

North End Works

Ashton Keynes

Wiltshire



A Proposal for Change

North South Land Limited

June 2026

origin₃



Figure 001: Aerial photograph (Dated 2025)



North End Works

Ashton Keynes

Wiltshire

Holcim UK (formerly known as Aggregate Industries UK Ltd) currently operate an aggregate processing, concrete product manufacturing and sales distribution business from the North End Works site at Ashton Road, Ashton Keynes, SN6 6QP.

The use of the site by Holcim UK will cease by the end of June 2026, with a plan to vacate the site by mid-2027.



Figure 002: Aerial photograph (Dated 2025)

Holcim Statement

"Holcim UK are in the process of restructuring part of their Concrete Products business in order to provide greater efficiency and to support future growth.

This involves some site rationalisation alongside investment at other sites. Ultimately, they plan to be able to manufacture and sell an extended range of building and landscaping products.

One of the sites that will close as part of this process is North End (Ashton Keynes) where it is currently proposed production would cease by the end of June 2026. The site has been sold to a new owner and leased back in the short term."

The site is now owned by North South Land Limited (NSLL).

NSLL have now embarked on the process of securing planning permission for alternative uses on the site following the closure of the Holcim works.

This involves the detailed assessment of the site and its surrounding environment through various technical studies and engagement with key stakeholders, in order to better understand the redevelopment options for this significant, previously developed site within the Cotswolds Lakes.



- The North End Works Site - 1.
- Whitefriars Sailing Club - 2.
- Cotswold Lake 26 - 3.
- Cotswold Lake 62 - 4.
- Ashton Road (B4696) - 5.
- Ashton Keynes - 6.
- Hoburne Cotswold Holiday Park - 7.
- South Cerney - 8.
- Spine Road (B4656) - 9.
- Cotswold Lake 27 - 10





Background Information

North South Land Limited

The site is now owned by North South Land Limited (NSLL) following its sale by Holcim.

It is the intention that NSLL will, over the course of 2027, undertake the managed demolition and remediation of the existing site.

NSLL intend to submit an outline planning application for the redevelopment of the site to Wiltshire Council at the end of 2026/early 2027.

