



OLDFORD HILL | FROME

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1. INTRODUCTION

This Document sets out our vision for land at Oldford Hill, Frome; taking into consideration its location and local character, and the unique opportunities the site provides. It demonstrates why, if allocated, the site will deliver a sustainable, vibrant, and resilient development, which will be designed in accordance with the core policies and objectives to be set out in the emerging Somerset Plan.





2. OUR VISION

Oldford Hill will be a walkable, connected and sustainable residential neighbourhood, distinct within its own identity that integrates with its landscape setting and existing urban area of Frome, and brings together communities.



CONNECTED AND INTEGRATED

Oldford Hill will seamlessly knit into the existing fabric of the town and its surroundings through the introduction of easily accessible new homes, excellent connections to local services and facilities, and quality open spaces.

The location of the site presents a logical direction for the future expansion and growth of the town.

The existing pedestrian and cycle network provides direct connections, which will encourage people to live, work, shop and socialise locally. Opportunities to further enhance the physical connectivity could be supported by improvements to the network of local routes.

Creating a green infrastructure network will permeate the site to create areas of open amenity space, biodiversity and wildlife value which will be accessible and attractive to the local community. The site presents an opportunity to create a new destination play area, addressing a shortage of local provision.

This will enable Oldford Hill to integrate with its boundaries, neighbouring countryside and town edge.



LIVING IN THE LANDSCAPE

The proposal will 'listen' to the existing landscape conditions to propose a development framework that works with the topography and landscape features in a way that recreates the character and qualities of development and living that are more in tune with natural systems.

Landscape protection and integration will be a priority within the masterplan and integration.

Green corridors will be retained and form a key part of the design. The existing vegetation will be retained and enhanced, nestling the development of Oldford Hill within a mature landscape setting.

The green corridors will provide a stage for life to happen with parks, woodland and accessible open space on the doorstep available to every resident of the proposed development and affording new opportunities for existing residents given the current limited public accessibility to the site. The network of green corridors, formal and informal green spaces will bring together the new and existing residents, extending and opening up the green infrastructure for the local community.



A HEALTHY & ACTIVE COMMUNITY

The site is uniquely positioned at the convergence of town and countryside and frames the arrival to Frome from the north. The location and context bring the opportunity to create a neighbourhood that combines the best of both worlds and provide the necessary conditions to support a healthy and active community.

The development will be outward looking, opening up the site with new pedestrian and cycle links to a new destination play space, attractive green corridors and a large new countryside park adjacent to Oldford village.

The new residents will have attractive, safe and convenient routes to take them from the site to the adjacent facilities, including schools, shops and sports facilities, negating the need to use cars for shorter local trips. There is also opportunity to improve existing routes within the neighbourhood as a result of the development.

The residents will be able to walk, cycle or get the bus to the centre of town with its services, businesses and facilities, further reducing the need for a private car.



VARIETY AND CHARACTER

Given the mature landscape of the site, there is an opportunity to create pockets of development with their own character and reflective of the neighbouring hamlets and the local vernacular.

A holistic placemaking strategy will ensure that the site provides variation of layout and character and that this is distributed appropriately, following local influences. For example the southern parts of the site adjacent to the existing urban edge of the site and Gypsy Lane, will have a more suburban feel whilst areas towards the northern edge of the site will respond to the rural condition and incorporate features characteristic of local villages/hamlets, tucked away in the surrounding landscape.

This variety will create interest and legibility in the site whilst helping to address and redefine the northern boundary of Frome.

Linking these parcels together will be a network of green tree-lined streets adding further character to the development.



