



Happy, healthy places

STRATEGIC LAND

We are master developers

We plan and deliver distinctive places that create a positive legacy for communities, the environment and landowners.



Ambitious partners

Working with the private and public sectors, we've created innovative models of partnership where risk, responsibility, reward and expertise are shared.

All our work is characterised by a commitment to high-quality design, sustainability, genuine engagement and supporting people to live happy, healthy lifestyles.

These principles guide everything we do, but what they mean in practice will be different for each neighbourhood.

Our team works closely with communities to understand what's special about a place and their ambitions for the future.

Open and honest engagement is essential to these conversations. It isn't just the right thing to do; it creates better places and gets them delivered faster.

How we create value

We unlock value and potential through the planning process – from promoting a vision for a site, to design, build-out and laying the groundwork for future management.

As part of the Grosvenor Group, we bring financial assurance and can deploy our own capital to deliver infrastructure upfront. This reduces barriers to entry for housebuilders so homes can be delivered quickly, and ensures a new neighbourhood is set up for success from day one.



Who we are

Grosvenor Britain & Ireland creates great places where communities, business and nature thrive. Places that will be better for the next century, not just this one.

We are experts in making and managing neighbourhoods with long experience of pioneering change acquired over more than 300 years.

We are part of a global, privately-owned family business. This means we can be agile and think long term, giving equal weight to the environmental, social and commercial impact of everything we do.



What makes us different?



We're ideas driven. Our vision for a new community and the processes we apply are never generic. This allows us to manage the trade-offs involved in every site, de-risking a project and enabling swift delivery.

Future focused

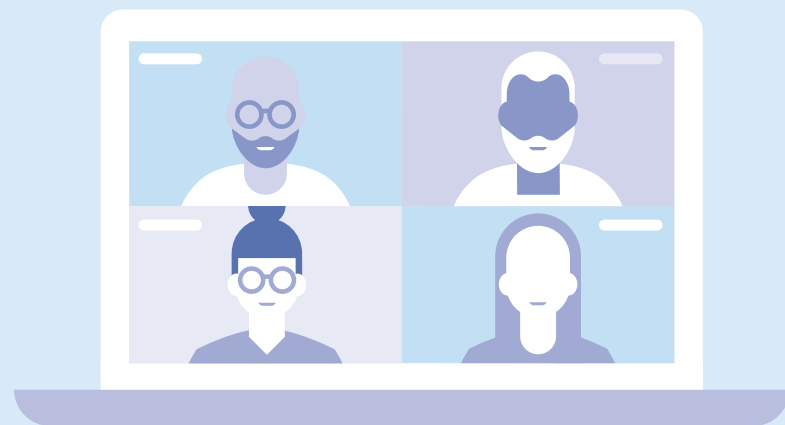


Seeing potential



We listen first. Communities know their area best. We find out what people need and build a sense of belonging and excitement through meaningful early conversations. This ensures the ultimate quality of the place and that we protect what's special in a locality.

Listening to people



Ideas driven



Environmental champions

We care about the future. We think about how a place can attract investment, build value over time, and create a tangible legacy for landowner and community. Shaped to respond to the need for fairness and inclusion in society, our neighbourhoods are places that work for the long term.

Fair & inclusive



We see potential where others don't. We're ambitious for our partners and the people we create neighbourhoods for. Our experience makes us comfortable being the first to invest in social and physical infrastructure to realise that potential.



We're passionate about climate action. The need to deliver high-quality, affordable homes doesn't have to be at the expense of the environment. We set standards for all involved from reducing carbon, to designing green infrastructure that promotes health and wellbeing.



Where we work

Our focus is on areas of high economic growth, where our approach is most suited to helping meet the acute need for higher-quality housing and places at pace.

The growth of our portfolio is testament to our expertise in master development. We are currently bringing forward over 18,000 homes on large-scale strategic sites across the south of England.



Our projects

This map shows a selection of our most significant developments.

Salt Cross, West Oxfordshire

2,200 homes as part of a sustainable new garden village.

[click to view](#) →

Trumpington Meadows, Cambridge

Home to 1,200 households bordering a wildlife reserve.

[click to view](#) →

Cambridge

North Uttlesford Garden Community, Essex

5,000 homes in a 21st century garden community.

Chelmsford

Hammonds Farm, Chelmsford

A new model for development, designing 5,000 homes around community value and social mobility.

Oxford

Barton Park, Oxford

A health-orientated urban extension providing 885 homes.

[click to view](#) →

Hailsham, East Sussex

Landscape-led proposals for up to 2,500 homes – looking to the future of how we live and work.