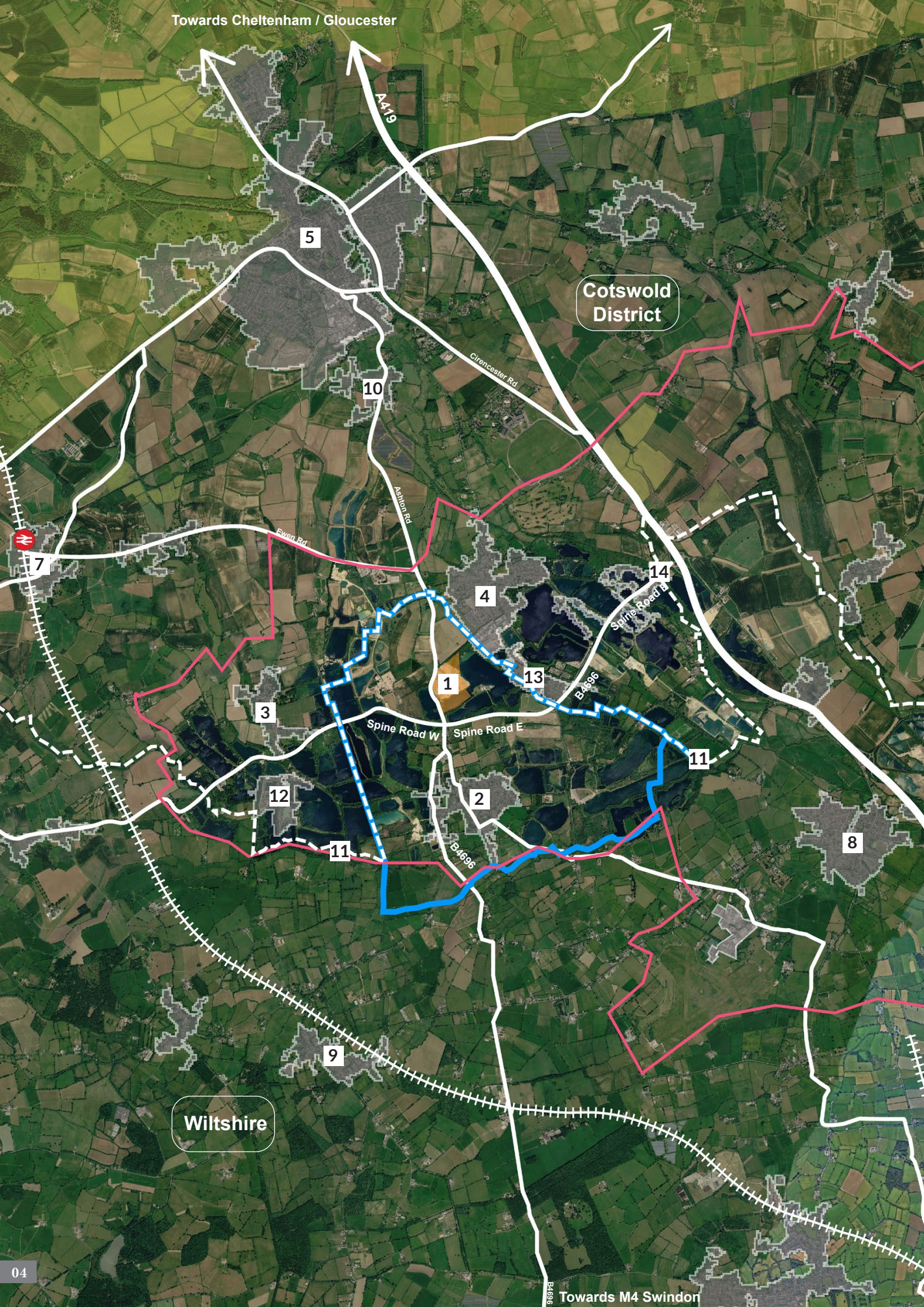
Origin3

Origin3 are representing NSLL in respect of planning and design services and the coordination and submission of the planning application.

Origin3 are leading a team of consultants who are assessing the site and advising on key technical matters such as ground conditions, hydrology and ecology in particular; and are beginning discussions about the site's reclamation and future uses with key Stakeholders.

The next stages are to develop a more detailed option for the site's re-use, which will then form the basis of a public consultation with local groups and organisations and members of the public to seek their views and comments on the emerging proposals.

Towards Cheltenham / Gloucester



Cotswold District

Wiltshire

Towards M4 Swindon

Background Information

Site Location

The North End Works site lies within the eastern part of the Cotswold Lakes, due south of Cirencester and entirely within Wiltshire.

The site (measuring some 40 acres) and the adjoining Lake 26 lie wholly within the Parish of Ashton Keynes.

The site lies due west of the village of South Cerney and east of Somerford Keynes, both of which are in Cotswold District.

The administrative boundary with Cotswold District is located, at its closest point, approximately 400m to the east/northeast of the eastern edge of the site.

NSLL have commenced early engagement with all Parish Councils. They are committed to ongoing and open dialogue with the Parish Councils and other stakeholders as proposals emerge in order to better explain the rationale behind these, listen to community concerns and aspirations and to engage in a meaningful way to help shape the future of the site.

- The North End Works - 1.
- Ashton Keynes - 2.
- Somerford Keynes - 3.
- South Cerney - 4.
- Cirencester - 5.
- Swindon - 6.
- Kemble - 7.
- Cricklade - 8.
- Minety - 9.
- Siddington - 10.
- Local Authority Boundaries - 11.
- Cotswold Lakes (first identified in the 1960s) - 12.
- Ashton Keynes Parish Boundary (in Wiltshire) - 13.
- Cotswold National Landscape - 14.
- Lower Mills Estate (Holiday Accommodation) - 15.
- Hoborne Cotswold Holiday Park - 16.
- Visitor Gateway (mixed-uses) - 17.



