Land South of

Bedfont Road FELTHAM

1. Welcome

Welcome to the second public consultation on Berkeley's emerging proposals for our site south of Bedfont Road, Feltham.

Following our consultation in July, we are keen to update you on how your feedback has helped shape the masterplan and to share the latest design updates on the proposals. This consultation is an opportunity to meet the team, view the updated proposals and share your feedback.

Please speak to a member of the team or complete a feedback form to provide your comments.

You can also use the QR code opposite to access the project website at **www.bedfontroad.site** where you can read more about the proposals and leave comments online.



The Team

Berkeley Designed for life	Applicant
LDA DESIGN	Landscape Architecture
str	Architecture + Masterplanning
VELOCITY Transport Planning	Transport
Tyler Grange	Ecology
wsp	Planning

2. You Said, We Did

Thank You

Thank you to everyone who took part in our consultation in July. We received more than 200 responses which have helped inform the emerging proposals. This board provides an overview of the consultation, the key themes that emerged, and how the project team is responding to the feedback received.



July Masterplan

1. Green Belt and Open Space

You Said:
Keep the site as open space and protect existing green areas

We Did:
New homes will be delivered alongside open space, with existing green infrastructure retained and enhanced through new parks, sports facilities, walking and cycling routes and extended and accessible footpaths.

2. Community Infrastructure & Services

You Said:
Ensure schools, healthcare and services can support new residents.

We Did:
We are working with the Council and NHS to understand future infrastructure needs and the masterplan now includes a health care facility.

3. Traffic and Transport

You Said:
Development could worsen traffic congestion and pressure on public transport.

We Did:
Detailed transport assessments are underway, alongside the masterplan includes proposals for better walking, cycling and public transport connections to encourage sustainable travel.

4. Nature and Environmental Impact

You Said:
Protect wildlife, habitats and the site's natural environment.

We Did:
Ecological surveys have shaped the masterplan, which will retain and enhance important habitats while delivering biodiversity improvements across the site.

5. Access +Recreation

You Said:
Maintain public access for walking, exercise and recreation.

We Did:
The proposals include new public open spaces, sports facilities, and improved, accessible walking and cycling routes for the local community.

6. Safety

You Said:
Ensure the development creates a safe environment.

We Did:
New Homes, improved lighting and well-designed public spaces will increase natural surveillance and help create a safer environment.

7. Affordable Housing

You Said:
Provide affordable housing that benefits local people.

We Did:
The masterplan will deliver 50% affordable housing, helping to meet local housing needs through a range of home types and tenures.

8. Local Identity and Site Heritage

You Said:
Recognise the site's history and local identity.

We Did:
The proposals have been informed by the site's heritage and local character, helping to create a place that reflects its history and identity.

3. Our Vision for The Site

Our vision is to create a sustainable and well-connected residential masterplan that delivers a range of high-quality homes, including affordable and family housing, alongside new community facilities and a strengthened network of green spaces. The proposals will improve walking and cycling connections to Feltham and beyond, increase access to nature through habitat creation and biodiversity enhancements, provide new opportunities for play, sport and recreation that contributes positively to Hounslow's housing, recreation and environmental objectives.

NEW HOMES AND HOUSING CHOICE



Our proposals will deliver a range of new homes across a range of sizes (from one bed to family-sized homes), including 50% affordable housing. These will be blended across the site as part of creating a mixed and balanced community.



GREEN SPACE THAT PROMOTES AND ENHANCES WILDLIFE



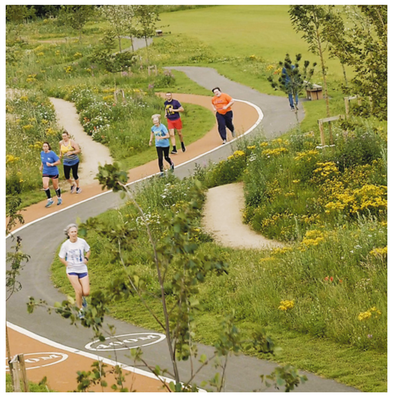
We recognise that the Site is currently provides a range of habitats, most of which are of low-quality. We believe that our proposals represent an opportunity to create new and improved habitats through species-rich planting and a long-term management of green spaces.



SAFE AND ACCESSIBLE ROUTES FOR WALKING AND CYCLING



We are looking to provide walking and cycling routes throughout the Site which are accessible to all and promote safety through natural surveillance and sensitively-design lighting.



NEW SPACES FOR THE COMMUNITY



Our proposals will include a range of new play spaces suitable for a range of ages. These will be located throughout the Site and will be available to existing residents. We are also looking at options to bring forward other uses, including new healthcare provision and sports provision.



4. Landscape Strategy

The illustrative landscape strategy focuses on creating new publicly accessible green spaces, play spaces for all ages, and enhancing ecology across the site.

1 Cultivation Corridor
Setting Down Roots

A new publicly accessible green space inspired by Feltham's heritage, where people can come together to enjoy nature, grow plants and play.

- **Raised Planting Beds** Communal growing spaces for residents and visitors.
- **Social Seating and Outdoor Dining Areas** Communal growing spaces for residents and visitors.
- **Play Spaces** Opportunities for a range of ages, from formal equipped play areas to informal play integrated throughout the landscape.
- **Habitat Creation** Measures to encourage nature into the site, including water bodies, meadows, trees and hedgerows.
- **Nature Trail** Educational routes that celebrate biodiversity and 'messy' landscapes, incorporating features such as bug hotels and bird boxes.

