



Friday Bridge

A Proposal For A New
Sustainable Neighbourhood

with environmental and economic benefits

 PROSPERITY HOMES

Introduction

A Bright New Future For Friday Bridge

Prosperity Homes would like to share early information about a proposed development at Friday Bridge. We are keen to work with the Council and the local community to deliver an attractive extension to the village, designed to be in-keeping with the village's rural character and density.

The development is designed to help sustain Friday Bridge's local economy and provide enough homes for those who need them.

Placing Community & Green Space At The Heart Of Our Design

The site lies behind the play area and can be accessed from West Drive and Flint Way. It proposes to expand the existing play area to deliver a more beneficial resource for the local community, as well as providing a linear park to the east and south-east for all to access and enjoy.





Introduction

Affordable, Future-Proofed Homes

Our sister company, Prosperity Vita, would deliver the affordable homes as part of this development. Dedicated to helping reduce the massive undersupply of social housing across the UK.



Meeting Local Community Needs

The National Housing Crisis is real and Vita Prosperity, along with many other housing organisations, are working towards one central focus – for everybody in the UK to have a safe, affordable home that is warm and comfortable.

We are preparing an outline planning application for 143 homes and welcome your feedback on the emerging proposals.

Key Considerations & Key Opportunities

A Landscape Strategy Designed to Enhance The Local Environment

These proposals set out a vision for a high-quality, landscape-led residential development at Friday Bridge. Informed by early discussions with Fenland District Council, the scheme would deliver much-needed new homes, including affordable housing, alongside new green spaces, biodiversity enhancements, sustainable drainage features and improved pedestrian connections.

We welcome your feedback as we continue to develop the proposals and prepare an outline planning application.

Key Considerations And Principles

- Respond positively to the pre-application advice received from the Local Planning Authority.
- Comply with the emerging Fenland Local Plan by delivering high-quality design, green infrastructure, and mitigation measures to protect local character.
- Support the infill development of existing agricultural land along the settlement's eastern boundary.
- Provide low- to medium-density housing to complement the surrounding context, including much-needed affordable homes to contribute to the housing needs of the District.
- Commit to a landscape-led design, incorporating new tree planting, open spaces, and viewing corridors that respect and enhance existing village landmarks.
- Maintain key views of the Grade II listed water tower and church.





Key Considerations & Key Opportunities

Key Opportunities

- Expand green space linked to the existing play area.
- Integrate Sustainable Drainage Systems (SuDS) into the landscape/green space along the eastern boundary to provide multifunctional benefits.
- Create high-quality open space, children's play areas, and biodiversity corridors to enhance local amenity.
- Enhance pedestrian connectivity within the site and to the wider village.

Development Context

Why are new homes needed?

- The Government is committed to delivering 370,000 new homes per year over the current parliament; it is already significantly in arrears with only 208,600 delivered in 2024/25.
- Fenland District Council's Local Plan, including the emerging Fenland 50, sets the framework for development, housing, infrastructure and land use in the district up to 2050.
- New homes will need to be built across the District, helping young people stay in the area, families to grow and to provide homes for downsizing and retirement.
- This development is designed to assist to support all of those with a range of properties that will help to sustain Friday Bridge's local economy.
- 25% of this development will be affordable homes of a range of tenures including social rented and affordable shared-ownership opportunities, for which there is a strong demand in Friday Bridge.

Key Considerations & Key Opportunities

Development Context

Preparing an outline application

- A number of technical studies will form part of the application - these will assess what investment into infrastructure and mitigation is needed to accommodate the development.
- We are sharing our early ideas for the site today and welcome your feedback as we prepare the outline submission. Once you have reviewed the information you can provide feedback at this link.

View Questionnaire

<https://wck5ilzvstm.typeform.com/to/pAb5tlso>

- The Council will also organise formal consultation once the planning application is submitted, providing a further opportunity to comment.

Water management, drainage and utilities

- The site is within Flood Zone 1 with a low risk of surface water flooding.
- Sustainable Drainage Systems including water features, such as ponds, will attenuate of surface water run-off and provide enhanced ecological benefits.
- We continue to work closely with the local water authority (Anglian Water) regarding the design of foul sewerage and potable water, and any reinforcements that need to be carried out to support the new homes would be delivered as required. A strategy would be agreed, particularly in terms of surrounding drains.
- The Utility Assessment within the application will evidence deliverability of electricity, potable water, high speed broadband, telephone and foul water connections.





