



Welcome to our exhibition

An indicative view of our proposals looking across The Meadows

Shaping the future of land between Didcot and East Hagbourne

Thank you for attending our consultation event today. This exhibition forms part of our public consultation on the emerging proposals for Land at New Road, which is taking place between 28 September and 16 October 2026.

We understand that this place matters to people and we'd really like to hear your views and ideas to help us to shape the future of the land between Didcot and East Hagbourne.

Please take time to read the information boards during your visit today. They set out the emerging proposals, explain the thinking behind them and show how you can share your views through the feedback form or via the project website.

You can also view the consultation material and share feedback online at: www.landatnewroad.co.uk

What is today's event all about?

Today's consultation event gives local people an opportunity to:

- find out more about the emerging plans
- understand how the proposals respond to the character of the area
- share your feedback before an outline planning application is submitted to South Oxfordshire District Council later this year

Introducing Nurton Developments

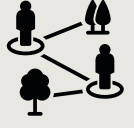
Nurton Developments is a master developer with a track record of creating sustainable opportunities for communities and businesses.

Founded in 1998, it has grown over 25 years to achieve a strong track record of delivering residential and commercial development.

The business is a trusted partner and active steward of projects. The project team brings a wealth of technical expertise and is committed to delivering the very highest standards for these proposals, which are called Land at New Road during this stage of the consultation and planning process.



What we're proposing

-  A commitment to maintaining the separation between Didcot and East Hagbourne
-  Improving access to and quality of green spaces for people to use and enjoy
-  Retaining over 60% of the site for public open space and nature habitats
-  High standards of design which are shaped by the local landscape and character
-  Up to 400 new homes including 40% affordable homes
-  New homes would include sustainable features to help make them energy efficient and fit for the future.
-  Improving connections for pedestrians and cyclists
-  Supporting infrastructure and providing new community facilities on site for local people such as allotments and orchards

Our commitment to engagement

We believe the best developments are shaped by meaningful local engagement. We are keen to hear your views during this consultation before we submit an outline planning application to South Oxfordshire District Council later this year, seeking permission for the overall principle of the proposals.

Subject to receiving planning permission, more detailed planning applications would be submitted later in the process. These are known as Reserved Matters applications and cover areas such as the final layout and detailed design of the homes.



Have your say

We would welcome your feedback during our public consultation which runs from **28th September** to **16th October 2026**.

Please complete and return one of the feedback forms available at this event, or share your views online at: www.landatnewroad.co.uk



Understanding the place

Before explaining the proposals in more detail, it is important to understand where the site sits, why the landscape between Didcot and East Hagbourne matters, and how these considerations have shaped the emerging layout.



Location

In terms of location, our site sits to the north of East Hagbourne and to the south of Didcot with its main access from New Road.

The land between Didcot and East Hagbourne is part of the setting of both communities. It provides openness, views and a sense of separation that help define local character.

Shaped by the local landscape

The emerging layout has been shaped by several important local considerations:

- the site's landscape role
- views towards the North Wessex Downs
- the existing public right of way
- gently sloping topography
- surface water drainage considerations

Understanding local views

What we've heard so far

Before these proposals were prepared, independent research specialists Flume interviewed local residents to help us understand what people value about the area and what matters for the future.

This qualitative research, which was not specific to the proposals for this site, highlighted the need for new homes, the importance of green space, walking routes, community identity and the separation between Didcot and surrounding villages.

These findings have helped shape the questions we are asking through this consultation, but they are not a substitute for consultation on the emerging proposals.

Summary of findings

- The need for new homes, particularly for young families.
- Green space is central to daily life, wellbeing and local identity.
- Residents value Didcot's connectivity, family focus and access to the countryside.
- There is concern that rapid growth has put pressure on roads, schools, healthcare and local services.
- Housing affordability matters, especially for younger people and first-time buyers.
- Support for new homes is conditional on protecting green space, respecting village character and improving infrastructure.
- There are opportunities to improve local recreational facilities to enhance people's enjoyment of these spaces.