Figure 004: Location Plan



7

9

3

D

5

1

B

A

4



Background Information

Site History

The North End Works lie within the 'Cotswold Lakes', an area extensively reshaped by 20th-century mineral extraction.

Originally agricultural land, the site formed part of a wider sand and gravel extraction site permitted in 1952 which worked out areas to the east and south. These worked areas today are flooded and form Lake 26 (used by Whitefriars Sailing Club) and Lake 27 (private use).

Since the early 1960s, a number of new planning permissions were granted and implemented for industrial development across the site.

Initially this was for concrete product manufacturing, including the erection of a building and the laying of hard-standing.

Subsequently the site has been developed further with a number of other permissions granted from the late 1970s up to as recently as 2021.

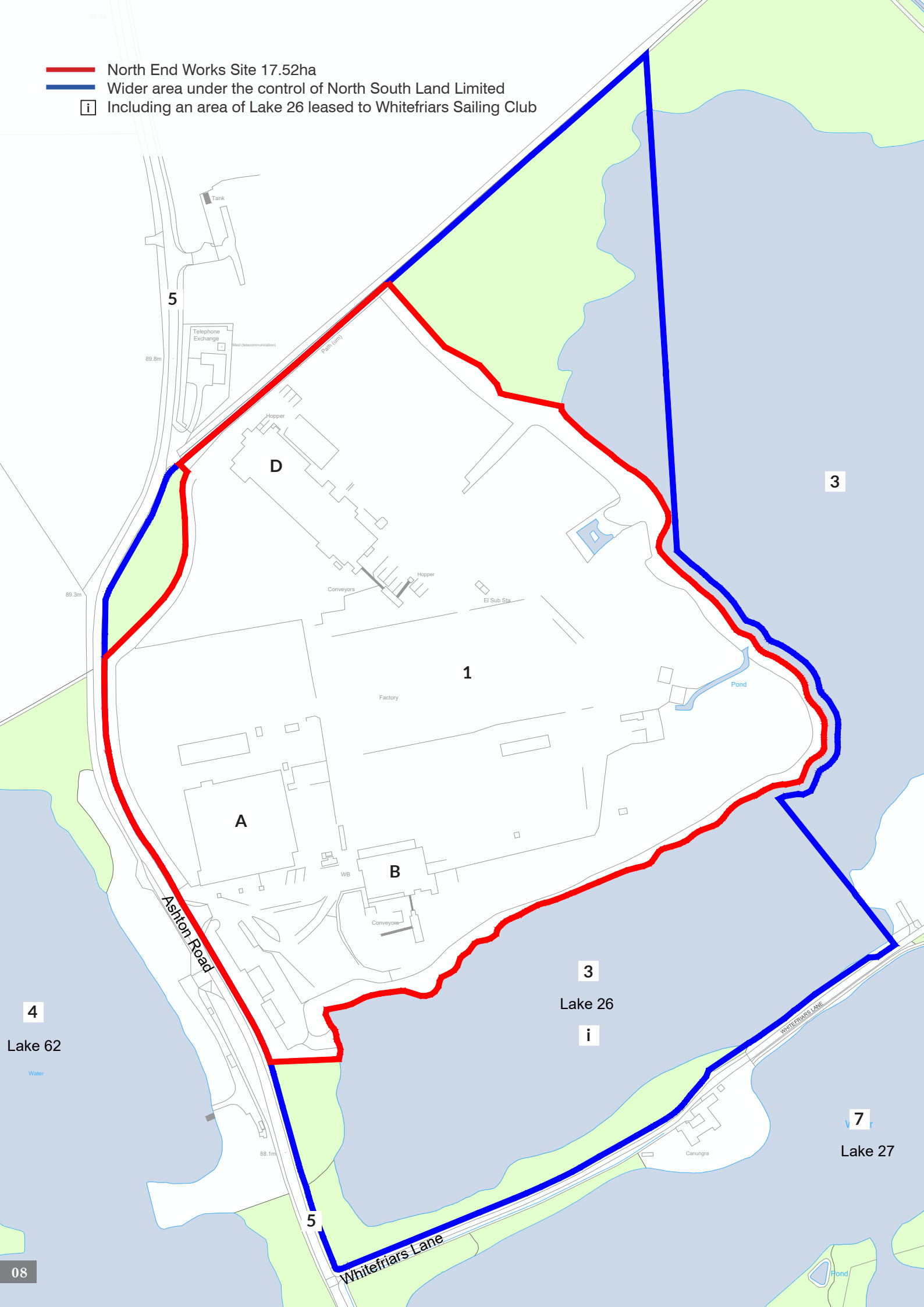
These permissions have covered construction and use of office buildings and workshops, the expansion and erection of additional factory buildings and external plant installation and the use of the site for aggregate bagging and external storage.

