



WELBORNE  
GARDEN VILLAGE





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GARDEN VILLAGE

WE ARE PURSUING AN APPROACH TO DEVELOPMENT THAT IS WIDELY DIFFERENT FROM THE STANDARD MODEL IN THE UK, FOCUSING UPON A CONSISTENT, LONG-TERM VISION.







# FOREWORD

It's been well over a century since Ebenezer Howard penned his vision for a Garden City. The world is now a very different place to that which he knew, but his ambition for places where people could work, socialise, experience green spaces and enjoy a good quality of life is no less relevant.

Welborne is the direct heir to Howard's aspirations. Since the inception of the idea for a new garden village over a decade ago, the objective has never been about merely meeting local housing targets or getting numbers up; it has always been grounded in the tenet that we are creating a lasting positive legacy to be proud of. Welborne will be a sustainable, thriving new community, supporting a range of employment types, community facilities and homes for all stages of life. It will be a place with plentiful green spaces for recreation, wildlife and sport, where it is practical and pleasant to walk, bike or use public transport. It will run counter to the identikit suburbs that could be anywhere or nowhere, to be a community with a real identity supported by imaginative, high-quality design.

To support this, we are pursuing an approach to development that is widely different from the standard model in the UK, focusing upon a consistent, long-term vision that prioritises patient investment and delivery ahead of short-term financial returns. Welborne will likely take 20-30 years to complete, and we anticipate being a driving force and guardians for that duration and beyond.

We see Welborne as not only an opportunity to create an exemplar new community, but also as a responsibility to do so. In the two to three decades that it will take to complete Welborne, challenges will arise, technology will progress and plans will refine; but whatever happens in those years, one thing will remain steadfast: our resolution to make Welborne a great place to live, in the short-term, mid-term and for generations to come.

**Mark Thistlethwayte**

Executive Chairman, Buckland Development Ltd





District Centre



# THE WELBORNE VISION



AT WELBORNE, WE ARE ASPIRING TO DO SOMETHING DIFFERENT: A PLACE THAT PEOPLE WILL BE HAPPY TO CALL HOME; A PLACE WHERE RESIDENTS COME TOGETHER TO FORM A THRIVING COMMUNITY; A PLACE THAT LAYS THE FOUNDATIONS FOR A SUSTAINABLE FUTURE.

Welborne Garden Village will be a new community of up to 6,000 homes. It is located on 377 hectares of largely agricultural land just outside Fareham in Hampshire, with good transport links via the M27 and Fareham Railway Station. For nearly 500 years, the land has belonged to the Southwick Estate, remaining in the custodianship of the same family for the duration. Buckland Development Ltd has been created specifically by the Southwick Estate to bring the venture forward.

Our vision for Welborne is a holistically planned, characterful and self-sustaining new addition to Britain's rich legacy of new communities. Homes will be beautiful, regardless of size, type or tenure. Streets will be diverse, lively and pedestrian

friendly. It will have a complete community ecosystem of schools, retail, business premises, healthcare, playgrounds and public transport, framed by a generous network of parks and open space.

Envisioned as a place for all, whatever the age, whatever the income, there will be a variety of housing types and tenures. Homes will be linked via an interconnected framework of green spaces to shops, schools, sports, jobs and more. Streets will be safe, verdant and attractive, so people actually choose to walk and cycle between these destinations, and not rely on cars. The whole place will be united by high standards of urban and landscape design and construction.







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WELL PLANNED,  
WELL DESIGNED,  
BUILT TO LAST.

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It will support amenities and activities that will bring inhabitants together – from the community hall in the Village Centre flexible enough to host anything and everything from playgroups to farmers' markets, to the amenities of the 38-hectare Dashwood woodland at Welborne's northern boundary, both of which are due to be realised within the first five years of the development. Meanwhile, shops, offices and employment space, including a 20-hectare business quarter adjacent to the M27, will stimulate economic growth.

The vision is more than skin deep. Developments of this scale can be invasive, but we are committed to minimising the project's impact on the environment and are investing in measures that will significantly enhance the biodiversity of flora and fauna to enhance the natural capital of the land. Energy-positive technology will be embraced to support environmental resilience.