These findings are helping shape the questions we are asking through this consultation, including how the landscape is used today, what should be protected or improved, and what community benefits local people would like to see.

How research has informed this consultation

The research has provided insights into the local context and the issues of importance to local people. However, it was not designed to gather feedback on these proposals and does not replace the consultation currently taking place.

This consultation is your opportunity to review the emerging plans, tell us what matters locally and help shape the proposals before any planning application is submitted.

These local priorities have helped shape a landscape-led proposal that starts with openness, views, access and the relationship between Didcot and East Hagbourne.

Our approach

Our approach is focused on responding to important views, retaining open land, strengthening planting and biodiversity, improving walking connections, providing community benefits and keeping a clear distinction between the two communities.

Where your input helps us

Please help us to shape the future of this land by providing your feedback during this consultation on:

- the final layout and appearance
- landscaping
- the materials used to build new homes
- how you think the open space could be improved for people to enjoy
- ideas about community benefits or amenities that you think are currently lacking in the area.



Helping to meet the need for new homes in South Oxfordshire

Delivering the new homes that South Oxfordshire needs

The opportunity

Alongside our commitment to maintaining a clear separation between East Hagbourne and Didcot, we recognise the opportunity for our site to deliver the new homes that South Oxfordshire needs.

As part of our proposals, we're exploring opportunities to deliver genuinely affordable homes for local first-time buyers and young families who are currently priced out from living in the area.

With over 60% of the site remaining as public open space and wildlife habitat, our aspiration is to deliver a new neighbourhood embedded in nature, supporting up to 400 new homes, including 40% affordable housing.

Is there a need for new homes?

Yes – the pressing need to build more new homes in the area is recognised by South Oxfordshire District Council (SODC).

The government now requires SODC's next Local Plan to deliver a minimum of 23,500 new homes in the district by 2045 to meet its own housing needs. This equates to 1,242 new homes per year.

South Oxfordshire's central location and attractiveness make it a very popular place for people to live but due to the current cost and shortages of housing in the area, many local families are priced out from buying a place here that they can call home.

Our proposals are about more than delivering housing

We're committed to delivering the necessary infrastructure that supports new and existing residents alike alongside new open space, improved connectivity and enhancements to the local environment.

We want to build homes in keeping with the character of the area which benefit from sustainable features that help to keep running costs down.



Have your say

Please let us know your thoughts and comments about the types of new homes you think are needed locally. This could cover the mix of houses that are built, for example homes to suit first time buyers, bungalows or family homes.

Perhaps there are particular types of tenure that you think might be needed in the area, for example shared ownership homes.

And we'd welcome your feedback about any architectural features or materials that you think could be incorporated into the design of the new homes we are proposing to make sure they are in keeping with the area.

The illustrative masterplan



Key

- Site boundary
- Proposed built form (Didcot)
- Proposed built form (East Hagbourne)
- Frontage
- Proposed alignment of spine street
- Proposed alignment of secondary street
- Proposed alignment of tertiary street
- Proposed shared services
- Proposed location of Sustainable Drainage features
- 1 Primary vehicular site access
- 2 Existing pedestrian and cyclist access
- 3 Proposed pedestrian and cyclist access
- 4 Proposed re-diverted Public Right of Way
- 5 Tree lined spine street – includes dedicated cycle and footpaths

Have your say

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Please complete and return one of the feedback forms available at this event or have your say via our website: www.landatnewroad.co.uk

Full size illustrative masterplan.
Please note that the site layout and masterplan are for illustrative purposes and remain subject to change.

Protecting local character while planning carefully for new homes



An opportunity to deliver new community features such as children's play spaces

Our approach has been led by the local landscape from the outset and will retain over 60% of our site as accessible green open space, creating substantial new areas for recreation and helping to deliver a net gain in biodiversity.

