

Northern Design Awards 2018



**A submission for Best Residential Build
award for Green Hills Blackburn
by Kingswood Homes**

Green Hills is a new community of homes inspired by traditional Pennine Lancashire farmstead barns, set around two new interlinking village greens, with views across rolling countryside.

LOCATION:

Feniscowles, Blackburn, Lancashire, high on the hillside overlooking Feniscowles, Blackburn and beyond.

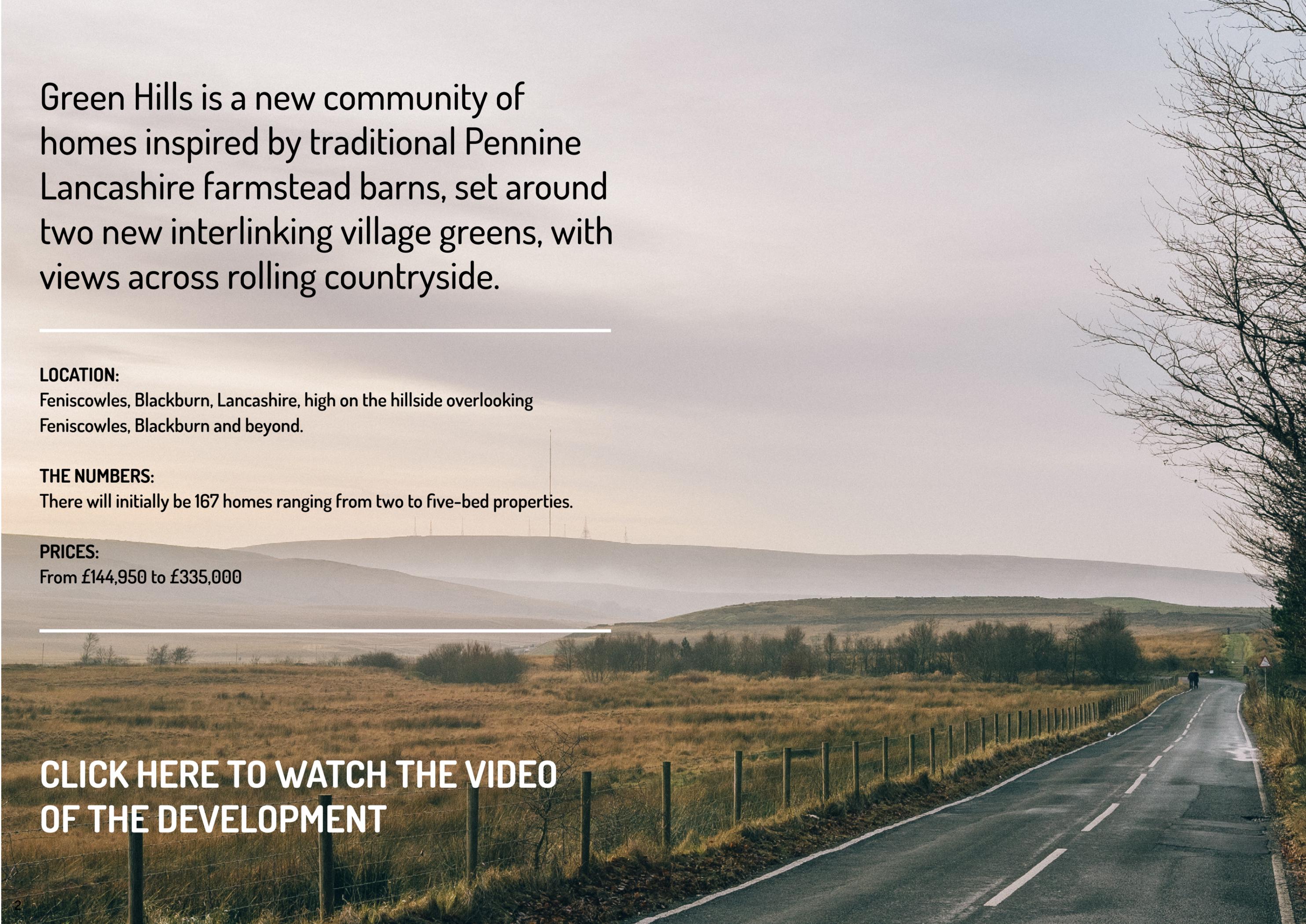
THE NUMBERS:

There will initially be 167 homes ranging from two to five-bed properties.