Sustainability

A Sustainable Infrastructure Built Around Energy-Efficient Homes

Minimising Environmental Impact

This strategy will be submitted with the outline application. It will set out intended standards and measures that will be integrated into the development to facilitate the transition to a low carbon economy.

Sustainability And Energy

- The development will meet high standards of energy efficiency resulting in lower bills for future residents through the integration of sustainable design and construction principles. This will minimise energy and water use, reduce waste generation and pollution, and promote sustainable transport.
- Homes continue to improve in terms of fabric insulation and air tightness, along with other initiatives to minimise energy consumption and associated bills. A passive design and a fabric first approach will reduce the energy needed to heat homes. They will be all-electric with no fossil fuel use.
- Onsite generation of clean, renewable energy will be provided through rooftop solar panels, which will also help to reduce energy bills.
- It will also be a healthy, accessible community with sustainable travel opportunities to reduce car use and encourage public transport, walking and cycling.
- At Wisbech for example, our development offers residents zero energy bills – this bill free living is guaranteed for the first 10 years and is delivered by our partner, Octopus Energy. It includes Air Source Heat Source pumps, solar panels and battery storage.

Sustainability

Green Infrastructure, Landscape, Ecology And Biodiversity

- A Green Infrastructure strategy and Landscape and Visual Impact Assessment will form part of the forthcoming planning application.
- The proposals are landscape-led, respecting existing trees and hedgerows, with new planting to enhance landscape buffers.
- A characterful development, it is designed to reflect the rural edge.
- Multifunctional green space to permeate the site incorporating footpaths and cycleways allowing wider access to the area.
- The landscape planting will also provide buffers to the more sensitive areas around the site, allowing wildlife and biodiversity to thrive.
- Careful height, orientation and a minimum 20 metre back-to-back separation to maintain privacy for new and existing residents. We are proposing landscape planting at the ends of gardens to provide a green buffer as well. This option was selected as it is more secure than having a footpath or park - we welcome your views if you live adjacent to the site.
- Public open spaces will be provided, and consideration has been given to the position of this to retain some of the openness and ease of access for local residents. We are proposing to extend and enhance existing public open space on West Drive and/or providing onsite play space. We welcome your views – would you like to see more kids play and equipment, a trim trail for all ages, habitat areas, places to sit, grassed parkland, wildlife meadows, or do you have other ideas?
- There will be environmental surveys which will include details of habitats and species and assess potential effect.
- There will also be a Biodiversity Net Gain Assessment which will set out how the development can achieve a minimum of a 10% net gain of biodiversity through the proposals, supported by a management and maintenance strategy.



Design & Location

Designing For People And Nature

- A Design and Access Statement (DAS) will set out design principles and illustrative masterplan proposals as part of the forthcoming outline planning application.
- The development is designed to ensure it is visually well-contained within existing woodland and planting.
- It will consolidate and enhance green space and habitat opportunities, alongside the delivery of new homes.
- It provides a mix of green space for leisure, landscape, biodiversity, water and drainage, walking and cycling routes connecting into the local area, and open and recreation space for health and well-being.
- An attractive extension to the village, it is designed with local character in mind.

Key features include:

- Green space extension to offset rural view loss; green buffer created to soften boundary edges and provide amenity. Appropriate landscaping to soften transition between developed areas of Friday Bridge and the rural landscape beyond, providing accessible green space for residents.
- Green walking route created around the perimeter of the site, connecting to Church Road and landscape.
- Extend and enhance existing play area.
- Key views retained to the Water Tower, St Mark's spire and open green space.
- Three attenuation ponds to manage drainage and create attractive habitat areas.
- Use open space and street alignment to frame landmarks.
- Bungalows at the south-west corner.
- Village-style terrace cottages facing the public green space and spine road to enhance the streetscape and provide passive surveillance.
- Orientate dwellings to create a filtered, varied profile.
- Provide landscape buffers and open space for privacy and outlook.
- Minimise off-street parking and enhance street view and safer environment and incorporate planting at frontage to soften.