Design principles

Our draft proposals have been shaped and inspired by the following key design principles.

- **Landscape** – The Meads, retained open space, biodiversity, orchards, allotments, play space and sustainable drainage.
- **Movement** – improved walking and cycling routes, including public rights of way and connections to surrounding communities and countryside.
- **Character and heritage** – two neighbourhood areas shaped by the character of Didcot and East Hagbourne, with careful attention to building form, scale, views and materials.
- **Community** – new spaces for recreation, social interaction and everyday use, helping connect new and existing residents.

As part of our plans to deliver a net gain in biodiversity on site, you'll see on the masterplan our proposals to deliver new habitat areas alongside amenities for the community to enjoy such as:

- new children's play spaces
- orchards
- allotments

New homes will be supported by ridgeline planting, and the layout has been designed to respond carefully to key local views.

Keeping communities distinct

We understand that local people feel strongly about maintaining a clear separation between Didcot and East Hagbourne and retaining the sense of openness that helps define the character of this location.

Retaining open space

Guided by expert masterplanners and landscape architects, our proposals are designed to retain substantial areas of open land. These take account of important views and maintain a clear sense of separation between the two communities, while locating new homes within defined development areas.

The local landscape has informed the proposed design, and we have taken time to prepare proposals that retain openness, frame important views and deliver enhanced open space for people to use and enjoy.

A new neighbourhood embedded in nature

We will retain over 60% of the site as public open space and green and blue infrastructure to support biodiversity, ecology and recreation, while reinforcing the landscape setting between Didcot and East Hagbourne.

The Meads is the central green space at the heart of the proposals. It helps retain openness, create space for community uses and separate the two areas proposed for new homes.

How the gap has informed our proposals

The Meads – substantial new green space at the heart of the site

From the outset, our proposals have been informed by the need to maintain a clear landscape gap between Didcot and East Hagbourne, with The Meads providing a substantial central green space through the heart of the site.

