

Proposal

The concept masterplan has been carefully shaped by the opportunities and constraints of the site. It includes:

Main vehicular access from Maddoxford Lane, designed as a safe and welcoming gateway into the development. An emergency access is also proposed.

A **loop road** through the site, supported by secondary and tertiary streets, to ensure good circulation and clear legibility.

A **Local Equipped Area of Play (LEAP)**, a kickabout space, and smaller natural play areas spread throughout the development, all designed to be safe, accessible, and overlooked.

Green corridors created by retaining existing hedgerows and tree belts, supplemented by new planting, to form wildlife habitats and attractive pedestrian routes.

Residential parcels designed as perimeter blocks with clear distinctions between public and private space, ensuring security and community cohesion.

Street planting and landscaping throughout, ensuring the development feels green, welcoming, and well-integrated with its surroundings.



Benefits for the Local Community

The development will deliver a wide range of social, economic, and environmental benefits:

260 new homes, including a significant proportion of affordable housing.

Accessible public open space, with play areas, natural green corridors, and safe recreational areas for both existing and future residents.

Improved pedestrian and cycle connections to Boorley Park, helping residents reach schools, shops, and community facilities.

Good access to public transport, including bus services and nearby rail links.

Economic benefits, with construction creating direct and indirect jobs, and new households supporting local shops and services.

Financial contributions to local infrastructure and community facilities through Section 106.

Environmental enhancements, with new tree planting, hedgerows, and natural habitats creating net biodiversity gains.



Have Your Say

Bloor Homes takes the views of the local community seriously. Your input will help shape the final application before it is submitted to Eastleigh Borough Council in Autumn 2025.



A Statement of Community Involvement will be submitted as part of the planning application.

If you would like to provide feedback, please contact us by the **24th September 2025** with any questions or comments:

by email: southofmaddoxfordlane@torandco.com

by post: tor&co (ref: 151091STH), Everdene House, Deansleigh Road, Bournemouth, BH7 7DU

by phone: 020 3664 6755

If you are aware of someone unable to get online, or should you wish to discuss any particular aspect over the telephone, then please let us know and we will make arrangements to for a call.

Support

By "adding your name" you are registering as a supporter of this proposal.

Register with us by filling out the following:

Fields marked with an * are required

Name

Email

Postcode

☐ I have read the website terms * ([Read terms](#))

☐ I'm not a robot

SUBMIT

GDPR: We take your privacy seriously. Your personal data will not be used for any purposes without your consent. At the end of the consultation process, we will remove your contact details from our information systems.

Next Steps

Thank you for taking the time to read about our proposal.

Over the coming weeks, we will be continuing conversations across the community. If you would like to be kept updated on our proposal, please email us at southofmaddoxfordlane@torandco.com

Your input will help shape the final application before it is submitted to Eastleigh Borough Council.



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