



ASHTON GREEN

LEICESTER

Sustainable homes for people... creating a great place to live



foreword by
LEICESTER CITY MAYOR

Ashton Green is seen as the most innovative and sustainable new development in Leicester in more than 30 years and will enable substantial progress towards delivering the 20,000 new homes needed in the City over the next 20 years.

Ashton Green will make a significant contribution towards delivering quality new homes in Leicester and raising its profile as the place to do business in the East Midlands. The site has the potential to deliver the highest quality of built environment whilst protecting and enhancing the natural surroundings in this part of the city. In addition to much needed new homes, this major development will bring employment land opportunities with new jobs, economic, regeneration and social benefits for the wider community.

Leicester City Council will retain influence and direction over the future development as land owner and local planning authority to ensure the long term delivery of the Ashton Green vision of a sustainable new community.

With an outline planning permission, infrastructure delivery plan and phasing strategy already in place, the Council is now bringing the site forward for development. Expressions of interest are being invited from developers with the commitment to bring forward a first parcel of high quality new homes from early 2015 and further commercial development opportunities will follow later.

This is a unique, exciting and challenging development opportunity and we very much look forward to working with the most creative and innovative partners within the development industry to bring forward the Ashton Green vision.

Sir Peter Soulsby
Leicester City Mayor
July 2014





our
VISION

Ashton Green will shape Leicester as Britain's sustainable city by delivering a distinctive, safe, green and well-connected place.

It will become a thriving, prosperous mixed community with a dynamic heart and strong identity within the city. We want to create a great place to live, not just build houses.



a unique
DEVELOPMENT OPPORTUNITY

Ashton Green offers a fantastic development opportunity for developers and investors to participate in the delivery of a comprehensively planned high quality sustainable urban extension to Leicester.

130 hectares of greenfield site for up 3,000 new homes, with 10 ha of employment land, a commercial village centre and 50 ha of green space. Opportunities for investment in education, health and community facilities.



a place with the
ROOM TO BREATHE

Ashton Green's unique setting places it close to the stunning Leicestershire countryside with wonderful country parks right on the doorstep.

The rolling hills of Charnwood Forest and Bradgate Park will provide a unique backdrop to the high quality new homes that will be built. Well-designed public and green spaces will lift the spirits creating a place that is distinct and something to be proud to be a part of.



new homes of
OUTSTANDING QUALITY

Homes in Ashton Green will have kerb appeal offering delight in detail, craftsmanship and build quality that create visually interesting streets.

Homes with generous natural light designed to reduce the impact on the environment. Low to zero carbon homes with energy efficient technology will be positively encouraged. Homes with decent sized gardens to enjoy and personalise with secure storage for cycles and garden equipment. Homes which work by providing a convenient and safe place to park with a considered space between the pavement and front door. Homes with convenient, dedicated waste and recycling storage. Homes which will display the 'Built for Life' quality mark.



development with COMMUNITY AT ITS HEART

Ashton Green will provide a new vibrant village centre and high street with shops, pubs, community facilities and new primary and secondary schools all within walking distance.

an environment with
SPACE TO EXPLORE

The design of Ashton Green has been carefully considered to value and support the natural features and create rich habitats for everyone to enjoy.

Local wildlife sites have been enhanced and a network of green spaces and water features, of various types, will be created close to all homes for everyone to enjoy and use.

From small woodlands and wildflower meadows to roam and explore, small pocket parks to sit and ponder, mature hedgerows to look out onto from your home and play and sports areas for kick-about and natural play. Even opportunities to become self-sufficient by growing your own in orchards and allotments.





freedom in a
WELL CONNECTED NEW COMMUNITY

Safe, convenient and direct paths and cycling routes will be provided throughout Ashton Green linking to the shops, schools and play areas.

We want everyone to be able to leave the car at home to get to where they need, enabling people to enjoy the wonderful places close at hand such as Castle Hill Country Park, Watermead Country Park, Bradgate Park and the wider countryside. Streets will be designed to create pleasant places for play and socialising where pedestrians and cyclists come first and where vehicle speeds are reduced. A regular bus service with stops a short walk from the homes and existing city cycling routes will get you into the city centre in minutes.