3. A SUSTAINABLE PLACE FOR GROWTH

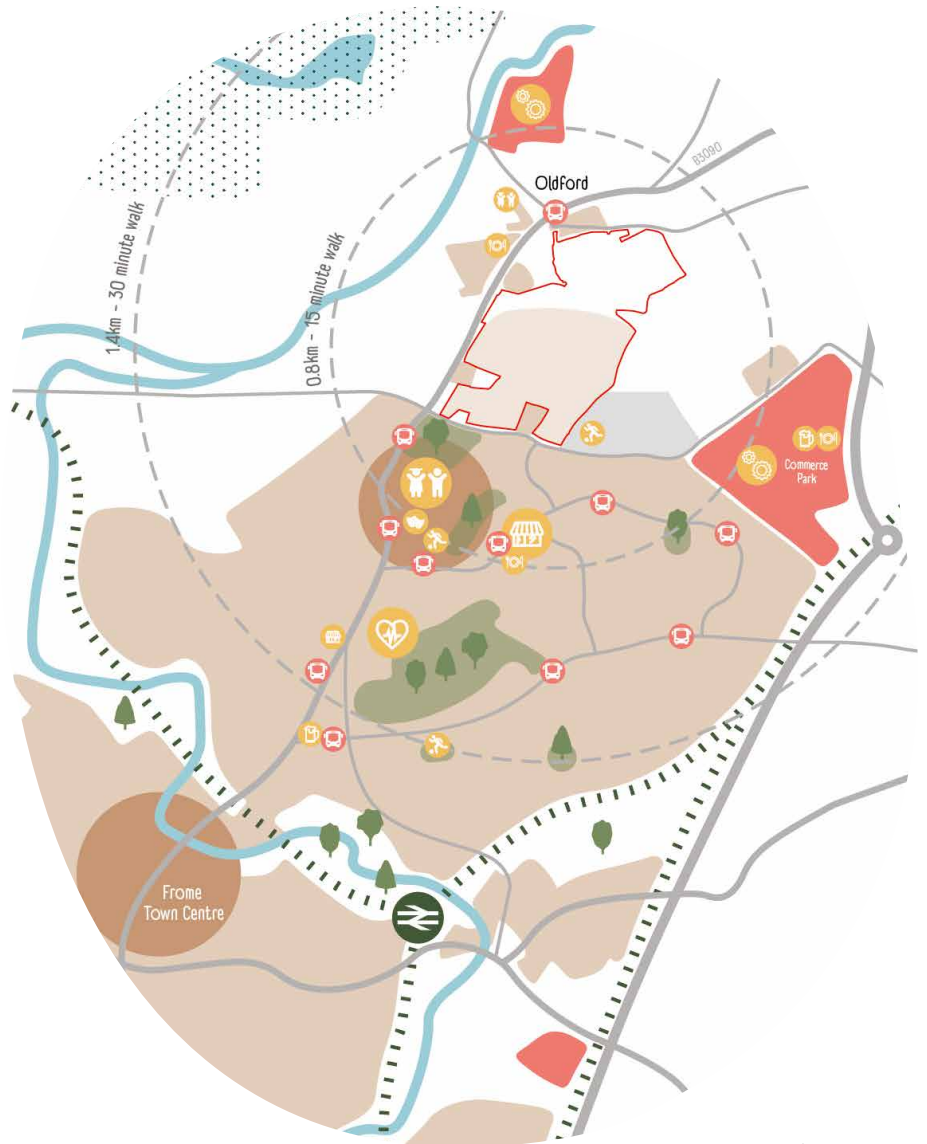
The site is strategically located adjacent to the urban edge of Frome and benefits from a number of existing services and sustainable travel routes.

The site lies to the south of the hamlet of Oldford and directly north of the town of Frome. The site sits adjacent to the B3090 which offers direct links to the A361 and A36 and the wider highway network. These routes provide links to Bath, Trowbridge, Westbury and Warminster.

The site is approximately 34ha in size, and currently comprises agricultural fields, mature hedgerows, woodland, mature trees, neutral grassland, existing farm outbuildings and associated residential dwellings.

The site is bordered to the north by Windsbatch Lane, clusters of residential dwellings and open fields. Field boundaries, mature hedgerows and a Rugby Club define the eastern boundaries of the site. Further east lies Commerce Park, one of Frome's principal commercial and business locations. The southern edge of the site follows the edge of Frome with residential dwellings and a playing field binding the boundary. To the western boundary lies Oldford Hill, residential dwellings and open fields.

The site benefits from good public transport connections. Within a 5 minute walk from the site are two bus stops along the B3090 which offer existing bus routes to Frome town centre, Bath, Chippenham, Trowbridge and surrounding villages. At key hours the service is available every 10-20 minutes.



Local Services Plan



The town of Frome lies to the southern edge of the site, with the town centre being a 20 minute walk away. The railway station in Frome is only a 10 minute cycle away, offering wider opportunities for sustainable commuting in the area.

The site benefits from proximity to the facilities and services available across the town of Frome.

There are plentiful facilities within a 10 minute walk of the site. These facilities include a convenience store, theatre, sports fields, college nursery and pre-school as well as employment opportunities at the nearby Commerce Park.

A 20 minute walk away from the site offers a hospital, GP surgery, secondary and primary schools, sports centre and Frome town centre which is a key retail hub.

