

# Catts Farm, Newbury Road, Headley, Hampshire **RG19**

Exceptional residential development opportunity with detailed planning permission for 6 new homes south of Headley.





Catts Farm





# The opportunity.

## Catts Farm, Newbury Road, Headley, Hampshire RG19 8LQ

### **Brownfield site ready for residential development in North Hampshire.**

- Site benefits from detailed planning permission for the construction of 6 new homes
- Appealing and beautiful countryside location with excellent access to Newbury and Basingstoke
- Strategic location close to the A339 (Newbury Road) for great transport links to the M4 and M3
- Newbury and Basingstoke train stations are located both north and south, respectively, for regular direct services to London Waterloo, London Paddington, Oxford and Southampton
- Basingstoke and Newbury are within easy reach, both offering retail and leisure amenities
- The site is located close to the North Wessex Downs AONB
- The approved site is policy compliant with achieving sustainable development, sufficient home supply and enhancing the natural and historic environment

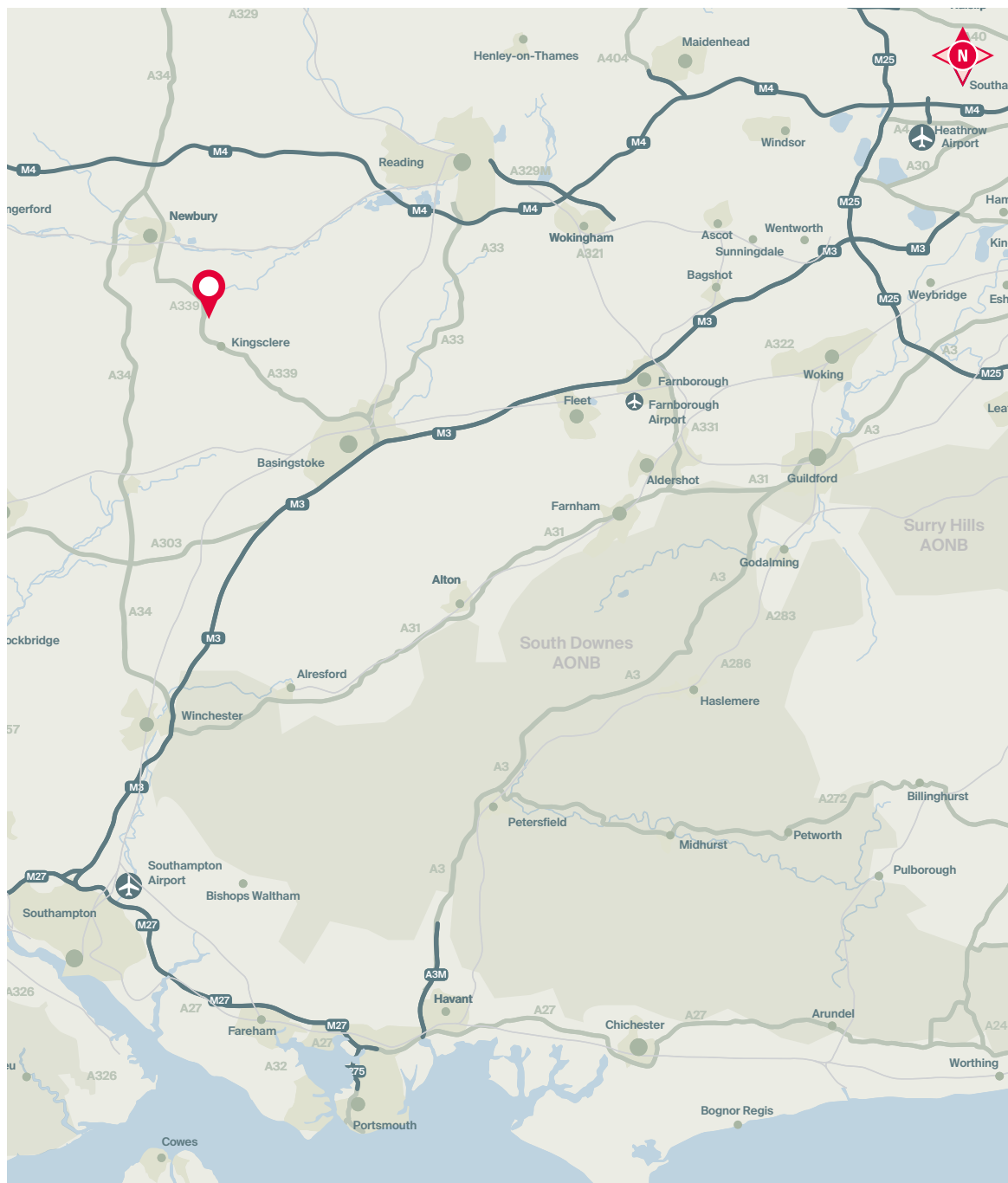
# Location

The site is located 0.6 miles south of Headley and 2.4 miles north of Kingsclere, a large village and civil parish in Hampshire. Headley is located 5 miles south-east of Newbury, 10 miles north-west of Basingstoke and roughly 60 miles west of London. The small village of Headley is in the North Hampshire region, but borders south-west Berkshire. For regional connectivity, the highly popular villages and towns of Highclere, Kingsclere and Thatcham are easily reached. Other extensive regional employment hubs, such as Newbury and Basingstoke, are located in close proximity to the site, providing great connectivity into Central London.

The site runs alongside the A339 in a near rectangular shape comprising of the three combined approved planning applications. The southern boundary of the site is formed by two Catt's Cottages, acting as neighbours to the site. To the east of the site are open fields and small woodlands, acting as a natural buffer to future landowners. To the north of the site is a further landowner with a detached property.

