



**TADPOLE**  
GARDEN VILLAGE



# BE IN HARMONY

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Introducing Tadpole Garden Village, the visionary new development in North Swindon, Wiltshire.

This traditionally inspired new community responds to people's desires not only for quality new homes, but for a whole new way of life, one that's sustainable, healthy, convenient and community focused.

All of these ideals will work together harmoniously at Tadpole Garden Village. For, far from being just a new housing development, this is a Garden Village for the 21st Century. As it evolves, it will provide traditional family homes of all sizes, tree-lined avenues, shops, a school, a public house and other amenities, as well as good local transport connections, a 40 hectare nature park, a 10 hectare newly planted woodland and nearly 60 hectares of public spaces for all to enjoy. Tomorrow's lifestyle is here today, at Tadpole Garden Village.

*“The advantages of the most energetic and active town life, with all the beauty and delight of the country, may be secured in perfect combination”*

*Ebenezer Howard, Garden Cities of Tomorrow 1898*





# BE IN HARMONY

*with our vision*

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It's no secret that Britain needs many more new homes, but what sometimes disappoints us is the lack of imagination and design quality displayed by many new developments.

In contrast, Crest Nicholson aims to create the best possible living environment for residents and to leave a positive legacy for the future. That's why, in our vision for Tadpole Garden Village, we have looked back as well as forwards: to the success of the original Garden Cities.

Inspired by the Garden City Movement, we recognise that good design has its roots in the past, as well as in a sustainable future.

We intend Tadpole Garden Village to set new benchmarks in design, community life and infrastructure, and be an asset for the area.

It will be a harmonious mix of homes, open space, social space and architectural quality – a place that will encourage social interaction, at both village and neighbourhood level. In other words, a place that many people will love living in and be proud to call home.



“Crest Nicholson’s collaborative approach to ensure that we all deliver a high quality new Garden Village for Swindon is admirable, and we are proud to have played a key role in the process”

*Councillor David Renard,  
Leader of Swindon Borough Council*

“At Crest Nicholson we believe that creating successful sustainable communities is about people, not about bricks and mortar”

*Stephen Stone, Crest Nicholson  
Chief Executive*





## PLACEMAKING BY CREST NICHOLSON

Tadpole Garden Village will have homes created by leading developers including Crest Nicholson, but the bringing to life of the original, overarching vision – the ‘placemaking’ aspect of the wider scheme – is the responsibility of Crest Nicholson, as lead developer.

Having acquired the land and seen the first stages of the Village through the planning process, we will be delivering infrastructure and amenities, as well as several phases of homes. Our job is to ensure that, over the years, Tadpole Garden Village develops as it should, and that we keep our promises to homebuyers and the local community.

Crest Nicholson has a proven track record in developing schemes of this nature and size. We remain committed to identifying the right locations for the sustainable development of new homes and communities. We work hard to develop real, long-lasting relationships with Local Authorities, planners and wider stakeholders, in order to create the kind of residential and mixed-use communities that people want and which our country needs.

Our commitment to building exemplary new homes and creating sustainable communities is recognised in our impressive array of industry design awards, including more CABI Gold Building for Life Awards than any other developer. This continues to reaffirm both our success in the design and delivery of attractive, environmentally aware homes and our position as one of the UK’s leading developers.



*Bolnore Village, Haywards Heath, West Sussex*



# BE IN HARMONY

*with Garden Village living*

The Garden City concept was the brainchild of 19th century reformer Ebenezer Howard, successfully realised in Letchworth Garden City, Welwyn Garden City and Hampstead Garden Suburb. All three have stood the test of time and are sought-after places in which to live.

As Howard saw it, the Garden City should combine the very best of town and country living to create beautiful, well planned, healthy and vibrant communities. In many ways, his ideas were the precursors of today's principles of sustainable development and have a more contemporary application as the Garden Village.