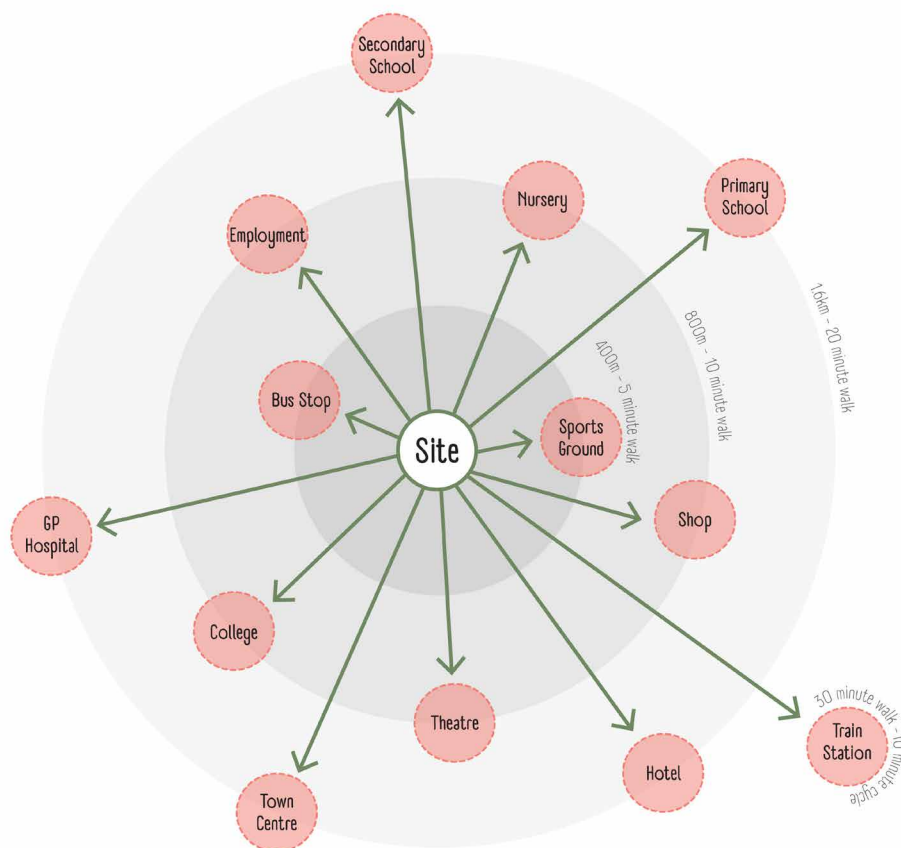
The site sits in a location which would offer future residents ample facilities, services and green space within a 20 minute walk or 5 minute cycle. The abundance of bus stops

within a 10 minute walk of the site offer transport connections to Frome and beyond.

These circumstances mean that the site is within a setting that will allow for a community to truly embrace a sustainable lifestyle and provide additional footfall to existing services, ensuring their long-term viability.

Key for Local Services Plan

- Site Boundary.
- Built up areas
- Developable land on site.
- Nearby local centre.
- Industrial land.
- Adjacent green space/ sports pitches.
- Adjacent Rugby Club.
- Main Local Roads
- Secondary Local Roads.
- 🚌 Bus Stops
- 🚆 Train Station
- Train line.
- 👶 Pre-school and nursery.
- 🛒 Shop
- 🎭 Theatre
- ☕ Cafe/restaurant
- 🍺 Public House
- 🏃 Sports facilities
- 🏥 Hospital



Access to Facilities Diagram



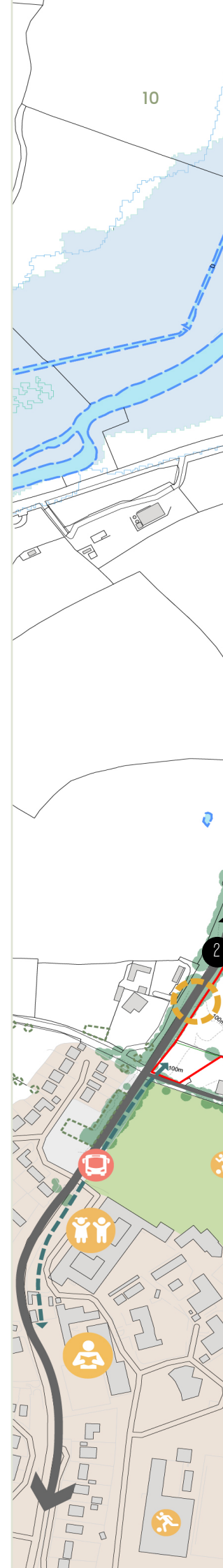
4. UNDERSTANDING THE SITE

Site surveys and desktop analysis of the site's characteristics have helped to shape the emerging proposal and led to the conclusion that there are no 'show-stoppers' that would prevent Oldford Hill coming forward within the Local Plan period.