The result will be a true community with a real and binding identity from its earliest days.

# A GARDEN VILLAGE FOR THE TWENTY-FIRST CENTURY

Welborne draws on the precedents of one of the most important chapters of Britain's urban development history: the Garden City Movement. Conceived by Ebenezer Howard at the turn of the twentieth century, it established a template for a balanced urban life that integrated the natural world, social life and jobs. Every inhabitant would be a 'shareholder' in the new community.

The two Garden Cities (Welwyn and Letchworth) that resulted in the 1900s and 1920s and the range of smaller garden villages developed in the decades either side, such as Brentham Garden Suburb, Hampstead Garden Suburb and Bournville, continue to thrive and be loved by those that live, work and visit them. They stand out in Britain's urban history as enduring places of character and resilience. This is what we aspire to for Welborne.

The masterplanning approach and urban structure of Hampstead Garden Suburb and Brentham Garden Suburb are strong influences upon the Welborne masterplan.



The development of the Welborne vision has been informed by years of studying these garden-community precedents to understand what has made them such successful places. These principles can be condensed as:

- Holistically planned
- Patient investment
- Single master developer
- Healthy and active living
- High-quality design informed by the natural environment
- Economic purpose, including local employment
- Day-to-day services and amenities within walking distances of homes
- Diversity of housing, reflecting a 'whole-of-life' ethos
- Long-term stewardship



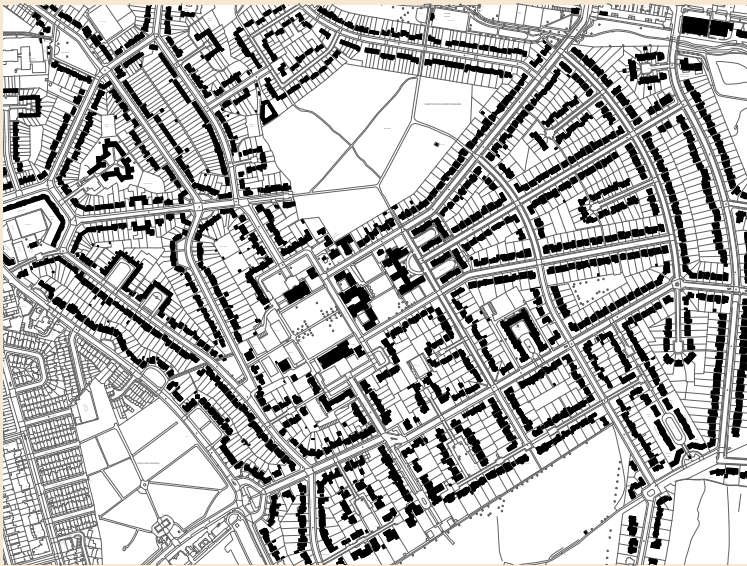
‘THE ADVANTAGE OF  
THE MOST ENERGETIC  
AND ACTIVE TOWN LIFE,  
WITH ALL THE BEAUTY  
AND DELIGHT OF THE  
COUNTRY...’

EBENEZER HOWARD





# HAMPSTEAD GARDEN SUBURB







BRENTHAM GARDEN SUBURB





# BELONGING TO HAMPSHIRE



A shortcoming of so much new residential development today is that it could simply be anywhere. Bland, identikit homes are replicated up and down the country, with no sensitivity to location and thus no sense of place. Welborne will be the opposite. Alongside the Garden City model, one of the key influences upon Welborne's character will be its local context and Hampshire roots.

Welborne's urban pattern and built fabric is inspired by nearby villages and small towns, such as Fareham, Wickham and Alresford, meaning that it will look and feel part of Hampshire. The buildings, streets, public realm and the relationships between them will be guided by

these precedents, so Welborne's urban centres and surrounding neighbourhoods will feel like organic, established and coherent places, even in the earliest years. House types, architectural forms and materials will all take their cues from local models, such as the red bricks that have been part of Fareham's heritage for centuries or the diversity of terraced cottages in Wickham.