PRICES:

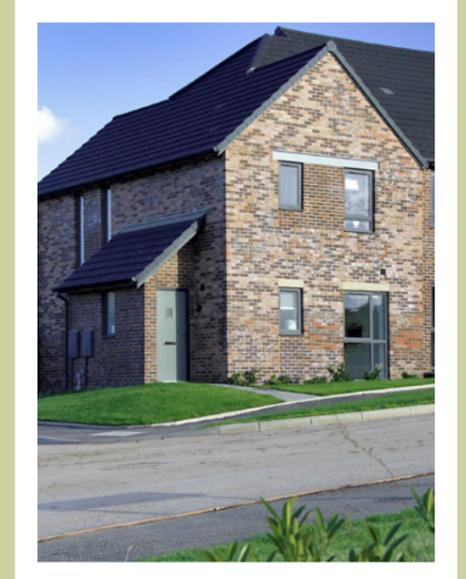
From £144,950 to £335,000

**CLICK HERE TO WATCH THE VIDEO
OF THE DEVELOPMENT**



Key facts

- The design of Green Hills has been led by Gerardine and Wayne Hemingway of HemingwayDesign. Following the huge success of their first housing development – Staiths South Bank – in the North East, Green Hills sees the husband and wife team return to their native East Lancashire where they were brought up and based the manufacturing of the iconic fashion label that they established, Red or Dead.
- Once again, the Hemingways have teamed up with architects IDPartnership to create something truly special.
- There are **no fewer than 41 bespoke housetypes in the first phase alone with 61 unique properties designed specifically for this site.** This is as far from off-the-shelf volume housebuilding as you are ever likely to see.
- The development will incorporate **two new village greens** designed for the local community’s recreational use. Provision has also been made for a community hub and primary school.
- This is the first high quality , design led development in a generation and the homes will include Kingswood’s trademark of larger living spaces and higher specification as standard, compared to competitor developers building to this scale.
- Designed to fit seamlessly into the rolling countryside, the materiality of the development is intend to respect and celebrate its unique location, whilst at the same time utilising modern functionality.
- **The scheme was named “Best Large Development in the North West 2018”** at the Insider Residential Property Awards and has also been a finalist in the North West Property Awards 2018. From being crowned the best development in its region, the delivery team believe this scheme is worthy of winning the Northern Design Award.





“Green Hills is an antidote to what is normally delivered by the large housebuilders”
- Wayne Hemingway

Setting the scene:

Due in equal measures to the characteristics of the rugged semi-rural location; the vision of the designers to create a wholly bespoke, designed-for-purpose product and an SME developer willing to take risks and embrace the challenges of bringing such unique design in a challenging location to fruition, whilst ensuring affordability for the local community, the scheme soon became one of the most talked-about and highly anticipated residential developments in the UK during its planning process and subsequent build progress.

Design Principles and Objectives

The design principles for the proposals have been developed following a rigorous site appraisal, review of relevant policy guidance and a landscape led approach and design ethos which underpins the masterplan. The design team assembled by Kingswood have considered in detail the site and the wider area in particular the upland West Pennine Character of the site and surrounding villages to create a rural vernacular and layout that responds to this context.

The main design objectives for the site can be summarised as follows:

1. The creation of an attractive residential neighbourhood within an upland Pennine landscape setting
2. Utilise existing landscape features within the site in particular the Witton Weavers Way PROW
3. Creation of an ecological buffer between the proposed housing and Cockridge Wood
4. Utilise the site's topography to incorporate SuDS and arrange development cells which take advantage of longer distance views



Key design principles

1. Protecting sustainable routeways

The intention is to protect and enhance existing pedestrian movement patterns and incorporate sustainable routes. The Witton Weavers Way will be integrated into the site and the aim is to ensure a landscape led framework which will nurture existing wildlife and protect and safeguard wildlife routeways.

2. Providing optimum outdoor space, and social sustainability

Green Hills includes a generous amount of open space to facilitate outdoor leisure and recreation opportunities, safeguarding the health and fitness of residents. The landscape framework within which the housing will be set will be capable of accommodating green routes.