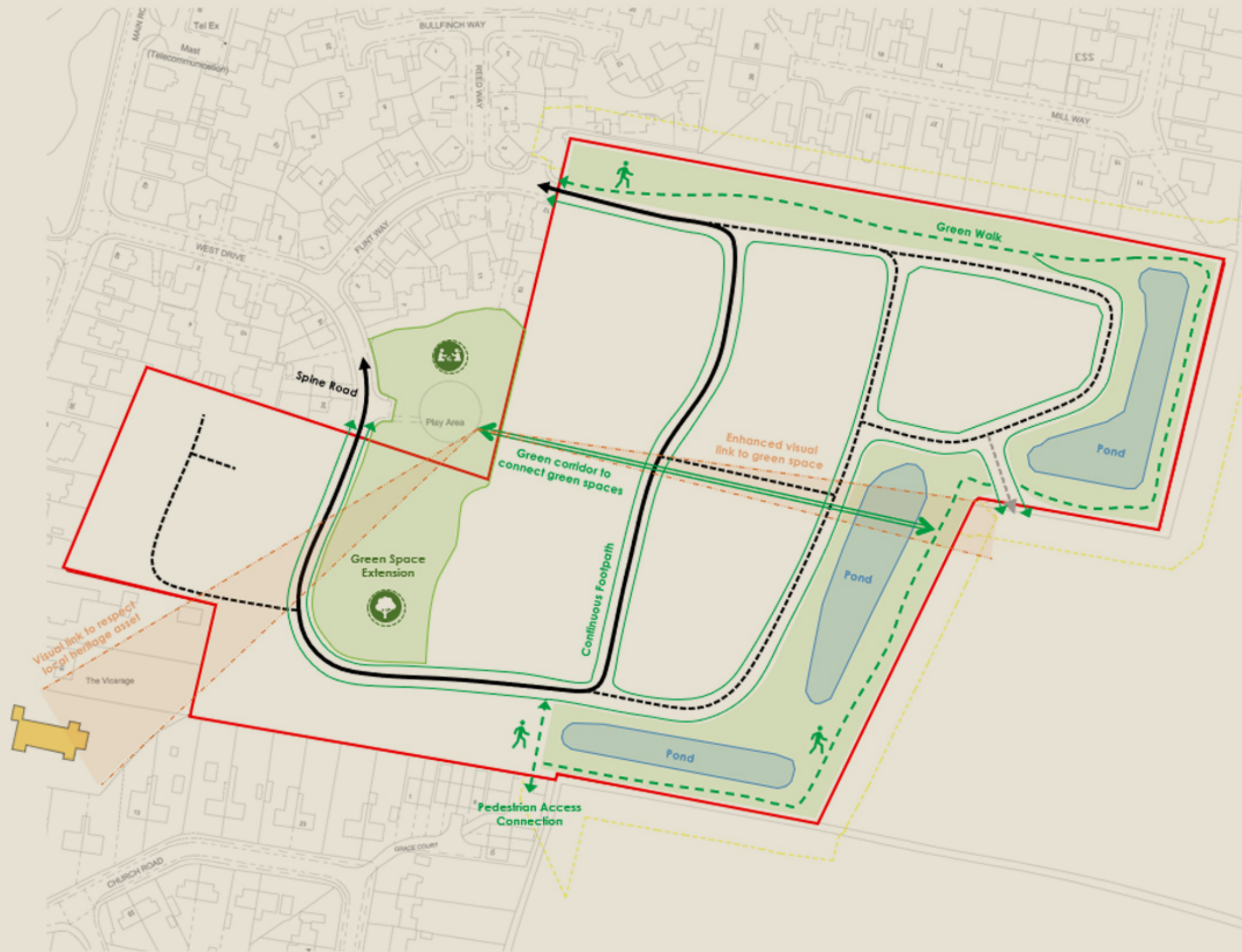
Friday Bridge

Site Design Principles

- Organic road network with clear hierarchy
- Green space extension
- Enhanced pedestrian link

Key

- Spine Road
- - - Secondary Vehicular Access
- - - Access Point to Future Development
- Pedestrian Footpath
- - - Green Walk
- Green Corridor
- Public Green Space/Play Area
- Neighbouring Heritage Building
- Views to Green Space





Design & Location

Transport & Access

A Transport Assessment will be submitted with the planning application providing highways and transport details in respect of the development, including accessibility and the highway impact.