It is these traditional towns and villages that often make for the best exemplars of stimulating, safe and ecologically sustainable neighbourhoods. By drawing upon these historic precedents for its urban form and scale, Welborne will be built upon tried-and-tested foundations.



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RED BRICK  
HANGING TILES  
FLINT

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## FAREHAM, HAMPSHIRE







## WICKHAM, HAMPSHIRE









# TRADITIONAL TERRACES



Inspired by the traditional morphology of Britain's enduring towns and villages, Welborne will contain a mix of housing types, from detached, semi-detached, terraces to apartments according to the location. Traditional terraced streets - of a pattern evoking those seen in Wickham, Alresford and Fareham - will be an important component of Welborne's urban form, specifically in the tighter-knit vicinity of the Village Centre that will emerge in the first phases.

Terraced streets have long played a defining role in the best of British urbanism. They are a perennially popular form of high-density housing, making efficient use of land on a

human scale. Numerous studies show that terraced streets can accommodate higher population densities than most high-rise developments. They perform highly in environmental terms, minimising the envelope for energy efficiency, whilst enlivening the streetscape through intensity of use and transitions between higher and lower density areas. Over generations, they have proven their ability to support changing household needs.

At Welborne, terraced housing will create intimate, urban streets. They will provide a sought-after alternative to flats, answering to the popular desire for houses over flats whilst providing enough parking for all.





Welborne Way, the principal road through the Garden Village



# DESIGNING THE GARDEN VILLAGE



# THE MASTERPLAN

## Residential

Up to 6,000 dwellings of a range of types, sizes and tenures.

## Four Character Areas

Based upon existing landscape drivers of the site that give form and identity to the Garden Village.

## Parking

Sufficient and convenient residential parking provision, predominantly on-plot to the side of homes plus on-street.

## Movement

An interconnected green network of pedestrian, cycle and vehicular routes based upon a traditional street hierarchy.

## Open Space

A spectrum of formal and informal, large and small open spaces linked for sports, recreation and amenity within walking distance of homes, including the 12.5-hectare Welborne Park.

## Social and Community Infrastructure

Three primary schools, one secondary school, healthcare and leisure facilities and community amenities to make for a vibrant and social atmosphere.

## Retail and Employment

Up to 10,000 square metres of retail space and up to 105,000 square metres of business floor space, including offices, R&D, industrial and warehouses to offer a range of retail and employment opportunities within the Garden Village.

## Access

Connected via an upgraded Junction 10 on the M27 to the south and new and existing road junctions with the A32 to the east.





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THE MASTERPLAN STRUCTURES THE GARDEN VILLAGE INTO A SERIES OF WALKABLE NEIGHBOURHOODS LINKED BY AN INTERCONNECTED NETWORK OF OPEN SPACE AND PEDESTRIAN, CYCLE AND VEHICULAR ROUTES. IT IS DESIGNED TO CREATE THE FRAMEWORK FOR A SUSTAINABLE NEW COMMUNITY, WHERE PEOPLE CAN LIVE, WORK, SHOP AND RELAX.



The creation of Welborne is an opportunity to think holistically about how a place will work. Its masterplan prioritises social, civic and employment facilities that support everyday life to lay the foundations for a rounded, sustainable community. Reflecting the strong influence of the Garden City Movement, retail, health, community and leisure amenities will be within walking distances of nearly all homes, largely grouped in three locations: the District Centre, Village Centre and Community Hub. These will be the beating heart of Welborne life.

Landscape will be the glue that knits the whole together. From large to small, formal to informal, open spaces will be spread across the Garden Village. Parks, allotments, sports pitches, private gardens, grassy tracts and woodland will be places for

inhabitants and visitors alike to meet and enjoy, easily accessible to all. What is now primarily agricultural land, will become a range of different green spaces and habitats, enhancing its biodiversity.

The masterplan responds to the character and topography of the site, incorporating specific existing landscape features within the blueprint. The philosophy is one that integrates nature into the built environment at every opportunity, reflective of the benefits that green settings have upon wellbeing.

The green network is closely linked to our aspirations for sustainable travel, maximising pedestrian and cycle connectivity across Welborne and complemented by a dedicated bus service running every 10 minutes to Fareham.