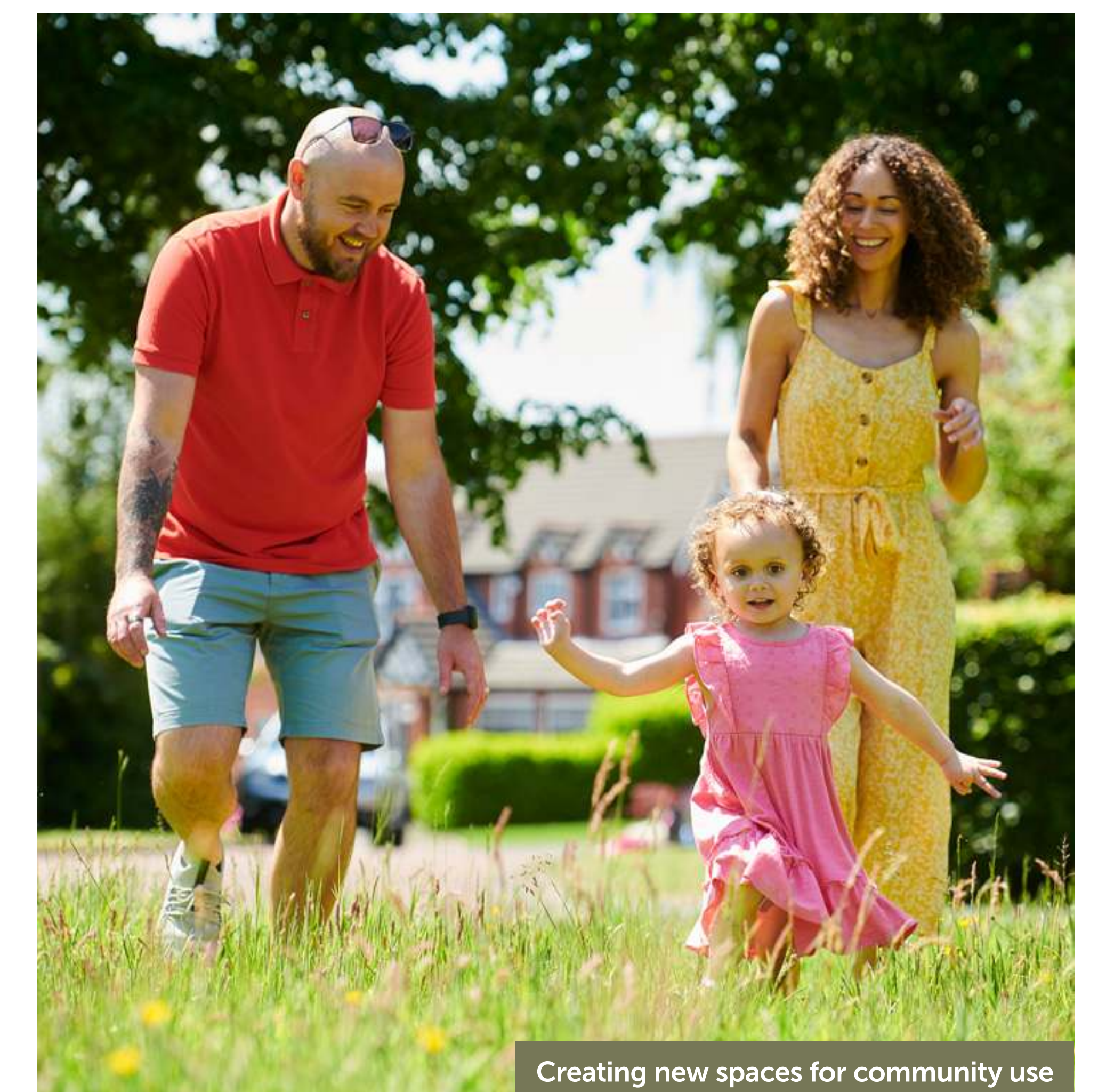
We recognise the opportunity to turn this central landscape space into an accessible area for the community to use and enjoy, with potential features such as walking routes, orchards, allotments, play space and new planting.

