport, event management, capital projects or comparable facilities.	[Respondent answer]
B3	Provide examples of comparable projects or operations, including scale, location, duration, governance and outcomes.	[Respondent answer]
B4	Explain the operational capability and management structure that would be needed to operate Brandon Stadium.	[Respondent answer]

Ref	Question	Response
B5	Explain the resources, personnel, governance arrangements and decision-making authority that would be available to support your proposed role, including whether any key roles, advisers, funders, operators or delivery partners are already committed or would need to be secured at a later stage.	[Respondent answer]
B6	Identify any licences, permissions, affiliations, rights, commercial arrangements or regulatory approvals that may be required.	[Respondent answer]

C. Proposed use and operating model

Ref	Question	Response
C1	Describe the proposed primary uses, including speedway, stock car racing and any associated community uses.	[Respondent answer]
C2	Describe the anticipated event programme, including frequency, seasonal pattern, attendance assumptions and operational constraints. Where speedway racing is proposed, identify the anticipated league or competition level. Where stock-car racing is proposed, identify the anticipated racing formula or formulas. Where applicable, cross-refer to the licences, affiliations, rights and approvals identified in your response to question B6.	[Respondent answer]
C3	Explain how the stadium could operate sustainably and what revenue streams would be relied upon.	[Respondent answer]
C4	Identify any community uses or wider public benefits that could be delivered.	[Respondent answer]
C5	Identify any operational, safety, licensing, environmental, noise, traffic or community impacts that would need to be managed.	[Respondent answer]

D. Funding, financial capacity and business-plan assumptions

Ref	Question	Response
D1	Set out the expected sources of funding for acquisition, reinstatement, capital works, start-up costs and operating costs.	[Respondent answer]

Ref	Question	Response
D2	Provide evidence of funding availability or explain what evidence could be provided at a later stage.	[Respondent answer]
D3	Confirm whether the funding identified is committed, conditional, indicative or still to be secured. Where funding is conditional, identify the conditions, approvals, timescales, dependencies and evidence that would need to be satisfied before funds could be relied upon.	[Respondent answer]
D4	Identify whether any Council funding, guarantee, indemnity, underwriting, grant, lease concession, disposal at undervalue, infrastructure support or risk sharing would be expected.	[Respondent answer]
D5	Summarise the expected capital costs and how those assumptions have been developed.	[Respondent answer]
D6	Summarise operating income and expenditure assumptions, including key sensitivities.	[Respondent answer]
D7	Identify the main financial risks and how they would be managed.	[Respondent answer]
D8	Where your response relies on a business plan, financial model, cost plan, programme, funding proposal or operating model, identify the version, date, author and status of that document and provide supporting assumptions where available.	[Respondent answer]

E. Land, site condition and access

Ref	Question	Response
E1	Explain what information would be needed about land ownership, title, access, boundaries, services, condition and constraints before any later formal process.	[Respondent answer]
E2	Identify whether site access, surveys, condition information, building surveys, QS review or technical due diligence would be required.	[Respondent answer]
E3	Set out any assumptions made about the current condition of the site and existing structures.	[Respondent answer]

Ref	Question	Response
E4	Identify the information, documents, surveys, inspections or assumptions on which your view of the site condition is based, and state whether any of those assumptions would need to be independently verified before they could be relied upon for cost, programme, funding or deliverability purposes.	[Respondent answer]
E5	Identify any minimum works required before safe and lawful operation could commence.	[Respondent answer]
E6	Identify any phasing assumptions or dependencies linked to site condition or access.	[Respondent answer]

F. Planning, Local Plan, regulatory and consents

Ref	Question	Response
F1	Identify the planning, building control, licensing, safety, environmental, highways, noise, fire, SAG or other consents likely to be required.	[Respondent answer]
F2	Explain any assumptions made about the planning and Local Plan position, including any reliance on adopted or emerging policy.	[Respondent answer]
F3	Identify any regulatory barriers or programme risks.	[Respondent answer]
F4	Explain what pre-application or regulatory engagement would be needed before any later formal process.	[Respondent answer]
F5	Identify any assumptions about planning permission, regulatory approval or third-party consent that would need to be tested.	[Respondent answer]

