

The UK government is under a pressing need to address the housing crisis, which has been a persistent issue for decades. All types of areas across England need new homes, to help local people stay in the areas where they want to live, as well as provide for people moving to an area. The government estimates that 300,000 new homes are needed per year to meet the demand.

It is within this context that Keepmoat are seeking feedback from the public on the proposed development on land to the west of Mansfield Road, Swallownest. It is the intention of Keepmoat Homes to pursue a full planning application for the erection of residential development. The proposal will be for the development of 189 dwellings.

This is an opportunity for residents to view the emerging development details and provide comments / feedback to the project team prior to the submission of the formal planning application to Rotherham Council.

THE DEVELOPMENT SITE

The Site is situated on the western side of the A618 (Mansfield Road), Swallownest. The site encompasses approximately 16.2 Ha of land. The images below provide an aerial image to identify the location of the site.



WHY BUILD HERE?

The site is located within Swallownest which is designated as a 'Principal Settlement' in the Rotherham Settlement Hierarchy contained within the Rotherham Local Plan.

Most new development will take place within Rotherham's Urban Area and Principal Settlements for Growth. Development in these locations will be appropriate to the size of the settlement, meet the identified needs of the settlement and its immediate area and help create a balanced sustainable community.

This site has been identified as an appropriate housing site within Rotherham's Sites and Policies document (adopted June 2018). The site is identified under reference H88 (Aston Common East of Wetherby Drive).



WHO ARE KEEPMOAT?

Keepmoat are a top 10 UK house builder with a track-record of delivering quality homes across the UK. However, bricks and mortar are only one side of their corporate story. Working alongside their partners, they have built thousands of new homes across the country, transforming brownfield sites into thriving new communities. They're also leading the way for first time buyers. Around 70% of the homes Keepmoat build help people take their first steps on the property ladder.

Keepmoats aim is simple: to deliver more of the high-quality, multi-tenure, new homes the UK needs – at prices people can afford, in places where they want to live. They are delighted to have achieved 5-star builder status in the National Home Builders Federation (HBF) Awards.

The intention is to pursue a full planning application. The layout identified below identifies how we would look to develop the site with 189 dwellings.

Development has been designed to face outwards taking advantage of the views. The provision of a landscape buffer will ensure the development is set sensitively into the existing landscape

Single access from Mansfield Road. All existing vegetation will be retained along Mansfield Road and enhanced through additional planting.

- Access to the site is limited to one new access along Mansfield Road. Existing vegetation along this road will be retained and enhanced.
- Verges are created to allow street trees as you enter the development.
- A strong landscape framework is created with significant landscape created to the boundaries to ensure the site sits within the wider landscape setting.
- The contours of the site have been carefully designed to ensure an appropriate solution. This would include a mixture of re-grading the site and the use of retaining walls within the development.



A Local Equipped Area of Play will be created within the site. This will be easily accessible for all existing and future residents of the site.

Key

	Indicates houses
	Indicates gardens
	Existing trees to be retained
	Indicates parking
	Indicates retaining features
	New tree planting / landscape buffers
	New play space
	Indicates roads within the development



Development has been designed to back onto the existing employment uses. The provision of an acoustic boundary will ensure no issues of amenity on future residents or impact on the existing employment uses.

HAVE YOUR SAY

We value the comments and suggestions of local people and businesses, particularly where this helps to refine and improve the development proposal so that the social, environmental and economic benefits are maximised. You can do this by:

- Emailing us via info@jrpassoc.co.uk
- Commenting through the website - www.jrpassoc.co.uk/consultation
- Writing to us at JRP, 14 Mariner Court, Calder Park, Wakefield, WF4 3FL

WHAT HAPPENS NEXT?....

- We welcome the views of local residents and businesses. Keepmoat Homes will review all comments received as it finalises the proposed development.
- Following consideration of all comments and the associated review of all technical information, we plan to submit a planning application to Rotherham Council in early December 2025.