Delivering new connections

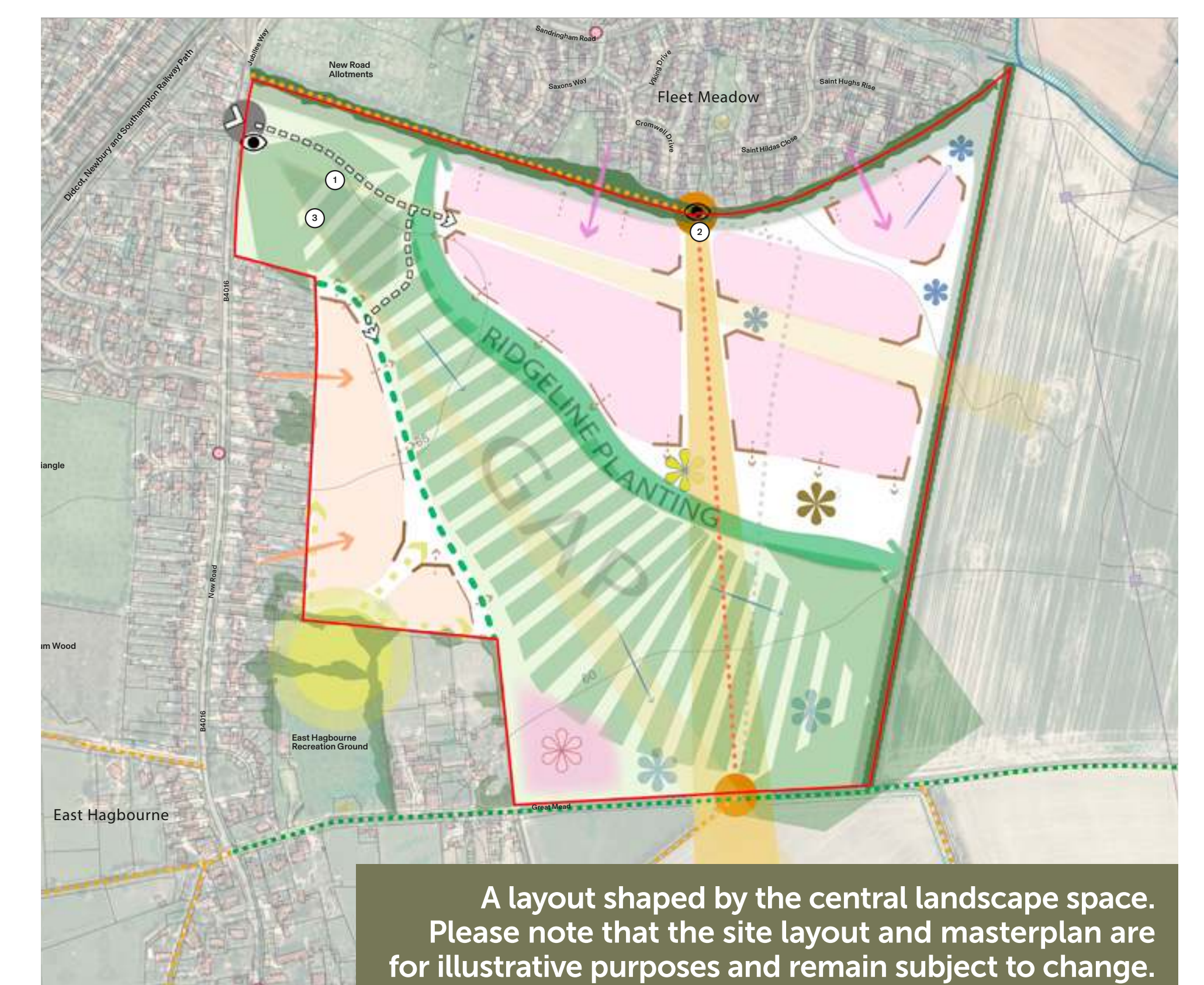
While we are proposing new and improved connections for cyclists and pedestrians between East Hagbourne and Fleet Meadow, the landscape framework has been designed to retain open land, manage views and strengthen planting so that the distinction between the two communities remains clear.



Example of a new neighbourhood embedded in nature



Creating new spaces for community use



A layout shaped by the central landscape space. Please note that the site layout and masterplan are for illustrative purposes and remain subject to change.

Have your say

Please let us know your thoughts and comments about what the new open green space could deliver, how it could look and feel, and how it could support wellbeing, recreation and local identity.

We're keen to hear your feedback on aspects such as:

- landscaping
- appearance
- potential community uses that the new space could support
- any routes that you think could be upgraded to improve connectivity for pedestrians and cyclists

New open space, landscape and community benefits

An indicative view of our proposals looking across The Meadows

Led by landscape

We understand how important the local landscape is to people living in this part of South Oxfordshire and we've taken time to develop how we approach our landscaping strategy.

Our aspiration is to embed a real sense of quality throughout our proposals and deliver a vibrant, sustainable and well-connected new community that responds positively to its landscape setting.

Informed by local views

Views towards the North Wessex Downs are informing the emerging approach to building heights, scale, materials and planting.

Drainage and water management

The site's gently sloping topography and ground conditions have informed our surface water drainage strategy.

We're proposing sustainable drainage features integrated with the open space and new homes to help manage water run-off and release it at a carefully controlled rate.

These drainage features will also help to improve biodiversity.

Improving connectivity

An existing public right of way crosses the site and connects into the wider pedestrian network across Didcot and East Hagbourne. Our plans would retain and improve routes through the site, supporting safer and more attractive walking and cycling connections between East Hagbourne, Fleet Meadow and Didcot.

Substantial new planting

As part of our proposals, we will deliver substantial planting including new trees along the ridge and across the middle of our site.