G. Potential delivery structure and Council role

Ref	Question	Response
G1	Describe the future structure you consider most realistic: for example lease, transfer, concession, management agreement, development agreement, operator arrangement or other structure.	[Respondent answer]

Ref	Question	Response
G2	Explain what role, if any, you would expect the Council to play. Identify whether your proposed structure or delivery model relies upon continuity of the current local government arrangements and, where relevant, explain how it could accommodate a future change arising from Local Government Reorganisation.	[Respondent answer]
G3	Identify whether you would expect any exclusivity, heads of terms, option agreement, conditional agreement, lease, indemnity or support arrangement.	[Respondent answer]
G4	Identify any issues that could affect procurement, subsidy control, land disposal, best consideration, governance or CPO deliverability.	[Respondent answer]
G5	Identify what information would be required before any later formal procurement or legal process.	[Respondent answer]

H. Programme and deliverability

Ref	Question	Response
H1	Provide an indicative programme from access / acquisition / appointment to opening and full operation.	[Respondent answer]
H2	Identify key dependencies, critical path items and assumptions. This should include any material dependency on local-government governance, decision-making arrangements or timing.	[Respondent answer]
H3	Identify main delivery risks and mitigation measures.	[Respondent answer]
H4	Explain what could be delivered before acquisition, after acquisition, and after any later formal appointment or agreement.	[Respondent answer]

I. Wider risks and observations

Ref	Question	Response
I1	Identify any risks, constraints, opportunities or alternative approaches that the Council should consider.	[Respondent answer]
I2	Identify any information in this response that you consider commercially sensitive and explain why.	[Respondent answer]

Ref	Question	Response
I3	Confirm whether you would be willing to participate in further non-binding engagement if the Council decides to continue the exercise.	[Respondent answer]
I4	Provide any other information relevant to market appetite, viability, deliverability or future decision-making.	[Respondent answer]
I5	Identify any alternative propositions, mixed-use concepts, replacement-speedway arrangements or landowner proposals that you consider relevant to the Council's route-selection analysis.	[Respondent answer]

Rugby Borough Council

Brandon Stadium Participation Conditions, Disclaimer and FAQ

Appendix B

Participation conditions and disclaimer

1. Status of participation

Participation in the Soft Market Testing exercise is voluntary and non-binding. It does not create any right, expectation, entitlement, preference or advantage in relation to any future process.

2. No procurement, selection or disposal process

The exercise is not a procurement process, invitation to tender, concession procedure, selection exercise, land disposal process, negotiation or competition for award. The Council is not seeking to appoint, select or prefer any operator, developer, landowner, consortium or delivery partner through this exercise.

3. No scoring, evaluation or ranking

Responses will not be scored, evaluated or ranked for the purpose of selecting a preferred respondent, operator, partner, developer, consortium or delivery route. The Council may review responses thematically to understand market appetite, deliverability, evidence quality, risk, information gaps and possible future decision-making requirements.

4. No Council commitment

The Council has not committed to acquire the site, promote a CPO, dispose of or lease land, commence procurement, provide financial support, appoint an operator, enter into an indemnity, grant exclusivity, enter heads of terms, or proceed with any particular route. Any such step would require separate advice and decision-making.

5. No CPO decision

The exercise may inform the Council's understanding of deliverability, funding, market appetite, operator capability and potential future structures. It is not a decision to promote a CPO, does not establish that a CPO would be justified, and does not replace the separate legal, evidential, governance and Member decision requirements that would apply to any future CPO route.

6. Planning neutrality

Nothing in the exercise should be taken as representing the view of the Council as local planning authority or fettering any future Development Management or Planning Committee function. Any planning references are provided for context only.

