Donnington Wood Way, Telford

Client Lovell
Cost Circa £45m
Sector Affordable Housing / Extra Care
Services Architecture 0-4 / Masterplanning /Landscape / 3D Visualisation
Status Complete

We provided architectural services for RIBA Stages 0–4 and landscape architecture services. In partnership with Lovell, Nuplace, Telford & Wrekin Council, and Wrekin Housing Group, we designed 329 homes for open market sale, private rent, and affordable rent. The development comprises 233 homes, a 76-bedroom care home with a community hub, and 20 supported living homes. The project also included masterplanning, consideration of adjacent neighbourhoods, landscaping, and the production of 3D visualisations.

To ensure successful delivery and planning approval, we liaised with multiple stakeholders, holding two pre-application meetings with planners. Situated next to a traveller site, we created a presentation video to demonstrate the proposed project and designs to residents. Additionally, we worked closely with all three client organisations: Lovell, Wrekin Housing Group, and Nuplace.Our aim was to ensure effective integration with the neighbouring communities. We developed a diverse housing mix to maximise community interaction and mutual support, including an affordable extra care facility with accommodation for residents with dementia, allowing them to live as independently as possible.

To complement this, we designed a central park space with high-quality play facilities, an orchard, and several other open spaces that contribute to the character of the development and help it blend with its natural surroundings. To further encourage social interaction, the community hub features a semi-public area that provides a welcoming entrance and spill-out space for commercial units, as well as a residents' square and two secure courtyards with water features and planting. This sustainable development meets Future Homes Standards, including PV panels and electric car charging points, helping to reduce tenants' fuel bills and the scheme's carbon footprint. The project also achieved a 15% Biodiversity Net Gain onsite.

Shortlisted for the Best Regeneration of the Year category at the Insider Media Residential Awards.

Client Testimonial – Wild Walk

"Management of the whole process from initial designs through to planning approval was seamless and efficient. Great vision and demonstrable expertise."
-Jane Kind, Wrekin Housing Group