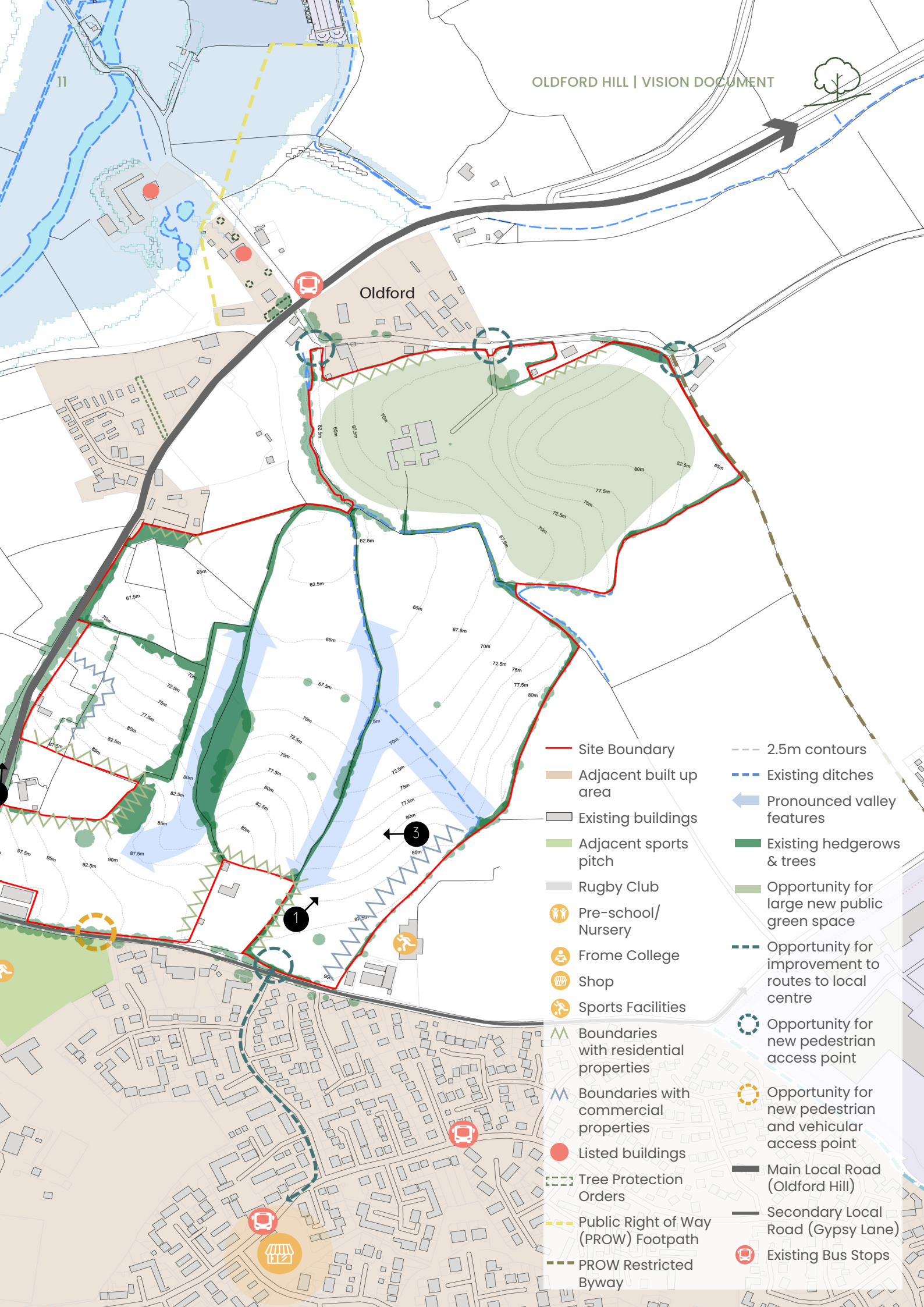
The key findings are summarised below and shown on the adjacent plan.

The key opportunities include:

- Opportunity to create new pedestrian access from Gypsy Lane to Oldford, creating and enhancing routes to key services, which are within 5-10min walking distance.
- Oldford Hill and Gypsy Lane create the main opportunities for entry into the site. Oldford Hill already serves as a local bus route. Potential work to the site access can help improve safety on this route.
- Although there are views into the site from Oldford Hill when travelling from Beckington, it is generally very visually contained.
- The mature vegetation of the site creates an opportunity to sensitively place development parcels within the landscape.
- The site is shaped by three pronounced valley features, generally falling with the land from South to North.
- Opportunity to create expansive green open space to the north of the site and green parks and play areas within the built development.
- A number of adjacent residential properties will need careful consideration in the design.
- The site is some distance away from any adjacent listed buildings, designated areas and is in Flood Zone 1 (least likely).