7. Participant costs

Participants are responsible for their own costs. The Council will not reimburse costs incurred in preparing or submitting responses, attending any engagement, or providing information.

8. Equal information and clarification process

Participants must use the agreed clarification route. The Council may share clarification questions and the Council's answers with all participants where the information materially assists the exercise. Participants should not seek informal assurances or separate information outside the agreed process.

9. Confidentiality and disclosure

The Council will take confidentiality markings into account but cannot provide an absolute guarantee that information will remain confidential. Information may be subject to disclosure under applicable law, audit requirements, governance processes, Member reporting, procurement transparency obligations, FOI, EIR or any future CPO-related process, including inquiry or challenge proceedings where relevant.

10. Accuracy, assumptions and reliance

Participants are responsible for the accuracy and completeness of the information they submit. Participants should clearly identify any assumptions on which their response relies, including assumptions relating to Council ownership, site access, planning permission, regulatory approvals, funding, land value, site condition, capital works, operating costs, Council support, a particular future local government structure or governance arrangement, or other future legal structure.

The Council may use responses to inform future decision-making but is not required to rely on, accept, validate or verify any response. No information provided by the Council as part of this exercise should be treated as a warranty or representation as to the condition, ownership, planning status, constraints, value or deliverability of the site.

11. Right to amend or stop the exercise

The Council reserves the right to amend, suspend, cancel or discontinue the exercise at any time and for any reason. The Council may also decide to take no further action.

12. Future process

If the Council decides to progress beyond Soft Market Testing, any future route may require separate procurement, legal, financial, governance, land, planning, Cabinet and/or Council decisions. Participation in this exercise does not guarantee inclusion in any future process.

Any future route will also be subject to the local government structure, governance arrangements and statutory controls in force at the relevant time. The Council makes no representation as to the outcome or timing of Local Government Reorganisation in Warwickshire.

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Brandon Stadium Soft Market Testing Participant FAQ

Frequently asked questions

Is this a procurement process?

No. This is a soft market testing exercise. It is a non-binding market engagement exercise intended to help the Council understand market appetite, deliverability, potential structures, information requirements and risks. It is not a procurement process, tender process, operator selection process or land disposal process.

Can respondents submit an offer, bid or proposal?

No. This exercise is not seeking offers, bids, tenders or proposals for acceptance. Respondents may provide information about potential structures, assumptions, funding, risks, constraints and deliverability, but any such information will be treated as market intelligence only. It will not amount to a bid, offer, negotiation, preferred route or proposal capable of acceptance by the Council through this exercise.

Will taking part give a participant an advantage in any future process?

No. Participation will not confer preferred status, exclusivity, advantage or entitlement in relation to any future procurement, disposal, lease, acquisition, CPO-related process or other decision. If a formal process is later required, that process would be undertaken separately and in accordance with the applicable legal and procurement requirements.

How should clarification questions be submitted?

All clarification questions must be submitted through the route stated in the invitation or portal notice and by the stated clarification deadline. Participants should not seek informal assurances, separate guidance or preferential information from officers or Members outside the agreed process. Where a clarification response materially assists the exercise, the Council may share that response with all participants through the agreed route unless there is a documented and lawful reason not to do so.

Does the Council own Brandon Stadium?

No. The Council does not currently own Brandon Stadium. The site is in private ownership. The exercise does not imply that the Council can provide access to the site, dispose of the site, lease the site or make the site available to any third party.

Is the Council committed to promoting a compulsory purchase order?

No. No decision has been made to promote a compulsory purchase order. The outcome of this exercise may inform the Council's understanding of deliverability, market appetite, funding, operator capability and possible future routes, but it does not amount to a decision to promote or support a CPO.

Does this exercise affect planning decisions?

No. The Council's corporate/property work relating to this exercise is separate from its role as local planning authority. Nothing in this exercise should be read as expressing a view on any live or future planning application or fettering the Council's Development Management or Planning Committee functions. Planning application R26/0559 relating to the Brandon Stadium site is a separate Development Management matter. Respondents should refer to the Council's public planning register for its current status and associated published documents.