3. Feathering the edge of development

The development has two village green spaces with the heart of the site. A substantial landscape area will buffer the edge of the development between the existing properties on Livesey Branch Road and provide opportunities for a linear green space with routes through.

4. Ensuring the development can enhance biodiversity

Ensuring landscape buffer around the edge and introducing green routes and a landscape / drainage framework will deliver a broad range of habitats and diverse opportunities for wildlife to populate and inhabit these spaces.

5. Designing for a diverse community

The design has take into account the needs of a racially diverse town by considering layouts that follow religious needs .





“Design is only as good as those delivering the project.” – Wayne Hemingway

At the time Green Hills was launched, full-page features in a number of national newspapers, including The Sunday Times and Daily Express followed, describing the dream team combination of a hugely engaged landowner with centuries old links to the location and the wider town – the Feilden family – who care deeply and wanted to leave a genuine legacy for Blackburn, the design team of HemingwayDesign and IDPartnership who for two decades have rallied against identikit mass housing, the supportive Blackburn with Darwen Council which shared the partners’ ambitions and vision, and Kingswood Homes, described by Wayne Hemingway as a small locally based developer who cares about “place” and the community they operate in.

The Green Hills partnership set out with one single intention in mind – to deliver a new housing scheme that will be a genuine asset to Blackburn; not simply a new supply of much needed family accommodation for local people, but a development that will leave a genuine positive legacy for this town for many years to come.

This proposition is supported by the fact the landowners were willing not to take the highest bid tabled for the land, but preferred a proposal that would deliver something truly unique; an antidote to ‘same old, same old’; a development which generated the interest and enthusiasm of the local population as a whole, and not just those seeking new homes. The designs are authentic. Not a rustic pastiche replicated the whole country over, but a sympathetic nod to the traditionally crafted dwellings that populated the Pennine hills in years gone by, coupled with a contemporary style that suits modern living.

Above all, the scheme has shown that design and attention to detail does not have to be sacrificed in the delivery of large scale new housing and, when delivered with love, care and attention, a development can be a hugely popular and worthy addition to which the town can be proud of.

The success of Green Hills should be the benchmark to which all developers aspire. Bespoke design befitting the location can help give and maintain every village, town and city’s own identity. Kingswood Homes has proved this is deliverable and deserves, through Green Hills, to be recognised for this leap of faith.



“Great design doesn’t need to be unaffordable” – Paul Jones, Kingswood Homes

Beautifully designed and generously appointed new homes offering attention to detail and real choice of layouts, materials and fittings in a truly inspirational environment.

The layouts of the homes embrace landscaped courtyards which in turn make use of the site’s green open spaces. The house type range is designed to enable residents to enjoy the great outdoors from innovative and functional living spaces that embrace the site’s wild and rugged moorland setting.

To see all floor plans, please visit:

www.greenhillsblackburn.co.uk





Inspired by Lancashire farmstead barns

The designers considered how groups of rural buildings tend to work together and looked at different farmstead plan types for inspiration. Taking the characteristic of a loose grouping of buildings around a yard as a robust form, the homes also incorporate a dominant primary building element with a secondary offshoot, to reflect the essence of a rural building being extended over time.

Responding to context

The homes at Green Hills have been laid out to be reflective of typical West Pennine farmsteads, for example using a mix of detached buildings with gardens arranged around a yard reminiscent of a grouping of agricultural barn like buildings.

Contemporary take on upland life

To reflect rural life in modern homes, the designers introduced key elements including oversized chimney details, enabling the inclusion of flues for log burners, offset windows with a variety of aperture sizes, robust porch detail and a variety in ridge line height with secondary building elements

Character areas:

VILLAGE GREENS

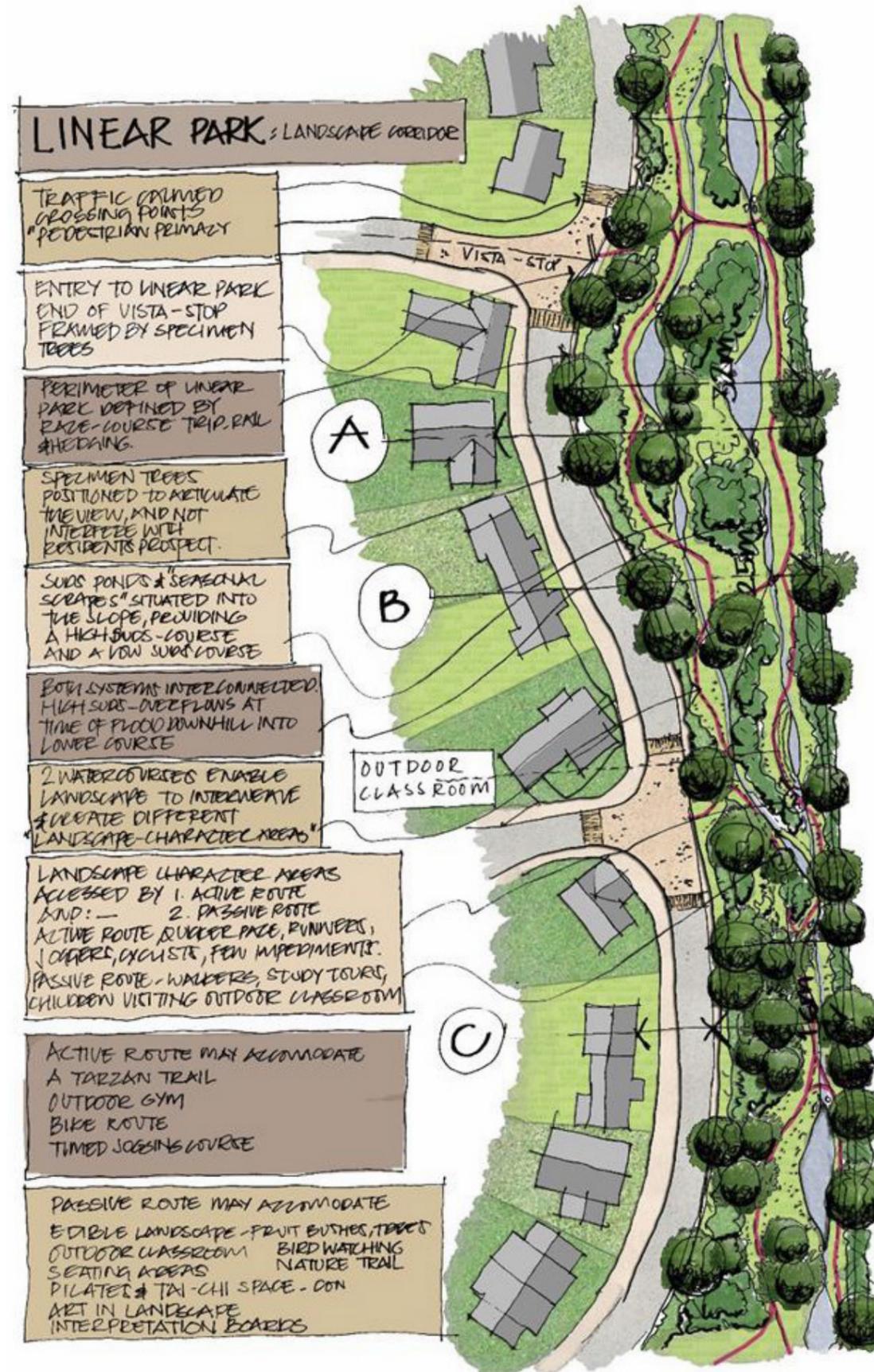
The large village green is the main focal point of the Green Hills development. A larger green sits at a slightly higher level than a smaller green next to the site entrance. The historic Witton Weavers Way runs alongside the village green, which is a space to encourage the new community to enjoy traditional village events, games and pastimes.

WITTON COURT

Witton Court is a collection of housing which sits overlooking the village greens with car parking arranged at the side or rear of the homes, to support the ethos of removing cars from the front of dwellings to support a more authentic rural/village appearance to the streets

GREEN BUFFERS

A linear park runs along the northern edge of the site to accommodate SuDS detention basins and landscaping to ensure an attractive outlook for properties that front onto the existing main highway. The linear park will include spaces for outdoor education, exercise, play and relaxation.