The A339 is served by a bus network that runs both north and southbound on an hourly basis. The closest bus stop to the site is right outside on the A339 and is the site's namesake of Catts Farm bus stop. These buses travel to Newbury and Basingstoke which extend bus services to a multitude of further locations. By rail, Central London is easily accessible from either Newbury or Basingstoke and run to London Paddington or Waterloo, respectively, ranging between 35-45 minutes. Reading can be reached easily by train from Newbury in 15 minutes, while Southampton can be reached from Basingstoke in approximately 30 minutes. London Heathrow is accessible in 45 minutes by car for international travel, while London Gatwick is a further 30 minutes' drive.

The site is equally well located for schooling with several primary and secondary options within a few miles of the site. Schools which include Cheam School, a two-minute drive up the road, and Ashford Hill Primary School amongst a number of other local secondary and primary schools.



## Local market demographics



### Average

household income within  
10km of the site

**£46,080**



**Newbury** is one of the most  
densely populated areas comprised  
of households earning over

**£100,000**  
within 10km



The largest demographic  
group within 10km also  
has the highest average  
annual household income.

**Prestige Positions**,  
described as "established  
families in large detached  
homes living upmarket  
lifestyles", account for **14%**  
of local households. Their  
average annual household  
income as a group is

**£74,479**



The second largest group is **Aspiring  
Homemakers**, described as "younger households  
settling down in housing priced within their  
means", accounting for **13%** of local households  
and with an average annual household income of

**£50,423**

The group with the second highest average  
annual household income is **City Prosperity**,  
described as "high status city dwellers living  
in central locations and pursuing careers  
with high rewards" at

**£68,489**

but accounting for **less than 0.5%** of local  
households.