Is this a public consultation?

No. This is a Soft Market Testing exercise intended to gather structured market intelligence. It is not a public consultation and does not replace any statutory planning consultation or any community or stakeholder engagement that may be appropriate in connection with a later substantive proposal. Any such future engagement would be considered separately having regard to the nature and status of the proposal at that time.

Can respondents provide commercially confidential information?

Respondents may identify information that they consider commercially sensitive, but the Council cannot give an absolute guarantee of confidentiality. The Council is subject to statutory access to information regimes, including FOI and EIR, and may need to disclose information in accordance with legal, audit, governance, procurement transparency, Member reporting or future CPO-related obligations.

Will there be site visits?

The Council does not own the site and cannot guarantee site access. If any site information, access or visit arrangements are considered appropriate, these will be managed through the agreed process and made available on an equal basis where required.

Will the Council hold meetings or further engagement with respondents?

The Council may decide to undertake further non-binding engagement if it considers this helpful, but it is not required to do so. Any further engagement would be managed through a controlled process and would not create preferred status, exclusivity, advantage, commitment or entitlement in relation to any future process.

How does Local Government Reorganisation affect this exercise?

On 7 September 2026, the Government announced that the July 2026 Local Government Reorganisation decision affecting Warwickshire is under review and that work to implement that decision has been paused. This Soft Market Testing exercise is separate from the Local Government Reorganisation programme and is being undertaken by Rugby Borough Council under its current arrangements. Respondents should not assume a particular future council structure or transition date. Any later substantive decision would be taken by the authority legally

responsible at that time and in accordance with the governance and statutory requirements then in force.

What happens after the Soft Market Testing exercise?

The Council will review the responses and prepare a Soft Market Testing Findings Report, which will be presented to Cabinet before any further substantive step is taken. The findings may inform further legal, procurement, subsidy-control, land, financial, planning and governance analysis. Cabinet will consider the findings and determine what further action, if any, should be pursued. Any subsequent step would remain subject to appropriate officer advice, the relevant Member decision-making route and applicable legal requirements.

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Appendix

Climate Change and Environmental Impact Assessment

Brandon Stadium – Approval to Issue Soft Market Testing Documents

For Cabinet on 6 Oct 2026

Approved by	Andrew Grant
Policy being assessed	Brandon Stadium – Approval to Issue Soft Market Testing Documents
Service Area	Operations & Traded Services
Is this a new or existing policy/service	New
Name of Officer completing the assessment	Richard Kiernan
Timeline for policy/service delivery	This is a time-limited, evidence-gathering exercise. Subject to Cabinet approval, the three market-facing Soft Market Testing documents would be issued through the Council's agreed portal for a defined response period. Responses would then be reviewed and analysed before a findings report is brought back to Cabinet. No further substantive step would be taken without further Member approval.
Climate Change and Environmental Impact Assessment Review Team	N/A
Date of this assessment	7 Jul 2026
Date of review	31 Dec 2026

Section 1: Summary of Policy/Service and Climate Change and Environmental Impacts

The proposal is to seek Cabinet approval to issue the three key Brandon Stadium Soft Market Testing documents through the Council’s agreed portal. The documents are the Soft Market Testing Brief, the Soft Market Testing Response Questionnaire, and the Participation Conditions, Disclaimer and FAQ.

The purpose of the Soft Market Testing exercise is to obtain structured, non-binding market feedback on market appetite, deliverability, likely commercial expectations, operator capability, governance, funding evidence, the likely role expected of the Council, and the information that may be required before any later formal process. The exercise is evidence-gathering only. It is not a procurement exercise, does not select or appoint an operator, and does not commit the Council to land acquisition, land disposal, compulsory purchase, subsidy, grant funding, underwriting, indemnity arrangements, physical works or any final delivery model.