Site Context Plan



Oldford

- Site Boundary
- Adjacent built up area
- Existing buildings
- Adjacent sports pitch
- Rugby Club
- 👶 Pre-school/ Nursery
- 👤 Frome College
- 🏪 Shop
- 🏃 Sports Facilities
- ⚡ Boundaries with residential properties
- ⚡ Boundaries with commercial properties
- Listed buildings
- Tree Protection Orders
- Public Right of Way (PROW) Footpath
- PROW Restricted Byway
- 2.5m contours
- Existing ditches
- ➡ Pronounced valley features
- Existing hedgerows & trees
- Opportunity for large new public green space
- Opportunity for improvement to routes to local centre
- Opportunity for new pedestrian access point
- Opportunity for new pedestrian and vehicular access point
- Main Local Road (Oldford Hill)
- Secondary Local Road (Gypsy Lane)
- 🚌 Existing Bus Stops

1

3



5. EMERGING PROPOSAL

The site provides an opportunity to create a fantastic new neighbourhood of c.420 new homes, integrated in to the landscape and fabric of Frome. Direct links to the town centre will be mutually beneficial in helping to sustain the vital services.

The opportunity is to create a neighbourhood with distinctive character based on the local vernacular and the immediate landscape setting. The development would be structured around a strong green infrastructure network, which encompasses the existing landscape fabric of the site. This includes:

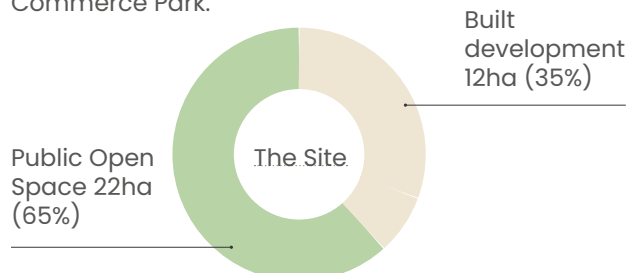
- Green corridors along existing hedgerows creating multi-purpose green spaces for recreation, movement, drainage and biodiversity.
- Pocket parks creating spaces for nature, play and amenity.
- New wetland habitat towards the bottom of the site, combining biodiversity with sensitive access opportunities, including a potential boardwalk.
- A countryside parkland area to the north of the site, creating a new large area of green open space for the whole community.
- Green streets with tree planting and key spaces along the route, connecting to off-road active travel routes.
- Sustainable travel enhancement, connecting to existing local services and bus stops.
- Enhanced boundary planting on the north west edge of the site to reinforce green approach to Frome and softening the built form.

No development is proposed to the north of the proposed wetland habitat, with a new parkland area providing further separation but also amenity to residents of Oldford.

The plan opposite shows how the site could deliver approximately 420 homes whilst also providing 22ha of open space, SUDS, play space and new walking routes. This capacity allows for the creation of areas of varying character and density, to meet local housing need.

Development is proposed in areas where it relates strongly to the existing urban area and sits sensitively within the mature landscape setting. All mature trees and hedgerows within the site will be retained.

There will be a strong focus on access throughout the site, creating a network of paths within an attractive landscape setting taking advantage of opportunities for wider recreational routes and local facilities. Key to this will be a new accessible route from Oldford to Gypsy Lane, creating a safe and pleasant connection to the services & facilities of the town and Commerce Park.



Illustrative Masterplan



RED LANE



- Site Boundary
- Public Open Space
- Development Parcels
- Streets
- Pedestrian Priority Areas
- Existing Trees and Vegetation
- Proposed Trees and Vegetation
- Proposed new pedestrian routes
- Proposed attenuation features/ SUDS
- Proposed play areas
- Adjacent sports pitches
- Adjacent Industrial area
- Existing buildings



6. DESIGN RATIONALE

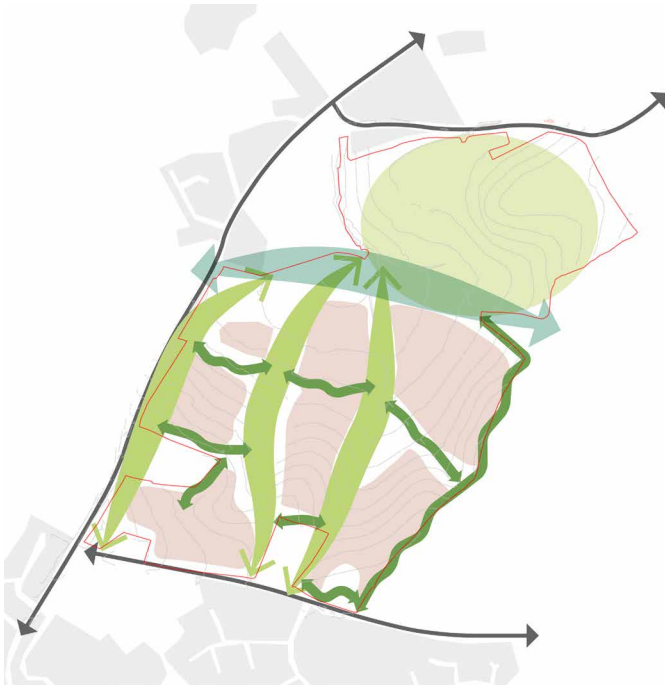
The masterplan for the site is based on three key principles that will help to deliver a sensitive, well connected and attractive residential neighbourhood.