A Travel Plan will also be submitted detailing how the highways and transport effects of development will be mitigated through the provision of information and measures to encourage the use of walking, cycling and public transport.

Access

- Two points of vehicle access are proposed comprising continuation of West Drive and Flint Way. Footways within the development will integrate with those existing along West Drive and Flint Way.

Sustainable Travel

- The site is within reasonable walking distance of facilities such as a convenience store and post office and primary school. The central commercial area of Wisbech is also within cycling distance.
- The bus stops along Main Road provide access to Wisbech and March. The service stops in close proximity to March railway station and Morrisons supermarket in Wisbech.
- Each house will have the opportunity for secure bicycle storage and an EV charging point.
- The Transport Assessment will identify the residual impact of the development in highway and transport terms, and Cambridge County Council will identify any improvements to and investment into the local highway network.

Community Benefits

Addressing what the local area needs most

Space To Enjoy

As well as providing safe places to walk and cycle, there will be a variety of informal play space for a range of ages across the site. This will be naturalistic to complement the surrounding landscape. As well as protecting existing trees and hedgerows, there will be new planting.

There is an opportunity to improve existing open space in the local area, and/or provide new on site and we welcome your views. Ideas include the following and we would love to hear your views on what the local area needs most in terms of green spaces:

- **Recreation areas and children's play areas.**
- **Grassed parkland and meadows.**
- **Linear trail with pocket parks and seating.**
- **Walking/cycling connectivity.**
- **Habitat opportunities to support biodiversity.**





Community Benefits

Local Character

Designed to be in-keeping with the rural area, the site can comfortably accommodate 143 new homes, with appropriate mitigation and investment into local infrastructure to support the homes as needed.

It would provide a range of high-quality and energy-efficient homes that respond to local character. It would include a range of density and tenure, providing homes for first-time buyers, growing families, the elderly and those looking to downsize, as well as 25% of the properties providing a mix of affordable homes for local people.

It would be designed to help local people stay and invest in the area. We welcome your views on the types of homes most needed for a sustainable Friday Bridge.

View Questionnaire

<https://wck5ilzvstm.typeform.com/to/pAb5tlso>

Health And Wellbeing

We consult with both the NHS and Integrated Care Board (ICB) as part of the application process. The ICB is required to accommodate new patients, and the development provides investment as required to make this possible, it would be a decision for the ICB as to how to deliver this; either by expanding existing facilities or delivering a new healthcare centre.

Education

We will also engage with the education authority through the planning application process, and would invest in nursery, primary and secondary education provision as required to accommodate the children from the development.



Friday Bridge

llustrative Masterplan

Key

House Types		143	units
PDA-B-1- The Croft	1 Bed Maisonette	8	5.6%
PDA-B-2- The Croft	1 Bed Maisonette	24	16.8%
PDA-B-3 The Croft	1 Bed Maisonette	6	4.2%
PD1- The Acorn	2 Bed House	12	8.4%
PD3- The Acorn	2 Bed House	24	16.8%
PD5- The Ash	3 Bed House	26	18.2%
PD7- The Beech	3 Bed House	14	9.8%
PD11- The Sycamore	3 Bed House	18	12.6%
PD12- The Royal Oak	4 Bed House	5	3.5%
PD13- The Royal Oak	4 Bed House	2	1.4%
PD14- The Willow	2 Bed Bungalow	4	2.8%
Mix			
1 Bed Maisonette	38	27%	
2 Bed House	40	28%	
3 Bed House	58	41%	
4 Bed House	7	5%	





Friday Bridge Get Involved.

This consultation has been organised to show you how the development concept is progressing and the opportunities which could be delivered. We welcome your views at this stage, before our scheme is finalised and a planning applicationsubmitted.

Local residents know the area best – you are aware of the challenges, but also of the opportunity this proposal can provide in terms of good design and investment into green spaces all can use.

Please complete a questionnaire and provide your comments and any ideas you may have.

View Questionnaire

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