The direct climate and environmental impact of the decision is therefore expected to be neutral or negligible. The decision would involve the publication, management and review of documents through a portal and associated officer review work. It would not authorise site access, construction, demolition, refurbishment, operational activity, transport changes, changes to land management or any change in the use of the Brandon Stadium site.

The SMT documents are, however, relevant to future climate and environmental considerations because they should help identify evidence, assumptions, risks and potential market views that may need to be considered if the Council later receives a further report on procurement, acquisition, disposal, CPO preparation or any other substantive step. Any later proposal affecting the site would require a separate and fuller assessment of climate, environmental, planning, transport, biodiversity, drainage, noise, lighting, air quality, waste, resource, energy and community amenity impacts.

Section 2 – How will the Policy/Service impact RBC's greenhouse gas emissions

Scope 1 Emissions

Direct emissions from council owned resources, for example through boilers or vehicles.

Nature of impact	No Impact
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Description of impact	The decision is not expected to have a direct impact on the Council's Scope 1 emissions. The proposal is limited to approving the issue of non-binding Soft Market Testing documents through the Council's portal and the subsequent analysis of responses. It does not authorise any Council-owned vehicle use, plant, fuel consumption, heating system, operational activity, site works, acquisition, construction, demolition or management of the Brandon Stadium site. Any future proposal involving physical works, operation of the site, Council asset ownership, vehicle use, fuel use or direct Council control of activities would need to be assessed separately at the appropriate decision point.
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Scope 2 Emissions Indirect emissions occurring at the location energy is produced for council activities. This would generally be the change in electricity usage.	
Nature of impact	No Impact
Description of impact	The decision is not expected to have a material impact on the Council's Scope 2 emissions. The activity would principally involve document publication through an online portal, receipt of responses, officer analysis and preparation of a further report. It does not alter electricity consumption from any Council-operated asset and does not authorise Council occupation, operation or management of Brandon Stadium. There may be a very minor administrative impact associated with officer IT use and online portal activity, but this is incidental to normal Council business and not considered material. If any later stage involves Council ownership, operation, building works, lighting, energy use or commissioning of works, those emissions would need to be assessed separately.
Any actions or mitigation to reduce negative impacts	

How will the impact be monitored?	
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Section 3 – What is the impact of the policy/service in relation to RBC's Climate Strategy	
Workplaces and the Economy	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Transport	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Natural Environment	

Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Homes and Energy	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Waste, Resources and the Circular Economy	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	

How will the impact be monitored?	
Climate and Nature Positive Communities	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	
Adaptation	
Nature of impact	No Impact
Description of impact	
Any actions or mitigation to reduce negative impacts	
How will the impact be monitored?	

Section 4 – Review	
Review Date	31 Dec 2026

Key points to be considered through review	The review should be completed after the Soft Market Testing response period has closed and before, or alongside, the findings report being brought back to Cabinet. The review should consider whether any responses to the SMT exercise identify material climate or environmental issues that would need to be addressed before any further substantive decision is taken. This should include any information received on proposed operating models, transport and access, event travel, parking, energy use, site lighting, noise, air quality, drainage, flood risk, biodiversity, waste, resource use, refurbishment or construction assumptions, climate resilience and the likely role expected of the Council. The review should also consider whether the original conclusion remains correct: namely that the decision to issue the SMT documents had no direct material impact on RBC Scope 1 or Scope 2 emissions and did not itself authorise any physical, operational or land-use change. If the SMT findings indicate that a future proposal may progress, the review should identify whether a fuller climate and environmental impact assessment will be required for the next Cabinet report. That future assessment should be proportionate to the decision then being sought and should take account of the final delivery route, any Council role, procurement implications, planning requirements, site condition, transport impacts and environmental evidence available at that time.
Review Summary To be completed following the review	

Supporting Documents	
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Appendix EQUALITY IMPACT ASSESSMENT (EqIA)