Nestled in the Landscape

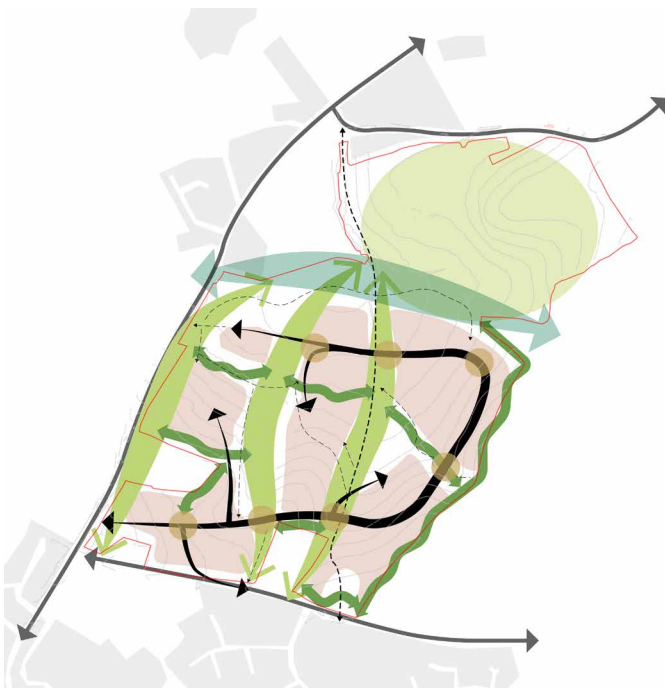
- Pronounced topography of the land is influenced by three valley features and the general fall of the land towards the north of the site. The existing vegetation reinforces this and creates structure.
- North-south green corridors provide main separating function through their mature vegetation belts, whilst east west corridors provide additional amenity space.
- Wetland corridor along existing network of ditches would provide a new boundary to the development.
- The northern part of the site will become a new landscaped park combining natural habitats with attractive new walking routes and recreational opportunities.

- Site Boundary
- Adjacent Routes
- Main Green Corridors
- Secondary Green Corridors
- Development Parcels
- Streets
- Node Spaces
- > Pedestrian Links



Pockets of Character

- A number of parcels will nestle within the mature landscape framework, creating spaces strongly connected to nature, whilst protecting existing trees and hedgerows.
- The parcels will respond to their context through a variation of character, creating a diverse and legible place.
- Areas closer to Gypsy Lane could provide a more familiar leafy suburban character with family homes set on green tree-lined streets.
- Areas further towards the northern edge would respond to this condition by providing more informal and loose street scape and a great use of natural material in response to local vernacular.



A Connected Community

- The proposed tree lined street network will create a strong urban structure.
- The main street will link through the development and create special moments at key intersections, allowing views to the wider landscape.
- A new key pedestrian connection North to South will connect Oldford to the town centre of Frome and the adjacent services.
- A network of other pedestrian and cycle links will connect to this main route and link the site with the surrounding route network.
- New entrance points for pedestrians and cyclists will be created, inviting the community into the site.



- 1 Green corridors along existing hedgerows creating multi-purpose green spaces for recreation, movement, drainage and biodiversity.
- 2 Pocket parks creating spaces for nature, play and amenity.
- 3 A countryside parkland area, creating a new large area of green open space for the whole community.
- 4 Enhanced boundary planting on the north west edge of the site to reinforce green approach to Frome and softening the built form.
- 5 New wetland habitat at the lowest point of the site, combining biodiversity with sensitive access opportunities, including a potential boardwalk.
- 6 Green streets with tree planting and key spaces along the route, connecting to off-road active travel routes.
- 7 A network of footpaths and cycle paths provide convenient access routes and promote sustainable modes of travel within the site and beyond.
- 8 Providing connectivity to existing nearby communities for pedestrians and cyclists, giving access to existing local services and bus stops.
- 9 The proposed access works will improve the safety of the Oldford Hill / Gypsy Lane junction.
- 10 Frome College
- 11 Littleoaks nursery and pre-school.
- 12 Frome Rugby Club
- 13 Commerce Park employment area
- 14 Sports pitches
- 15 Oldford
- 16 Oldford Hill





7. BENEFITS FOR ALL

Oldford Hill will provide c.420 homes and an abundance of pleasant public open green spaces including areas for community growing and for play. It will deliver a new, distinctive place that is founded on memorable gateways, attractive public spaces and streets. A strong sense of character will also define the place, distinct but connected with the surrounding landscape.