Brighton

Reading

Milton Keynes



Our legacy –
places we're shaping

Barton Park

Barton Park in Oxford has set a new benchmark for outstanding housing design delivered at scale.

The project includes 885 homes, of which 40% are for social rent, alongside major new community assets – from a new primary school and sports pavilion, to allotments and a ten-acre park. These hubs are designed to support the coming together of new residents with the existing neighbourhood of Barton.

Barton Park has been a demonstrator site for the NHS Healthy New Towns programme, showing how better places can support healthier living and address long-standing health inequalities in this area. As well as a masterplan to support outdoor exercise, walking and cycling, we have worked closely with NHS teams and the council to look at how services are delivered.

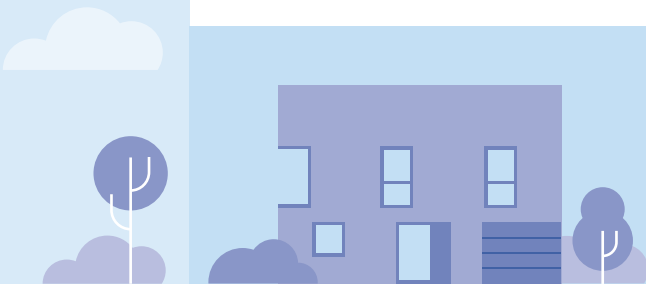
Working in a partnership with Oxford City Council, we delivered and funded the site-wide infrastructure that has allowed development to take place quickly – with multiple housebuilders on site building in line with a coherent design code.



With Oxford City Council, we're **driving investment and delivering affordable homes** in one of the UK's least affordable cities.



Creating a positive legacy for local communities with **better access to health services and sports facilities.**



Trumpington Meadows

Trumpington Meadows in Cambridge is an exemplar for what can be achieved when the natural environment is put at the heart of plans for new communities.

It has set a blueprint for delivering biodiversity gains and supporting the environment in an area of high economic growth with an acute need for housing.

Delivered in partnership with the Universities Superannuation Scheme with Grosvenor as master developer, Trumpington Meadows sits on a former agricultural research site on the city's southern fringe.

The high standards set by our site-wide design code have guided the award-winning architecture of 1,200 apartments and townhouses. Taking its cue from the neighbouring existing village of Trumpington, the development offers a range of homes which meet the city's expanding needs.

The new community is renowned for its 148-acre country park which we shaped with the Wildlife Trust. Now under the management of the Trust, the meadows make up 80% of the site and have secured the long term future of local wildlife habitats, alongside highly valued green space.



A model for future development in one of the UK's **fastest growing city economies**.



Delivering a **visionary development** where people and the natural environment can both thrive.

Salt Cross

Adapting garden village principles for the 21st century, Salt Cross in West Oxfordshire will be a model for sustainable developments of the future.

On behalf of local landowners we are establishing a neighbourhood that will grow and strengthen over time – with 2,200 new homes, schools and a business park. Salt Cross is one of 14 garden villages endorsed by the Government in 2017 to help meet housing need.

Plans follow our commitment to addressing the climate emergency. The new homes will be designed in line with the proposed Future Homes Standard, with low carbon technologies. They will be gas-free in anticipation of the UK's future energy mix.

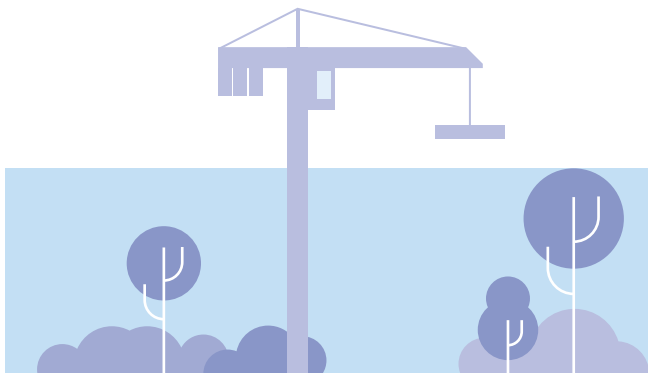
40% of the land will remain undeveloped, with new woodland planted to improve natural habitats and capture carbon.

Our planning journey at Salt Cross has provided an opportunity to shape our pledges on community engagement. Working through a series of events, study tours of other award-winning developments and a two-day interactive workshop, we have designed the masterplan together with local communities.



A garden village with **sustainable growth** at its heart.

Working with local communities to shape the future of their area.



Places that create a positive legacy for communities and the environment.

strategic.land@grosvenor.com



GROSVENOR