



Amlets Place Cranleigh, Surrey

Cala Homes (South Home Counties)

November 2023



Overview

Amlets Place in Cranleigh, Surrey, is a 136-home development situated on former agricultural land to the north of the village of Cranleigh in Surrey, surrounded by the hilly contours of the open countryside within this attractive part of Waverley.

This greenfield site had a varied planning history from previous years, gaining Outline consent for up to 125 homes in 2014. Cala Homes collaborated closely with Waverley Borough Council and Cranleigh Parish Council to understand their needs and bring this development to fruition. Following these productive discussions, it was agreed that Cala would incorporate a traditional design philosophy, as well as provide integrated orchards and allotments to be managed by Cranleigh Parish Council to maintain the areas rural character, alongside extensive green spaces.

A masterplan and phasing strategy were proposed to ensure the development's seamless integration into the community.

Cala's planning journey at Amlets Place was marked by effective co-operation with the Local Councils, leveraging Cala's expertise to accelerate negotiations and build a cohesive and traditional design approach.

The scheme delivered a range of two-, three-, and four-bedroom houses, one- and two-bedroom bungalows, and apartments with specific accessibility features, with 40% of these homes being affordable. Additionally, creation of both an orchard and allotments, together with the provision of c.5.7 hectares of significant public green space were incorporated within the proposals.

The scheme exemplifies Cala's approach to working with the community wherever possible and its committed to not just simply building houses, but creating a community and establishing a sense of place.



The opportunity

Cala identified an opportunity to deliver much-needed housing to provide an array of options for people wanting to move to or stay within the area. Cranleigh has a rich and proud agricultural history and Cala wanted to build upon this by creating a new chapter for the village and delivering a thriving new community.

The land was previously owned by Waverley Borough Council, and Cala worked collaboratively with the Borough Council and Cranleigh Parish Council to understand the needs of the area. The site presented an opportunity for Cala to strengthen its presence in Surrey while giving a new lease of life to a previously underused parcel of land.

Following extensive engagement with the local authorities and community, Cala presented its design approach, including an opportunity to enrich the countryside surroundings by incorporating significant green open spaces, orchards, and allotments, while also incorporating measures to mitigate flooding risk and the preservation of existing trees.





Our approach

One of the initial primary challenges was developing an in-depth understanding of the local character and culture – particularly considering the site’s rural location and agricultural history. To do this, Cala conducted extensive stakeholder and community engagement, including Waverley Borough Council, Cranleigh Parish Council, and local residents.

Cala’s engagement strategy was proactive and inclusive – the company initiated a site visit for Cranleigh Parish Council, stakeholders, and neighbouring residents, establishing open lines of communication. This approach led to valuable insights, such as the retention of trees and flood mitigation measures.

This approach built trust with the local authorities and community, paving the way for accelerated negotiations with Waverley Borough Council to purchase the site, secure planning permission, and commence construction in quick succession in the Summer of 2017.

Cala’s subsequent design approach was sympathetic to the existing environment, utilising local materials including Thakeham red bricks and local clay tiles, chimneys, and traditional tiling, following on from the feedback from the Council regarding the importance of maintaining local character.

Amlets Place incorporates a range of measures to minimise environmental impact, including features like double-glazed uPVC windows, dual flush mechanism toilets, extensive low-energy lighting to reduce energy consumption, and electric vehicle charging points.

Additional biodiversity measures were also included, including new hedgerow planting on the boundaries, native tree and shrub planting and areas of wildflower to increase the botanical diversity of the grassland onsite.





Where are we now?

The first residents moved in late 2017, and the development completed in its entirety at Amlets Place in March 2021. In a saturated market of Cranleigh and surrounding villages, the two phases sold consistently well over the sales period, which was a testament to the build quality and design standards. The development was especially popular with downsizers and those that wished for a move to a village from larger nearby towns.

The scheme won the 'Surrey's Most Prestigious Development' prize at the Surrey Property Awards 2018. CALA also collected the Silver award for 'Best Large Housebuilder' at the WhatHouse? Awards.

In October 2021, Cala handed over the 28 allotments to Cranleigh Parish Council, of which 22 were let to Amlets Place residents and 6 to residents elsewhere in Cranleigh, much to the delight of Amlets Place residents as it has helped them integrate with the rest

of the village. The allotments and orchards have matured, and are a key part of the local community, with the allotment at capacity and well managed by the Parish Council.

The success of Amlets Place has been used as a springboard for Cala strengthening its presence in this part of Surrey. Cala has since secured planning permission for 182 homes at Ockford Park, Godalming, in 2019 and submitted an application for 110 homes in Hindhead in 2023.

Cala continues to work proactively with Waverley Borough Council at every opportunity.





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