Factory A
Factory B
Factory D

- The North End Works Site - 1.
- Whitefriars Sailing Club - 2.
- Cotswold Lake 26 - 3.
- Cotswold Lake 62 - 4.
- Ashton Road (B4696) - 5.
- Hoburne Cotswold Holiday Park - 6.
- South Cerney - 7.
- Spine Road (B4656) - 8.
- Bridle path to South Cerney - 9.

Figure 005: Aerial Photograph (Dated 2025)

- North End Works Site 17.52ha
- Wider area under the control of North South Land Limited
- i Including an area of Lake 26 leased to Whitefriars Sailing Club



Background Information

The Site Today

The site presently comprises the original Factory buildings (A, B and D) with associated ancillary buildings, workshops, stores, office buildings (including staff welfare amenities), substations and demountable structures such as portacabins and containers, conveyors, batching towers, aggregate bins and silo / hopper structures.

(Note: There has never been a Factory C on this site - that was situated on the now closed Clevelevland Farm Works).

All the structures sit within an expansive series of surfaced yards which have been used for the handling and storage of the incoming raw materials and the storage and outgoing movement of products.

The site is arranged to receive lorries bringing in raw aggregate material close to the site entrance, with incoming stock-piled materials situated across the southern site edge. Production and loading for outward transportation occurs across the main body of the site thereafter.