Significant changes in levels across the site

Green Hills takes its name from the unique location and the breath-taking views. To the south of the site, the land rises to the West Pennine Moors, a recreational landscape characterised by open moorland. This means the development site levels certainly presented a challenge, which was turned into an opportunity by developing some innovative split level housing

Higher specification as standard

Kingswood Homes has a reputation for delivering higher specifications and larger living spaces than other developers. At Green Hills, the interior layouts have been designed to enable residents to enjoy the great outdoors, with spacious receptions halls and utility rooms – perfect for kicking off those muddy boots. Generous open plan living areas are reminiscent of the Lancashire barns from which the homes take their inspiration. Standard specifications include wet room tiling, floor coverings (carpets and tiles), fully fitted kitchens, turfed gardens, patio areas and high quality white goods.

Sustainability

Green Hills has been designed to touch the ground lightly and utilise ‘whole earth’ principles. Generous green corridors accommodate the Sustainable Urban Drainage System with natural stream beds and swales at the bottom of the hill. The development also seamlessly integrates into existing roads ensuring residents have all the benefits of town life but in a rural setting.



Why should Green Hills be awarded Best Residential Build?

Thoughts of the partners:

WAYNE HEMINGWAY - HEMINGWAYDESIGN:

“Green Hills is an antidote to what is normally delivered by the large housebuilders. The scheme has been designed with complete and utter care and consideration for how people live and how land is used. Working with Kingswood Homes and using local skills means the development is an exercise in love. We considered the diversity of people within Blackburn and ultimately created a development that, whilst being design-led, isn't restrictive in any way.

“The final proof that Green Hills is at the early stages of being a very special project is on a piece of land adjacent to the site, where an estate of identical, bog-standard homes are being delivered and being sold at just about the same price as Green Hills. Clearly this estate doesn't have the same “love” being afforded it and is not doing justice to the locale, the views, or the town it is located in.

“Green Hills demonstrates even more the value that beauty, intelligent planning, beautifully conceived green spaces, a social conscience, the realism of what good design can do for quality of life and how important leaving a legacy is to placemaking. In my opinion, this is the first well designed housing development in Blackburn in a generation.”

PAUL JONES - MANAGING DIRECTOR, KINGSWOOD HOMES:

“From a developer's point of view, what we have done here is really about ripping up the rule book. We have committed to a highly complex build programme featuring a staggering number of bespoke homes designed especially for this site. The result - a truly game changing development that can't or won't be replicated anywhere in the UK. This is about proving that design-led developments can be affordable and deliverable and that new home building doesn't have to be so formulaic. Ultimately, we have given Blackburn its own piece of individuality that the town and the community will be proud of for many years to come.”



JANE MASSEY - IDPARTNERSHIP:

“Green Hills is a fresh approach to more rural living, in a landscaped setting. The character areas help reinforce a sense of place and the development overall has achieved its objective of delivering contemporary housetypes which respond to 21st Century life style but maintaining historic context references.”

NEW GREEN HILLS RESIDENT:

“I was immediately sold on the Green Hills development as it is so far from the standard housebuilder product. It is a totally unique development in terms of the housetypes, the layout and the landscape which really appealed to me. Also, the size of the properties here means you get so much more for your money compared to the other developers in the area. The quality of the finish is excellent, too; it ticked every box for me. Kingswood has also been excellent to deal with, keeping us informed every step of the way.”

The show homes

The first two show homes at Green Hills opened earlier in 2018 and created a huge amount of interest, being visited and covered by national press and regional TV news. Indeed, the BBC sent a film crew down to film in the new show home and interview new residents and the delivery team.

The subsequent film shown on BBC1 highlighted how this development is so different from ordinary volume housebuilding and what the positive impact is on the local area.

Another interesting aspect of the show home launch was the fact it enabled the 'next generation' of the Hemingway family to showcase their design flair. Daughter Tilly Hemingway designed the show home interior in her own, inimitable style which has been extremely well received. A selection of show home interior photographs follows:



Key partners involved:

DEVELOPER:

Kingswood Homes,
Bridge Court, 8 Liverpool Road, Preston PR4 5JT
www.kingswoodhomes.uk.com
www.greenhillsblackburn.co.uk

DESIGNER:

Hemingway Design,
15 Wembley Park Drive, Wembley, London, HA9 8HD
www.hemingwaydesign.co.uk

ARCHITECT:

IDPartnership,
St Jude's, Barker Street, Shieldfield, Newcastle-upon-Tyne, NE2 1AS
www.idpartnership.com