Potential community and landscape features



Community allotments, an example of the community features we're proposing

Providing new tree screening

This will help to provide screening between the new homes and East Hagbourne and complement the existing tree line that runs along the southern edge of Fleet Meadow.



Over
60%



of the site will stay as accessible open space, green and blue infrastructure which will help to support recreation, biodiversity and habitat creation to deliver a new neighbourhood that's embedded in nature.



Wildflower meadows, an example of potential landscaping features

Have your say

Please let us know your thoughts and comments about the type of planting and landscaping we could use on site to enhance the area.

We're proposing features such as orchards and allotments as part of the new open green space. We would also welcome your ideas for community facilities that could meet local needs and be considered as part of the proposals.



Improving local connections

A site that is well placed to deliver new homes

The site has been identified as a suitable and sustainable place to build new homes because of its proximity to local roads, footpaths and amenities such as Didcot railway station, shops, schools and other community amenities.

Improving existing routes and delivering new ones

Existing walking routes, including the public right of way through the site, would be retained and improved as part of a wider network of pedestrian and cycle connections.

We're working with the local highways authority (Oxfordshire County Council) to improve transport connections and maximise options for sustainable travel, such as walking, wheeling and cycling.

Accessible and interconnected travel

We're proposing to deliver an interconnected network of accessible routes through our site alongside carefully considered street infrastructure which connects the new homes with New Road and the wider road network. The main access into the site will be part of the initial outline planning application.

Helping us shape the final proposals

Specific details of things such as the detailed internal highway network within the site will come forward at a later stage of the planning process known as Reserved Matters, subject to us receiving planning permission.

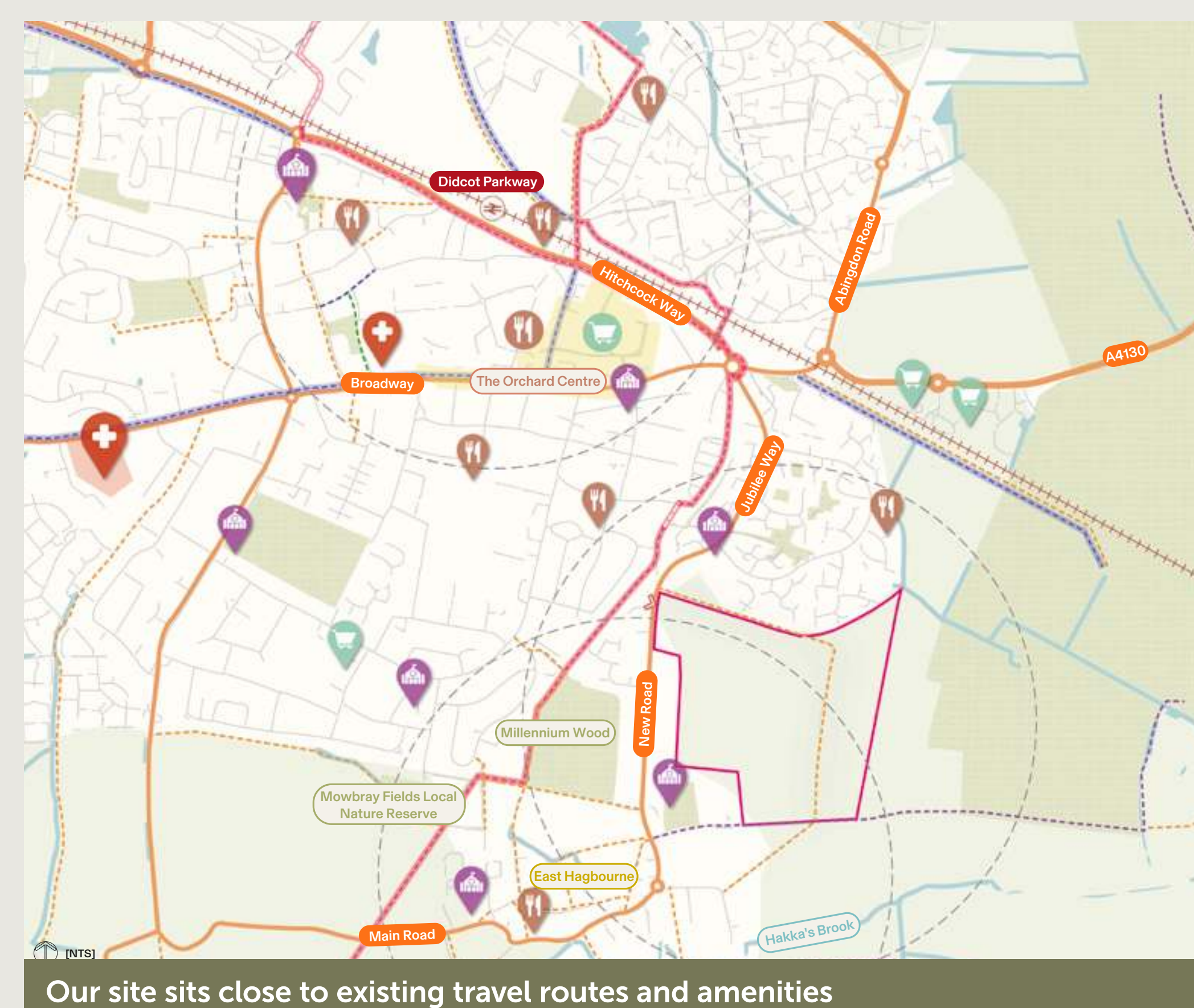
As we're at such an early stage of planning this consultation is a good opportunity for you to help us shape the final proposals.