**Higher value properties** (selling for £750K+ since 2021) within 10km of the site cluster around

**Newbury, Wash Water and Thatcham**

Sources: Mosaic, Land Registry price paid data, 10km site radius

## Investment drivers



**Identified as a strong**  
post-pandemic  
recovery location



**Extensive**  
natural capital



**Gaining regional**  
competitiveness



**Attracting**  
**significant** inward  
investment



**High calibre**  
businesses



**An opportunity**  
**to deliver** a  
transformational  
scheme

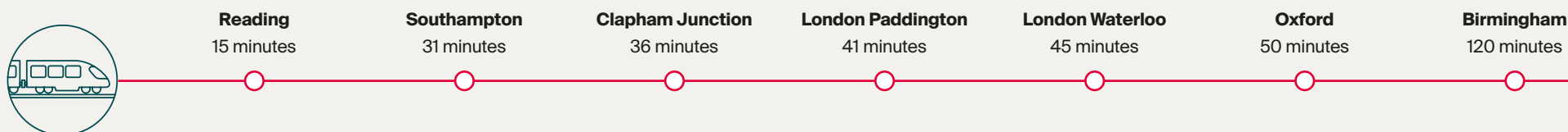
# Travel

**Road** – The site is located immediately to the east of the A339 which runs north to south. The A339 northbound provides links from the site towards Newbury and beyond towards the A34 and M4, which provides extended access to Oxford, Reading and London. The A339 southbound provides direct links towards Basingstoke and the M3, providing access to London and Southampton. The site is a four-minute drive north of Kingsclere.

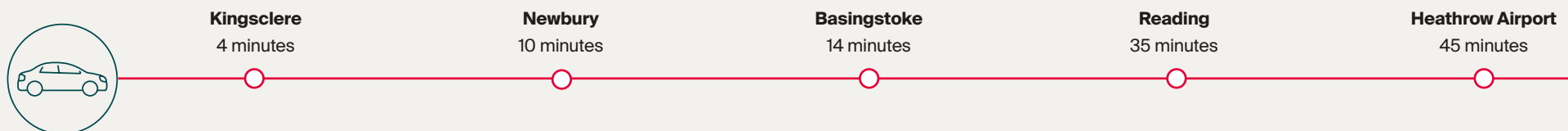
**Train** – Newbury train station is located five and a half miles to the north-west of the site along the A339 northbound providing regular trains to Reading and London Paddington. Thatcham train station is located five miles north and provides further trains to Reading and London. Basingstoke train station is located ten miles south-east of the site along the A339 southbound and provides regular trains to London Waterloo, Clapham Junction and Southampton.

**Air** – London Heathrow Airport lies approximately 40 miles to the east and can be reached in approximately 45 minutes by car via the A339 and M3 or the M4. London Gatwick Airport is approximately 70 miles from the site which provides a good selection of short-haul flights.

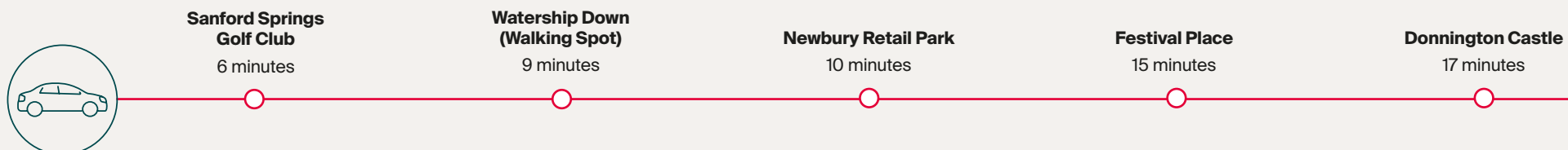
## Train times (both Basingstoke and Newbury):



## Drive times:



## Leisure facilities drive times:



# Description

The site currently comprises a brown field site containing existing barns and structures used for agricultural purposes directly east off the Newbury Road, 0.6 miles south of the village of Headley. The site will keep the existing hedges combined with the planting of new trees along the main road to provide a pleasant buffer to the west. The three combined sites form a regular rectangular shape and covers approximately 2.24 acres (0.91 hectares). The site lies to the eastern side of the A339 and placed in between a couple of residential properties to both the north and south. The site is currently in use as various different existing barns, structures, dwellings and associated outbuildings including a pool. The demolition of the current structures will make way for the erection of dwellings and associated outbuildings for the new site.

The area surrounding the site is characterised by a few residential properties and wider associated green areas, pockets of woodland and beautiful landscape. The North Wessex Downs AONB boundary lies just two miles to the south of the site via the A339 and off roads. Characterised by undulating countryside, the area offers some unbelievably attractive scenery and a number of great paths that run along sections of the downs. Highclere Castle is located just 7 miles west of the site, and provides a great taste of Victorian history, beauty and prestige in the area.