Brandon Stadium – Approval to Issue Soft Market Testing Documents

For Cabinet on 6 Oct 2026

Approved by	Andrew Grant
Policy being assessed	Brandon Stadium – Approval to Issue Soft Market Testing Documents
Service Area	Operations & Traded Services
Name of Officer completing the assessment	Richard Kiernan
Other Officers involved	N/A
Date of this assessment	7 Jul 2026
Date of review	29 Jan 2027

<u>Stage 1 – Policy to be analysed</u>	
(1) Describe the main aims, objectives and purpose of the Policy?	The purpose of the decision is to seek Cabinet approval to issue the three market-facing Brandon Stadium Soft Market Testing documents through the Council’s agreed portal. These documents are the Soft Market Testing Brief, the Soft Market Testing Response Questionnaire, and the Participation Conditions, Disclaimer and FAQ. The main aim is to undertake a structured, transparent and non-binding evidence-gathering exercise before any further substantive decision is considered. The exercise is intended to test market appetite, deliverability, likely commercial expectations, operator capability, governance arrangements, funding evidence, the likely role expected of the Council, and the information that may be required before any later formal process. The decision does not approve land acquisition, land disposal, procurement, compulsory purchase, operator selection, funding, subsidy, indemnity arrangements, physical works or a final delivery model. It also does not create a shortlist, preferred party, exclusivity arrangement or legitimate expectation that the Council will proceed further. The purpose of the SMT process is therefore procedural and evidential. It allows the Council to understand whether there is credible market interest and what future legal, financial, procurement, property, planning, equality and governance issues may need to be considered. Any further substantive step would require a separate report back to Cabinet and further assessment at that stage. This is consistent with the Cabinet report, which frames the exercise as non-binding, evidence-gathering only, and subject to equal-information, clarification and governance safeguards.



(2) How does it fit with Rugby Borough Council’s Corporate priorities and your service area priorities?

The Cabinet report identifies the proposal as contributing to the Corporate Strategy priorities of A Healthier Rugby and A Thriving Rugby.

The proposal supports A Healthier Rugby by enabling the Council to explore, in a controlled and evidence-led way, whether there is a deliverable basis for any future proposal connected to the potential restoration of Brandon Stadium as a sporting, recreational and community-related facility. At this stage, the decision does not itself deliver a new facility or service, but it may help inform whether a future proposal could support health, wellbeing, leisure, sporting participation, community activity or access to recreational opportunities.

The proposal supports A Thriving Rugby by allowing the Council to test market appetite, deliverability and commercial assumptions before any later decision is taken. This may help the Council understand whether there is a credible economic, operational or investment case connected to the future of the site, while preserving Cabinet oversight and avoiding premature commitment.

The proposal also aligns with service area priorities for good governance, transparency, risk management and evidence-led decision-making. It ensures that the Council does not proceed on assumptions and that any future decisions are informed by structured market feedback, legal and procurement advice, and appropriate governance safeguards.

From an equality perspective, the main link to service priorities at this stage is ensuring that the SMT process is clear, accessible, fair and issued on an equal-information basis. Any future substantive proposal would need to be assessed separately for its potential impact on residents, businesses, community groups, service users and people with protected characteristics.

(3) What are the expected outcomes you are hoping to achieve?

The expected outcomes are:

To issue the three approved Soft Market Testing documents through the Council’s agreed portal in a controlled, transparent and auditable way.

To ensure all potential participants receive the same information, use the same response route, and are subject to the same clarification process.

To obtain structured feedback on market appetite, operator capability, commercial deliverability, funding assumptions, governance arrangements, likely Council role, programme assumptions, capital works considerations, risks and information requirements.

To understand whether there is genuine and credible market interest in relation to Brandon Stadium before any further substantive decision is considered.

To identify what legal, financial, procurement, subsidy control, property, planning, equality, environmental and governance issues may need to be considered after the SMT exercise.

To provide Cabinet with an evidence-led findings report before any further substantive step is taken.

To preserve planning neutrality, avoid predetermination, avoid preferential treatment, and avoid any perception that an operator, delivery route or final outcome has already been selected.