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DIVERSE,  
LIVELY,  
PEDESTRIAN-FRIENDLY

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Village Centre



# LIFE IN WELBORNE





As Mark Thistlethwayte pledged in his foreword, Buckland wants Welborne to be a great place to live. Realising this is about more than building homes; it's about creating a social infrastructure that delivers the services residents need, brings people together and invests them in their community.

Welborne's built environment will be designed in such a way that it encourages sociable ways of life – streets that promote walking or cycling, parks for picnics, allotments to grow fruit and veg, neighbourhood shops near all homes. Buckland will support this by making early investment in civic spaces, community facilities and employment opportunities. The Village Centre, for example, will be brought forward in the initial years to create an early foundation for community life. Housing a multi-use hall, healthcare and local shops and located near the first primary school (also due to open in the first phase of development), it will be a vibrant focal point for the Garden Village where neighbours can bump into one another.

Creating a good quality of life is not only about providing amenities, however. It also involves encouraging every member of the Garden Village to have a stake in their community



and laying the groundwork for long-term stewardship. To this end, Buckland will establish the Welborne Garden Village Trust, a not-for-profit company, to support community ethos and safeguard Welborne's quality in perpetuity. It will manage and maintain Welborne's common parts and uphold the character of the Garden Village by regulating alterations to its built fabric. Each homeowner and commercial freeholder will become a member of the Trust, making them active participants in Welborne's running and engendering a sense of civic pride.





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OUR FOCUS IS  
ON CREATING  
A STRONG  
COMMUNITY,  
WHERE PEOPLE PUT  
DOWN ROOTS FOR  
THE LONG TERM.

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Typical street fronting onto the town park



# DELIVERING WELBORNE





Buckland's approach to delivering Welborne is set squarely apart from that of a standard developer. Whereas the latter, as a generalisation, thinks of land as a short-term asset to be exploited quickly and cost effectively, the vested commitment of the Southwick Estate means that it takes a long-term patient view of the market, which will ultimately secure a better place in the long run.

As the single Master Developer of Welborne, Buckland will provide continuity of vision and consistency of quality and implementation throughout. It will assume responsibility for funding and implementing Welborne's physical and social infrastructure. In terms of physical infrastructure, this will give housebuilder partners the certainty and security of serviced development plots whilst Buckland will gain an extra level of control over the scheme. Buckland will make early investment in social infrastructure to enable Welborne to move quickly from being a collection of houses to a Garden Village community. Beginning with the Village Centre, Buckland will develop and manage civic buildings, commercial premises, playgrounds and parks itself in order to ensure pace and quality of delivery.

Development of Welborne will be guided by design coding, which will ensure that the community is realised in accordance with the principles of the masterplan and is consistent with the vision that has been laid out. It is another safeguard for controlling the quality of the place that is delivered. Any later alterations or further development that property owners wish to carry out in the future must also conform to its guidelines, reflecting the ethos of long-term stewardship to protect the character and spirit of Welborne.



COMMERCIAL BUILDING WITH FLATS ABOVE  
FRONTING ONTO MAIN SQUARE

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PATIENT  
INVESTMENT,  
LONG-TERM  
STEWARDSHIP,  
A LASTING  
LEGACY

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Typical residential street








# WHO AND WHERE

There's much more to the Welborne story.  
If you would like to find out more, please  
contact or visit us at:

E: [enquiries@bucklanddevelopment.com](mailto:enquiries@bucklanddevelopment.com)