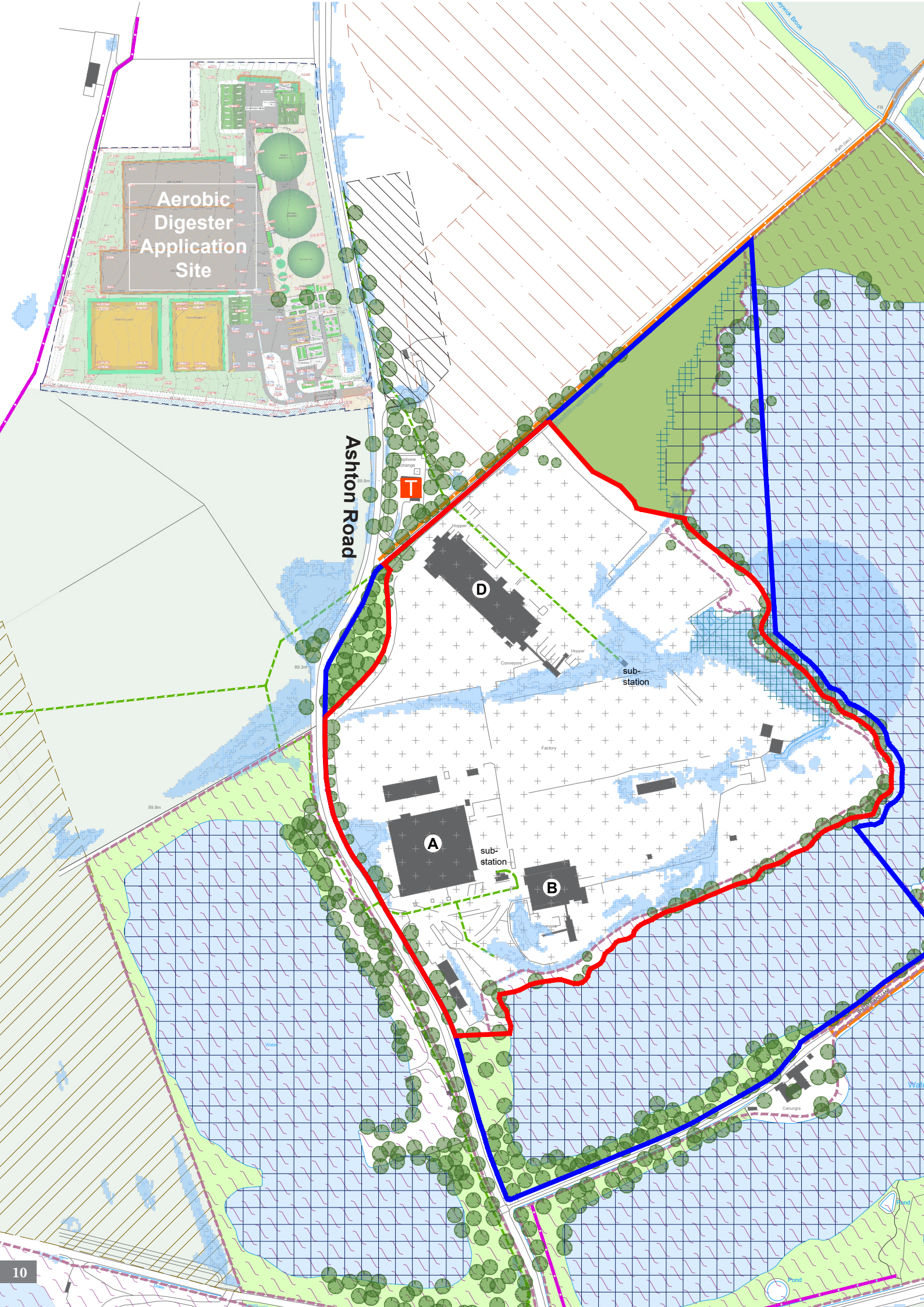
Factory A
Factory B
Factory D

The North End Works Site - 1.
Whitefriars Sailing Club - 2.
Cotswold Lake 26 - 3.
Cotswold Lake 62 - 4.
Ashton Road (B4696) - 5.
South Cerney - 6.
Cotswold Lake 27 - 7.



Figure 006: Site Location Plan





Background Information

Physical Constraints

Technical consultants have been appointed to assess the site and context.

The NSLL team are reviewing the complexity of the hydrological context of the site and this wider location.

Amongst other things, assessments are also considering Groundwater and Water Quality, Surface Water and Flood Risk, Potable Water Supply and Foul Water Capacity in particular.

Emerging proposals will positively respond to the SSSI designation across the Cotswold Lakes, the Nature Recovery Strategy for the Lakes and the ecological value with Green Infrastructure (GI) on this site (now and in the future) to compliment these considerations.

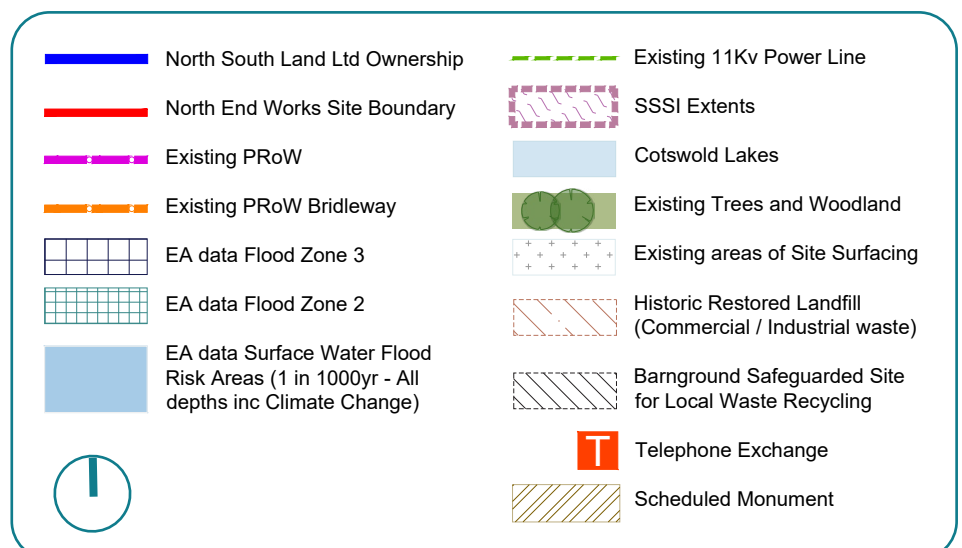


Figure 007: Physical Site Constraints (Summary)