ENHANCED LANDSCAPE

- Green infrastructure, woodland, parkland and public open spaces will be the key generators of a sense of place within the development.
- Creating strong connections to the existing urban edge of Frome and adjacent countryside will offer residents and visitors alike the opportunity to interact with and enjoy the beautiful landscape within and surrounding the site.
- Provision of high-quality green spaces that provide not just amenity but also habitat for wildlife and opportunities for a net gain in biodiversity.
- Street trees will create a green and healthy neighbourhood that aids in mitigating the impact of climate change. Views of street trees and mature hedgerows will benefit the mental health and sense of well being of the community.
- The proposed surface water drainage strategy mimics the existing hydrological regime, will restrict runoff to rates that do not exceed greenfield, and incorporate multi-functional blue infrastructure that will contribute to both amenity and biodiversity. Flood risk will not be increased elsewhere and the proposals may result in betterment.

A CONNECTED COMMUNITY

- A permeable network of interconnected and attractive streets and green corridors that will make it easy to move around.
- Convenient, safe, and accessible walking and cycling routes throughout the site will support active travel choices, making car-

free journeys the first choice for residents. These routes will provide direct links to public transport connections, including existing bus routes along Oldford Hill.

- The proposed work to create the access to the site will improve the safety of Oldford Hill and Gypsy Lane, giving people walking and cycling a more accessible route to surrounding facilities.

MEETING HOUSING NEEDS

- Good quality homes in a sustainable, attractive and comfortable place for people to live, work and play.
- Provision to include high-quality affordable rent and ownership – tenures that are much needed in the local area.
- Homes will be constructed to a high quality and be locally sensitive, built to last and remain adaptable to the ever-evolving needs of residents.

HIGH QUALITY PLACEMAKING

- New countryside park and green linear parks to create features for the entire development.
- Recognise that the high-quality spaces between the buildings are vital to create an exemplar new community.
- Housing design to respond to local context, vernacular and materials.
- Beautiful and safe streets that encourage neighbourliness and make it easy for social encounters.
- A hierarchy of spaces that contribute to a rich and well used public realm.

- A street network that responds to the character of the site and it's topography, incorporating pedestrian priority spaces that provide opportunities for social interaction, events and play as well as transport.

GATEWAY TO THE COUNTRYSIDE

- Extending the northern edge of Frome by creating a strong relationship with the countryside and green space north of the town.
- Creating a large new countryside park, which provides biodiversity, nutrient and carbon offsetting whilst creating new amenity space for the local community.
- Creating a new destination play space at the heart of the new neighbourhood, which would act as a place for new and old residents to meet and interact.
- Forming a new off-road connection between Oldford and Frome. A safe and accessible route to the existing services and an invitation into the site.