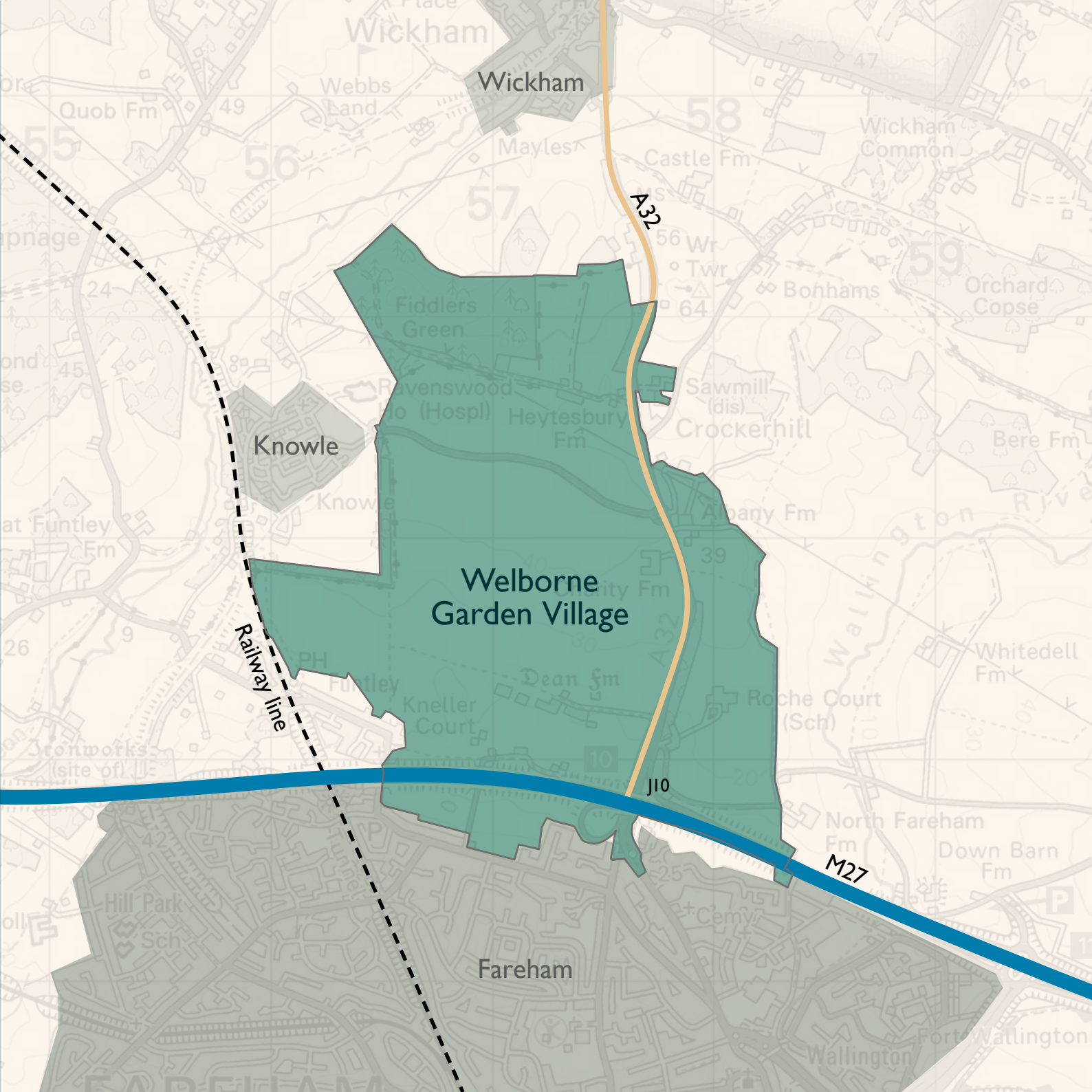
T: 0800 298 7040

[www.welbornegardenvillage.co.uk](http://www.welbornegardenvillage.co.uk)

 [@welborneGV](https://twitter.com/welborneGV)

 [@welbornegardenvillage](https://www.facebook.com/welbornegardenvillage)





# Welborne Garden Village

Railway line

A32

J10

M27

Wickham

Knowle

Fareham

Wickham

Webbs Land

Mayles

Castle Fm

Wickham Common

Fiddlers Green

Ravenswood Ho (Hospl)

Heytesbury Fm

Sawmill (dis)  
Crockerhill

Orchard Copse

Knowle

Abary Fm

Bere Fm

Wallington River

Welborne Garden Village

PH

Funtley

Kneller Court

Dean Fm

Roche Court (Sch)

Whitedell Fm

North Fareham Fm

Down Barn Fm

Hill Park Sch

+Cemy

Wallington

Fort Wallington











