

evansjones Case Study

# **Planning Strategy**

Gloucestershire County Council

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### Cheltenham (HQ)

- Call us on 01242 522822
- cheltenham@evansjones.co.uk

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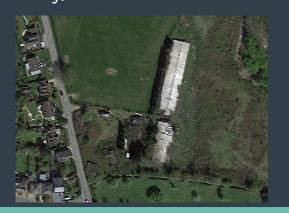
- Call us on 0118 322 4646
- thamesvalley@evansjones.co.uk



Evans Jones was appointed by Gloucestershire County Council to advise on the planning consultant strategy to make the best economic use of land within Avening, a site located within the Council's Cotswold District administrative area.

## **Challenges:**

Evans Jones recommended that an affordable housing scheme pursued with the proportion of open market housing comprising a 55% affordable mix of circa housing and 45% open market housing (rural exception - cross subsidy).



**Service**: Planning strategy

Location: Avening, Gloucestershire





The development scheme assisted in meeting a serious shortfall in affordable housing in the area whilst providing much needed new open market housing with the to comply Government's objective to significantly increase housing delivery.

## **Results:**

Evans Jones engaged with the local parish council and guided the scheme through to formal submission.