2 St Dunstan's Meadow
For Future Generations

A place dedicated to nature conservation. The existing site includes areas of lowland meadow, and as part of the masterplan a new lowland meadow will be created, enclosed by hedgerows and trees to provide a safe haven for wildlife to thrive.

- 2a New cycle route to east of meadow
- 2b Protected lowland meadow habitat



Sports Pitches

Active Travel

Fitness

Nature

Grow

Community

Nature

Play

5. Community Uses

Middlefields Park – The Sports Facilities

The creation of a new sports provision that provides active, healthy and inclusive spaces for a variety of sports and recreational activities, meeting the needs of the local community and people of all ages.

This could include:

- **Sports Pavilion:** A community facility that can be used for meeting, socialising and spectating.
- **Running Track:** Dedicated facilities for running and informal exercise.
- **Sports Pitches**: Spaces for a range of sports, including football and cricket

Health Centre

Berkeley is committed to delivering new homes alongside the infrastructure improvements required to support them. Our proposals are informed from a robust evidence base, ensuring that the Masterplan contributes to Hounslow's long-term sustainability.

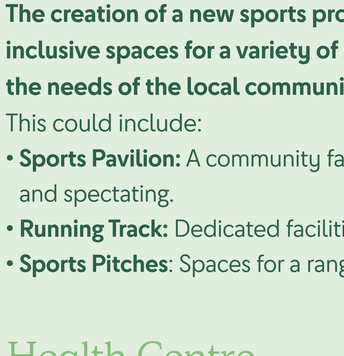
Health Centre

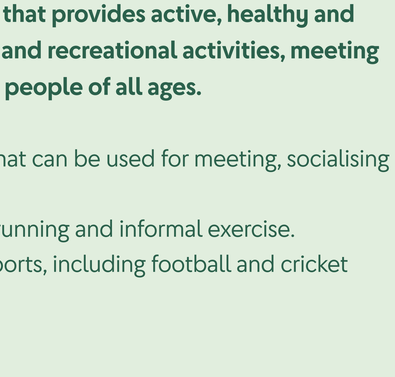
. Berkeley have consulted with the NHS.

. A new healthcare facility is proposed to assist future demand and help alleviate current pressures.

Commercial Space

We have included flexible commercial space within the new public square to the south east, creating opportunities for a local shop, café and community use anchored to the existing high street.


1
Health Centre


2
Sports


3
Commercial Use


4
Outdoor Gym



5
Cricket

6. The Homes

Creating Place for Communities

The masterplan includes up to 700 new homes and apartments, with 50% affordable housing to support local residents, families and key workers.

A mixed-tenure community providing social rented, intermediate tenure and private homes. The development will deliver a high proportion of family housing, alongside high-quality, sustainable homes designed to be spacious, adaptable and built to last.

The masterplan will deliver 50% affordable housing. These homes will provide high-quality options for local people who cannot afford to buy on the open market, including key workers, families facing high private rents, older residents, and young people starting out on the housing ladder.

- Over 4,000 households are waiting for suitable housing on Hounslow's Housing Register.
- Need spanning across 1-bedroom to 4-bedroom homes, with demand for family sized accommodation.
- According to Hounslow's Strategy 2025 - 2030, up to 600 Hounslow households are living in temporary accommodation.



Housing



Housing



Low Rise Apartments



50% Affordable Housing



Housing



Housing

7. Visuals



Illustrative View of Sports Provision



Illustrative Location of Health Centre

8. The Masterplan

1. Commercial Use + Public Square
2. Sports Provision
3. Medical Centre
4. Connection to Raleigh Park
5. Cultivation Corridor
6. Lowland Meadow Ecology Area
7. Play Street Ribbon
8. Cycle Route
9. Woodland Edge
10. Nature Walk
11. Vehicle Access



9. The Benefits

Our proposals have the potential to bring long-lasting benefits to Feltham and Hounslow more widely.



Up to 700 homes



50% affordable housing across a range of tenure



A genuine mix of homes – from 1 bedroom apartments to 5-bedroom family houses.



Sympathetic heights of 2-6 storeys



New sports facility



New Health Care Facility



£1.4m in addition council tax receipts per annum



Ecology protected and enhanced.



Over 2ha of publicly accessible green space.



Welcoming green and permeable cycling and walking routes.



Promoting active travel



c. 739 new construction jobs

10. Next Steps

Creating Place for Communities

The Outline Planning Application Components

The planning application will be submitted in outline. This will establish the principle of development, with the detailed design to be considered following the grant of planning permission through a reserved matters application.

Controlling Documents

Design Specification

Summarises the amount and uses of the proposed development

Parameter Plans

Controls the physical parameters of future detailed planning applications. These will include a Land Use Plan, Key Streets & Spaces Plan and Building Height Plan.

Design Guide

Controls the form and design of future detailed planning applications to ensure high quality. This includes a Design Compliance Checklist.

Explanatory Document

Design & Access Statement

Explains the rationale for the design of the masterplan.

Please Keep in Touch!

Email: feedback@yourshout.com

Write to us:
Your Shout, 007 China Works,
Black Prince Road, Vauxhall SE1 7SJ

You can also use the QR code opposite to access the project website at **www.bedfontroad.site** where you can read more about the proposals and leave comments online.

Timeline

We plan to submit an outline planning application in Autumn of 2026 to the London Borough of Hounslow.

Share your views

We hope you have found this exhibition helpful and informative. Please take a moment to share your feedback with the team. At Berkeley, we are committed to creating a sustainable community shaped by local people and their ideas. Your feedback will help inform and refine the proposals as the design process evolves.