How access points could look

This plan shows an indicative layout of how new access points on New Road could look. We are exploring the opportunity for our proposals to deliver a new crossing facility around this location to improve safety for pedestrians and cyclists.

Please let us know your comments about the types of new connections that you think are needed in the area and the types of facilities and infrastructure that you think the local community could benefit from.

Indicative layout of new access points on New Road and proposed crossing facility



Our site sits close to existing travel routes and amenities

Key

- | | |
|--------------------------------|-------------------|
| Site boundary | Bus stop |
| Road network | Site access |
| Public right of way | Foot/cycle access |
| Restricted byway | Food & drink |
| Byway open to traffic | Community |
| Traffic-free national cycleway | Medical |
| National cycleway (on-road) | Church |
| Local cycleway | School |
| Railway line | Shopping |
| Railway station | Sport |



Thank you for attending – please share your views

Thank you for taking an interest in our proposals

We hope you have found this information useful. Your views matter to us, and we believe the proposals can be improved by listening to the local community and others with an interest in the site.

In summary, the proposals include:

-  A commitment to maintaining the separation between Didcot and East Hagbourne
-  Improving access to and quality of green spaces for people to use and enjoy
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Next steps

- 28th September to 16th October**
public consultation on our proposals
- Autumn 2026**
refining our proposals in response to your feedback
- Late autumn 2026**
submission of the outline planning application to South Oxfordshire District Council

Inviting your suggestions

We would welcome your views and feedback to help us identify any opportunities where our proposals can help to deliver value for the local community.

Our proposals will seek to find solutions for the challenges we've identified through initial research and we'll continue to engage with local residents and stakeholders to understand how best we can work together to meet local needs.

Stay in touch

If you would like to get in touch with a member of our team following today's event, please use the details below.

Email: info@landatnewroad.co.uk



How your input helps us

Before we submit the outline planning application later this autumn, we would like to hear what matters most to local people and understand your comments on the emerging proposals.

This could include your feedback on aspects such as:

- The layout and appearance of our proposals
- The materials used to build new homes
- How the open space could be improved to increase how it is accessed and enjoyed by the community

We will carefully consider all comments received through the public consultation and will use feedback to help shape the proposals where feasible.