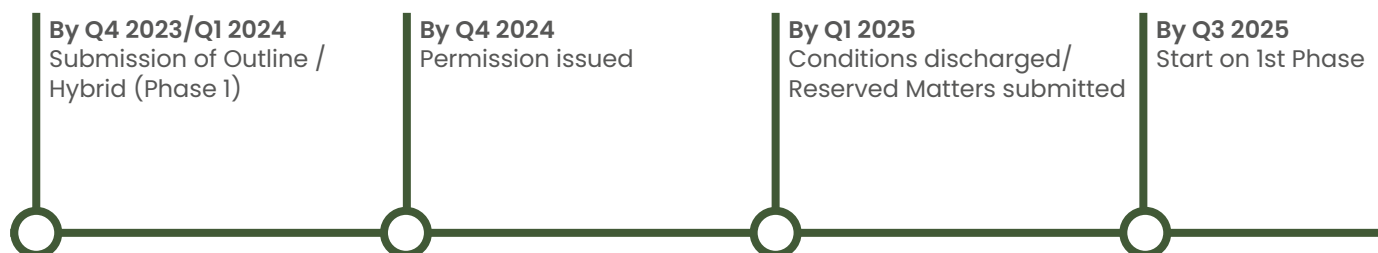


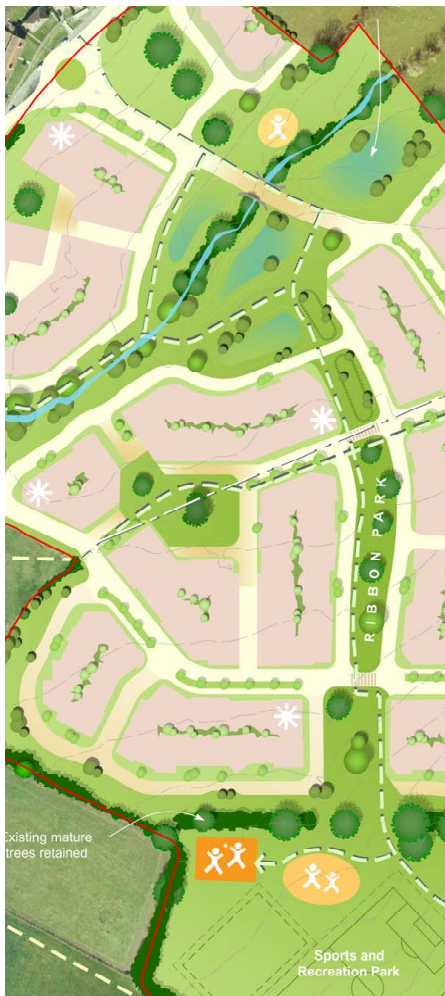


8. DELIVERABLE SITE

Oldford Hill will be an opportunity to establish a remarkable community that draws on the quality of the existing natural environment, that could be delivered to help meet local housing need.

- The analysis in Section 4 shows that the site is generally unconstrained, with no 'show-stoppers' likely to impede the development of the site.
- Early design work and testing have demonstrated how the existing features of the site such as the rolling topography and tree belts can be accommodated within an attractive and well considered residential environment.
- Further testing will refine technical solutions and likely housing mix, however the site is considered to be suitable for approximately 420 new family dwellings to be delivered.
- The site is available immediately and there are no legal or physical constraints for it to start delivering by circa 2026.
- Barwood Land are experienced land promoters with expertise in land acquisitions and the whole planning process through to conclusive sale. In doing so bringing benefits to everyone each step of the way.
- Barwood Land are accomplished at bringing forward strong, vision-led developments that balance secure aspirational quality for new residential communities with commercial considerations on deliverability of schemes. Barwood would then work to find the most suitable developer/housebuilder to deliver the site in line with the agreed parameters.
- Barwood have been involved in bringing forward a number of successful schemes in the South West, including:
 - **Winneycroft, Gloucester**
A 50-acre site which was successfully promoted through the Cheltenham, Gloucester, Tewkesbury Joint Core Strategy through to emerging allocation, at which point a planning application was submitted for 420 dwellings and 2.1 hectares of public open space in late 2014. Planning Permission was granted at appeal in December 2015. The site is currently under construction by Barratt Homes.
 - **Oldbury Lane, Thornbury**
Thornbury is a principal settlement within South Gloucestershire and this site is located outside of the green belt to the north west. Along with our partners, the North West Thornbury Consortium, an outline application for 595 dwellings, land for a primary school, 700m² of community and retail uses and extensive open space was allowed at appeal in February 2023. The proposed scheme will deliver a range of houses with a variety of tenures, infrastructure and community benefits.





Masterplan and photos of housing schemes which Barwood Land helped to bring forward

By Q1 2026
First Completions

Delivery
c. 65 dwellings per year
(assuming 1 outlet)

By March 2029
c. 200 dwellings delivered





9. SUMMARY AND NEXT STEPS

This document sets out a vision based on a robust assessment of the site and a landscape-led masterplan that shows how a new neighbourhood can be created and delivered to bring together and enhance the local community.

In summary:

- C.420 dwellings will be delivered on site, providing a mix of housing types and tenures.
- Proximity to the town centre of Frome makes this a sustainable new addition to the neighbourhood where people can easily walk and cycle to local amenities, along the principles of a 15 minute neighbourhood.
- The development of the site will result in an enhancement of the biodiversity of the site and the creation of a network of new public open spaces, giving existing and new residents direct access to nature.
- Street trees will be planted to soften the built form whilst helping to mitigate impacts of climate change and supporting a net gain in biodiversity.
- A network of footpaths and cycle paths provide convenient access routes and promote sustainable modes of travel within the site and beyond, including to links to public transport connections and local facilities
- The proposed access works will improve the safety of the Oldford Hill / Gypsy Lane junction and will provide pedestrians and cyclists a more accessible route to surrounding facilities.
- The site will deliver high quality placemaking, with distinctive homes based on local vernacular and responding to the context of the mature landscape. The development will be informed by best practice urban design principles and become a high quality addition to the local area.
- Oldford Hill will be a distinctive, permeable and well-connected place that sits alongside a retained and enhanced landscape, giving it's residents easy access to local nature and high quality amenity spaces.
- Subject to planning permission being granted, the site can soon contribute to the local housing need and deliver around 200 homes by 2029 with more to follow.