Crest Nicholson has been inspired by Howard's Garden City ideals, which have informed the 'Crest Nicholson Garden Village Principles'. These nine guiding principles all combine to create a place with a range of healthy lifestyle opportunities, characterful designs and a legacy of which to be proud. Tadpole Garden Village will be the perfect embodiment of this timeless way of living.





## IN TUNE WITH HEALTHY LIVING

There will be plenty of encouragement to get outside and breathe the fresh air when you live at Tadpole Garden Village, whatever your age.

You'll find open spaces for walking and jogging, play areas for learning and fun, allotments where you can experiment with growing your own organic produce, as well as sports pitches to encourage the competitive instinct and get the children away from the TV! They are all excellent places to meet and chat with your neighbours too.

The Village will also give you the opportunity to make healthier travel choices, with tree-lined avenues and wide pavements for walking and cycle paths throughout. A loop of green streets will link together several pocket parks to encourage residents and visitors to interact and enjoy the public realm.





## BUILDING A VILLAGE THAT WORKS AND CONNECTS

Crest Nicholson strongly believes that high quality and generous investment in infrastructure is vital to developing sustainable new communities. At Tadpole Garden Village, we have overall responsibility for delivering roads, Sustainable Urban Drainage Systems (SUDS), footpaths, shops, community buildings, landscaping, play areas, technology and affordable homes, as well as the new primary school – everything, in fact that will make the Village function efficiently for its residents.

We'll also be making financial contributions to improve facilities such as the local leisure centre and library outside the Village, so that Tadpole Garden Village integrates successfully into its local neighbourhood. We have entered into an agreement to extend and improve bus routes into Swindon town centre, something everyone will benefit from.

There will also be a well connected network of footpaths and cycle routes linking to the surrounding area and to Swindon town centre. The site has good connections to the A419 which provides easy access to the motorway network.





*The residents will  
be the custodians of  
this new community*



## LONG-TERM MANAGEMENT FOR THE COMMUNITY

In a development as large as Tadpole Garden Village, it's vital that a long-term management strategy is in place to ensure that it continues to flourish and offer the best for its residents. To this end, Crest Nicholson has set up the Tadpole Garden Village Community Interest Company (TGV CIC) to ensure that all of the development's wonderful assets will be cared for now and for future generations.

A CIC is a not-for-profit organisation with primarily social objectives. The TGV CIC will be funded in the initial stages by Crest Nicholson, with contributions from the community. These funds will be allocated towards the maintenance of the open spaces, community facilities and SUDS.

We have set aside 7 hectares of land to incorporate sustainable drainage features, which will contain water that may rise and fall with the seasons. This will enhance the local wildlife habitat and be managed by the TGV CIC.

Crest Nicholson is committed to ensuring that the CIC will stand on its own two feet in the early days, but also in the future by educating and involving all residents in the running and management of the CIC from day one. After all, it is you as residents who will be the custodians of this new community and the Garden Village way of life.





## PROUD TO CALL THIS HOME

In building a community, it's important to include the elements that will encourage people to stay and put down roots. In the days before geographical and social mobility, this happened naturally in towns and villages everywhere. The generations stayed put, grandparents lived around the corner or even with their children. Now, our lifestyles are often more transient, homes sometimes only temporary.

In contrast, Tadpole Garden Village has been designed to foster a sense of pride and permanence. Schools, shops, employment in the village, sustainable homes built to suit people's needs for longer than just a few years and the opportunities for neighbours to get to know one another, will all contribute to this feeling of community and permanency.

We are firmly committed to the idea of civic pride and will work to achieve support from partners and stakeholders by creating continuous engagement between Tadpole Garden Village and the local community.

The TGV CIC, coupled with an onsite community mobiliser and community engagement forums such as a residents' intranet, will further facilitate this.



The power to engage  
and interact will  
be with you



## TECHNOLOGICAL HARMONY

Today's communications technology would have been unimaginable in the original Garden City era. Now, it's a vital part of everyone's life.