Employment and retail prospects in near proximity of the area are certainly extensive. The area has a number of business parks within 15 minutes of the site, including Greenham Business Park and Newbury Business Park. Newbury provides

immediate access to employment prospects and acts as a gateway for employment areas that are further away. Newbury retail park can be found 4 miles to the north which provides a good range of shops and superstores. Alternatively, Festival Place in Basingstoke offers excellent retail facilities within a walking distance of the town centre. Headley Village Community shop is a mile down the road and provides immediate access to everyday needs. Newbury and Kingsclere are easily reachable by vehicle and offer a good range of supermarkets. West Berkshire Community Hospital is reachable and located in close proximity to Newbury town. Alternatively, Thornford Park Hospital is a 6 minute drive from the site.

In terms of leisure opportunities, the site will benefit from an excellent range of choices for future residents. The outskirts of Newbury offer a variety of leisure centres and sports halls offering sports pitches, gym centres and dance studios for any variety of expansive leisure. Sandford Springs Hotel & Golf Club is a local option for golfing activities with the area well known for plenty of golfing sites. Kingsclere Recreation Ground is a stunning local sight that offers wildlife opportunities and a children's play area. Newbury Racecourse, to the east of Newbury and 15 minutes away, offers further leisure opportunities. Meanwhile, Newbury and Basingstoke town centres offer various lifestyle and leisure opportunities in the form of theatres, museum and lidos which are all easily accessed.



# Planning and scheme proposal

The site is split up into three separate planning applications that were approved at various stages in 2021/2022. The four-unit application located at Catts Farm Courtyard, falls under planning application 20/03597/FUL and was granted in March 2021. The site benefits from detailed planning permission for four homes. The second application (Catts Farm Bungalow) was approved by the Basingstoke and Deane Council in March 2022 under the reference number 21/03573/FUL. This allows for the erection of a dwelling and associated cart shed to the south of the larger Catts Farm Courtyard site. The third application (Catts Farm House) was approved in August 2022 under the reference number 21/03572/FUL for the demolition of the existing dwelling and erection of a new dwelling on site. This third site is located to the north of the original site. These three sites form the overall development site for 6 new homes.

The consent encompasses the demolition of existing dwellings, associated outbuildings and existing barns/ structures and the construction. Catts Farm Courtyard development containing 4 dwellings plans to construct a mix of 2 x three beds and 2 x four beds. The two additional developments both comprise four bedrooms. All properties encompass outdoor parking space. In order to create positive residential design in accordance with the local area, the development proposes building heights to be no more than 2 storeys.

Subject to conditions of testing. Further details of the development requirements for the site can be found within the Development Management Plan in the dedicated dataroom.

## Tenure

The property will be sold freehold.

## Method of disposal

The property is for sale by informal tender on an unconditional basis.

## Bid date

Potential purchasers will be notified of the closing date for offers via the dedicated information site.

## Inspection

The property may only be inspected strictly by prior appointment through Knight Frank LLP. A number of open days will be held to facilitate viewings. The dates of these will be communicated to potential purchasers on request.

Prospective purchasers should be aware that inspections are made entirely at their own risk and no liability is accepted by the vendor or their agent.

## VAT

We understand the sale is not subject to VAT.

## Dataroom

Further information can be found on the dedicated information site:

<https://land.knightfrank.com/view/Cattsfarm>

## Purchaser notice

The vendor, in its absolute discretion, does not undertake to accept the highest or any offer received. Offers must state a specific sum of money to be paid and shall not be for a sum calculable only by reference to another bid for the property.

## Debt advisory

Knight Frank's Debt Advisory team advises those seeking to obtain real estate finance for developments or acquisitions. The team is on hand to guide and support clients throughout the financing process to make it simpler and faster and to secure optimal lending terms.

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# Contact.



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Particulars dated October 2022.

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