To ensure that any future decision, if one is brought forward, is supported by a clearer understanding of the market position and is accompanied by further impact assessments proportionate to the decision being sought.

(4) Does or will the policy affect: • Customers • Employees • Wider community or groups	Wider Community or Groups The decision may have a limited and indirect impact on the wider community and interested groups, because the Soft Market Testing exercise relates to the future of Brandon Stadium and may be of interest to local residents, ward members, community groups, motorsport groups, potential operators, the landowner and other stakeholders. However, the decision does not directly affect customers or service users because it does not change any Council service, restrict or expand access to a service, alter eligibility, or introduce a new service delivery model. It also does not directly affect employees, other than the officer time required to issue, manage and analyse the Soft Market Testing exercise. The equality impact at this stage is therefore procedural rather than substantive. The main consideration is to ensure that the SMT documents are clear, accessible, issued through a consistent process, and made available on an equal-information basis. Any future substantive decision affecting the site, including acquisition, procurement, CPO, physical works, future use, access arrangements or community provision, would require a further equality assessment.
(5) Will the policy involve substantial changes in resources?	No



(6) Is a full Equality Impact Assessment needed? If no, please give reason why.	No A full Equality Impact Assessment is not considered necessary at this stage because the decision is limited to issuing non-binding Soft Market Testing documents. The decision does not change Council policy or service delivery, does not authorise physical works, does not appoint or select an operator, and does not approve acquisition, disposal, procurement, CPO, funding or a final delivery model. A proportionate equality assessment is appropriate for this stage. The main equality considerations relate to process fairness, accessibility of the SMT documents, equal access to information, use of the portal, clarity of language, and ensuring that no party receives preferential treatment or informal assurances. A further and potentially fuller Equality Impact Assessment should be completed if a later substantive decision is brought forward, particularly if that decision involves procurement, land acquisition, disposal, CPO preparation, site works, community access, transport arrangements, events, service delivery, or impacts on residents, businesses, landowners or people with protected characteristics.
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(7) Please describe how the policy will meet the aims of the Equality Duty: a. Eliminate unlawful discrimination, harassment, victimisation and any other unlawful conduct prohibited by the act b. Advance equality of opportunity between people who share and people who do not share a relevant protected characteristic c. Foster good relations between people who share and people who do not share a relevant protected characteristic	
<u>Stage 2 – Evidence about user population and consultation</u>	
(1) What does the data tell you about the groups this policy impacts?	
Additional evidence can be found:	



(2) Have you consulted or involved those groups that are likely to be affected by the policy you want to implement? If yes, please state which groups were involved in the consultation and what were their views and how have their views influenced the policy? If you have not consulted or engaged with communities that are likely to be affected by the policy, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary			
<u>Stage 3 – Analysis of impact</u>			
(1) <u>Protected Characteristics</u> From your data and consultations, are there any positive or negative impacts identified for any particular group? If left blank, this means that no impacts have been identified for this group.	Protected Characteristic	Nature of Impact Positive, Negative, Both	Explain why
	Age		
	Disability		
	Sex		
	Gender reassignment		
	Marriage/civil partnership		
	Pregnancy/maternity		
	Race		



	Religion/belief		
	Sexual Orientation		
(2) <u>Cross cutting themes</u>	Description of impact	Nature of impact Positive, Negative, Both	Explain why
	Socio-economic e.g.: child poverty, income level, education level, working hours/occupation, family/social support, access to good nutrition		
	Environmental e.g.: housing status, transport links, geography, access to services, air quality, noise pollution		
(4) Are there any barriers to accessing the service? If yes, how can they be overcome?			
(5) What data will be collected to analyse impact? How will the data collected be used?			



(6) Complete this section if any adverse impacts were identified in 3.1.

Outline any actions that will be taken to remove or mitigate the adverse impacts identified in 3.1 to ensure that no discrimination is taking place. If removing or mitigating the impact is not possible, you may in certain circumstances, justify the discrimination. If that is the case, please give evidence for why justifying is possible in this case.

