



 **evansjones** | Case Study

Planning Strategy

Gloucestershire County Council

To view more case studies visit: www.evansjones.co.uk/case-studies

Cheltenham (HQ)

☎ Call us on 01242 522822

✉ cheltenham@evansjones.co.uk

London

☎ Call us on 0207 129 7980

✉ london@evansjones.co.uk

Thames Valley

☎ Call us on 0118 322 4646

✉ thamesvalley@evansjones.co.uk



Project Overview:

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 Cotswold District Council's administrative area.

Challenges:

Evans Jones recommended that an affordable housing scheme is pursued with the proportion of open market housing comprising a mix of circa 55% affordable 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 to comply with the 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.