One advantage of buying a new home is that the latest technology is built in, and with access to high speed fibre broadband, the applications are limitless. At Tadpole Garden Village, all the technological infrastructure will be there for personal use as a matter of course. However, it will also benefit the community as a whole.

A village website and social media links will enable people to make contact, find out about forthcoming events and developments, plan community events and actions, or simply find out when the next bus into town is due.

Imagine if you will, Tadpole Garden Village events being promoted throughout the seasons. From harvest festivals to Halloween nights, fireworks for Bonfire Night and Christmas carols in the festive period. The power to engage and interact will be with you.





## CREATING A HARMONIOUS STREET SCENE

Good design creates a place where people really want to live, and for Tadpole Garden Village we are embracing design at the highest level. The principles have been set down in a well-thought-out Design Code, which will be adhered to by all developers throughout the evolution of the Village.

The Masterplan retains the important original landscape features that gave the site its sense of place to begin with: the lie of the land, the hedgerows, trees and views. We are building on that both in the literal and the symbolic sense, enhancing what's already there with superior new development.

Tadpole Garden Village has a coherent architectural theme which relates to local styles. Homes are to have landscaped front gardens and off street parking. Close attention will be paid to the use of high quality materials. Streets will be generous in width, with wide grassed verges on the main roads, and large trees planted to augment those already growing.

We have designed our Masterplan so that it will be easy and safe to make your way between the streets, green spaces and community facilities. Importance is attached to the location of each in relation to the other, and to transport connections, footpaths and cycle ways, not just within the Village, but also to the surrounding areas.



*The Masterplan retains the important original landscape features that gave the site its sense of place to begin with*

Tadpole Garden Village is divided into a variety of different character areas



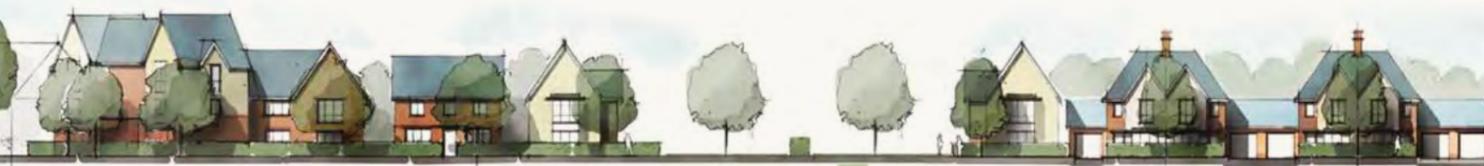
*Illustrative Elevation from Traditional Arts and Crafts Character area.*



*Roof options*



*Render options*



*Illustrative elevation along The Approach*



*Illustrative Elevation from contemporary Arts and Crafts Character area.*

*Artist impressions are indicative only*



## COMPLETELY IN CHARACTER

When it comes to design and architecture, Tadpole Garden Village is divided into a variety of different character areas, all of which will be interlinked in a holistic way and form the vision for the Village.

The original Garden Cities featured Arts and Crafts style housing, a style in vogue at the time, but still admired today, so many of the homes in Tadpole Garden Villages are inspired by this same style. There will also be some areas which capture more contemporary elements.

Character areas are to include a High Street, which includes shops, places of work and community spaces, as well as homes and a Village Square. Homes will also be built close to the green spaces and woodland areas. Existing farm buildings, one which is Listed, are to be integrated into the edge of the Village, contributing their own character. In each character area, respect will be paid to the geographical and natural features, with the design of the homes responding to make the most of them.

The public realm has been carefully designed and considered, and we use bespoke street furniture, quality street signs, well designed public art, landscaping and planting to create the most attractive street scenes possible.





# BE IN HARMONY

*with nature*

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Enjoying natural unspoilt surroundings is a key part of the Garden Village ideal, and is one of the most outstanding features of Tadpole Garden Village.