Leicester

A PLACE TO DO BUSINESS

The Leicester and Leicestershire economy is worth £19.4bn, the largest in the East Midlands. Leicester is one of the best-connected cities in the country making it a superb location for business. At the heart of the national road network with the East Midlands Airport 25 minutes away, easily accessible from all major UK cities and just over one hour away from London St Pancras. Leicester is the first principal city on the mainline rail network north out of London with Paris and Brussels four hours away via Eurostar.

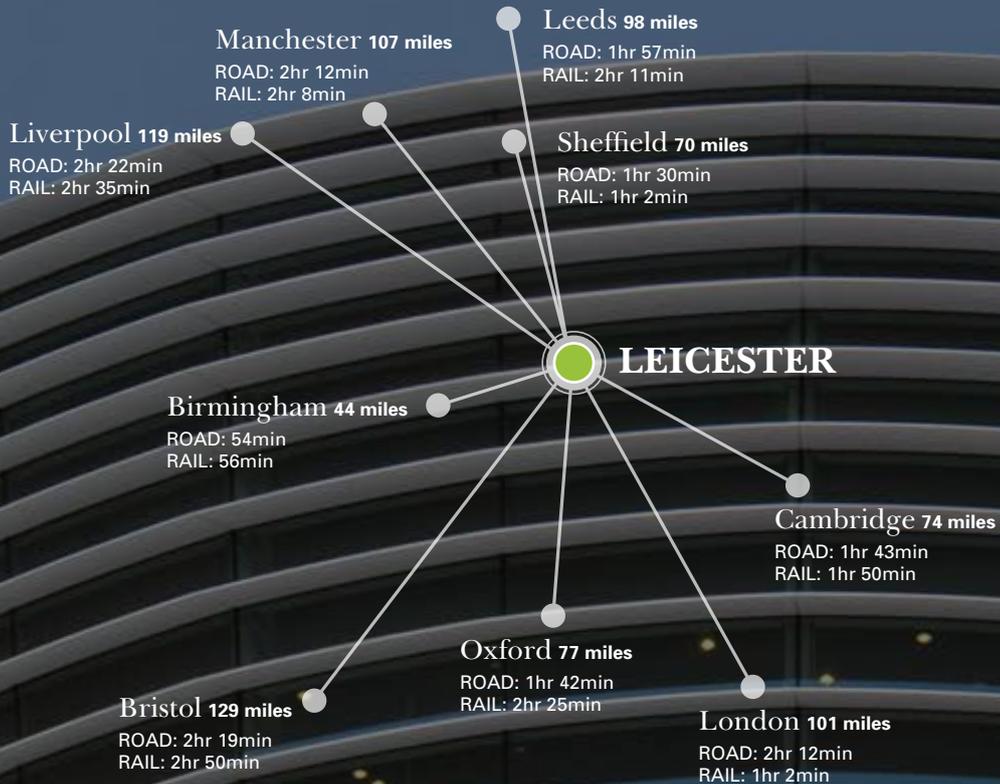
Leicester's economy is home to a very strong and diverse small business community with important business sectors including the knowledge-based, high-tech engineering, business service sectors, food & drink manufacturing, distribution and logistics, wholesale and retail, tourism and hospitality. Strong future growth opportunities exist in the creative industries, space-related research and environmental technologies. The City has two excellent universities in De Montfort University and the University of Leicester with over 50,000 students.

Leicester is a unique, vibrant and cosmopolitan city with a proud history stretching back 2000 years.

Set in the heart of one of England's most attractive counties, the surrounding villages and countryside are easily reachable to explore. Our central location in the Midlands makes it accessible from all directions. It takes just 62 minutes to come to Leicester on a fast, direct train from London.

Leicester is rich in arts, culture, sports and heritage and offers something of interest for all ages. Brimming with things to see and do, with state-of-the-art, award-winning venues including Curve and the National Space Centre and not forgetting the Richard III Visitor Centre. Along with a fantastic calendar of events and festivals, renowned museums and galleries, a range of cuisines, areas of natural beauty and our ancient heritage Leicester is a city waiting to be explored.





Leicester Mercury



commitment for the LONG TERM

The City Council as principal land owner has a long term commitment to enabling high quality development at Ashton Green.

As promoter and design champion the Council will continue to bring forward and support the delivery essential infrastructure in partnership with developers, investors and future occupiers.



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For further information regarding this exciting development opportunity please contact:

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