As former farmland, the land already has large areas of woodland, hedgerows, ponds and ditches, and much of it will be allowed to revert to its natural state. These are valuable habitats for birds, bats, reptiles, small mammals, wild flowers and grasses.

New green areas to be added include The Common, The Stray and Woodland Ride, all offering opportunities for outdoor relaxation, as well as fostering bio-diversity and forming an attractive natural backdrop to village life. We'll be planting large numbers of trees too; native species such as ash, hawthorn, hazel and wild cherry.

We are also working with the Wiltshire Wildlife Trust to establish an entirely new Nature Park on the eastern edge of Tadpole Garden Village. This area of over 40 hectares will include meadows where a wide range of animals and birds can live and breed, and which, of course, residents can also enjoy.

The Nature Park is the green corridor that runs along the River Ray to the North Wiltshire countryside, and means that Tadpole Garden Village is playing a real role in local conservation.





# BE IN HARMONY *with the future*

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In planning Tadpole Garden Village, we're thinking many years ahead, ensuring that all the elements will be in place to create a stable and permanent community, where people will be encouraged to put down roots.

We'll be providing for the younger generation with a new primary school, located in the heart of the Village and due to accept its first intake in 2015.

Together with the families who live in Tadpole Garden Village, its catchment area will also take in those in the surrounding areas, creating links with the wider community.

The Local Centre is another important factor in the future success of this development. It will provide convenient shops, places to meet, and community space for events, all helping to foster a close-knit neighbourhood. These amenities will create jobs and, in addition, there will be space for small businesses to be set up.

Like the Garden Cities of the past, Tadpole Garden Village is going to stand the test of time.



# THE BIGGER PICTURE



Digital illustration of Tadpole Garden Village is indicative only and correct at the time of printing October 2014.



**420**  
SCHOOL  
PLACES



**1,695**  
NEW HOMES



**26** KM  
OF HEDGEROW



(APPROX.)

**TWO**

HECTARES OF  
OPEN WATER  
INCORPORATED INTO  
OPEN SPACES



**4,000**  
PEOPLE WILL  
LIVE HERE



**54**

PIECES  
OF PLAY  
EQUIPMENT



**27**

BAT ROOST BOXES  
AND BIRD & BARN  
OWL NEST BOXES



**2,700** NEW TREES  
TO BE  
PLANTED



**40**

HECTARES  
NEW NATURE  
PARK

62% OF THE SITE IS ALLOCATED  
AS COMMUNITY OPEN SPACE

**12**

FULL  
SIZED  
SPORTS  
PITCHES



**40**  
ALLOTMENTS  
(APPROX.)

**4.5** 

KM PERIMETER WITH TRIM TRAIL



## OUR TRACK RECORD

### Monksmoor Park, Daventry

Also inspired by Garden Village Principles, Monksmoor Park is delivering up to 1,000 new homes, set in an abundance of open space managed by a Community Interest Company. A new primary school, shops, sports pitches, healthcare and community space are all part of the bigger picture.

[www.monksmoorpark.com](http://www.monksmoorpark.com)



### Kilnwood Vale, Faygate

This is a major development of 2,500 homes in Faygate in Sussex. Its neighbourhood centre, the heart of the development, includes provision for a community building, GP surgery, care home, shops, a library and small business office space.

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



### Park Central, Birmingham

This residential development has taken place around the 8 acres of established open space in one of Britain's busiest cities. It offers an urban village lifestyle within easy reach of all Birmingham offers, and is a massive urban regeneration. It is a true exemplar of how to transform and regenerate an area into a characterful, well-designed and vibrant new neighbourhood.

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

### Finberry, Ashford

A flourishing community of up to 1,100 homes comprising traditional 2 and 3 bedroom cottages and 4 bedroom family homes. This new village on the edge of Ashford will incorporate a village centre, school, and high quality open spaces.

[www.crestnicholson.com/finberry](http://www.crestnicholson.com/finberry)



*Digital illustration is indicative only*





**TADPOLE**  
GARDEN VILLAGE

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