This site will become vacant during 2027 after nearly 60 years of manufacturing.

The demolition and any necessary remediation of the site itself will be a notable undertaking. North South Land Limited propose that such remediation is undertaken to the highest environmental standards and outcomes. This will enhance the relationship of the site with its immediate environment, with a view to providing a future re-use that has many community benefits and increased public access

The predominant end use is currently considered to be a residential redevelopment with scope for characterful architectural responses delivering housing across various tenures. The intention, where feasible and viable, is to also introduce new employment generating uses set in a truly inspiring new business environment.

Given the leisure and tourism uses which are now encouraged within the Cotswold Lakes, and the Nature Recovery Plan for the area, any redevelopment proposals will embrace these initiatives throughout the new development.

The concepts shown in this document at this stage are not fixed. The NSLL design team are exploring options for what, in their opinion, may be best suited for this site. These will be shared with the local community as they evolve.

To date, NSLL has initiated dialogue with the local Parish Councils, Whitefriars Sailing Club and the Cotswold Lakes Trust (as near neighbours and local representatives) to explain that the site will be closing for business and that a re-use will be sought for its future.

This process is iterative and ongoing and has been invaluable in terms of finding out more about local priorities, concerns and opportunities which we believe this site has potential to deliver.

It is a fantastic opportunity to deliver a predominantly residential development on a large (17ha+) previously developed site, set within the Cotswold Lakes.

It is an opportunity to introduce environmental enhancements for the wider benefit of the Lakes in this stunning location. In particular the following are all key drivers for change:

1. The introduction of water management regimes across a currently hard-surfaced site,
2. The provision of increased access to lake-side open space,
3. New employment opportunities,
4. Wildlife habitat creation; and
5. Cessation of the site's HGV traffic within the Cotswold Lakes.

The Opportunity

A significant, previously developed site within the heart of the Cotswold Lakes.

An historic industrial site whose redevelopment will deliver environmental enhancements.

The introduction of water management regimes across a currently hard-surfaced site.

Cessation of the site's HGV traffic within the Cotswold Lakes.

Presently the proposals envisage redevelopment for the following uses:



New high quality, considerably designed and sustainably built homes* including a proportion contributing towards meeting local affordable housing need.

* But not second homes or long-term holiday rentals.



Employment and income generating uses to support the economy of the Cotswold Lakes are also being considered for parts of the site, such as:

- Green office space / start-up / co-work;
- Local food retail and cafe / social uses/ care home; and
- Short-stay holiday accommodation.



Public access to open spaces overlooking Lake 26.



Habitat enriching green infrastructure, including water management strategies.



Foot/cyclepath creation to expand local pathways.



Figure 008: Redevelopment Opportunities

The Opportunity



Comprehensive technical appraisals of the site by an experienced consultant team are on-going. These studies are starting to identify key physical features and functions of the site which redevelopment will need to respond to, while also highlighting opportunities that redevelopment could enhance.



1. Existing Landscaped Edge

Already filters views from Ashton Road but could be enhanced further.



2. Room for a Gateway Entrance

Space to create a threshold into the site which manages views into the site and forms a focal entrance space.



3. Pedestrian / Cycle Permeability

Scope for a GI-led ped/cycle connection from the bridle path to Ashton Road to extend pathways around South Cerney.



4. Existing Surface Water Flow Route

Provides the basis for an east / west green corridor for enhanced local water management.



5. Existing Flood Zone 2 Risk Area

Creates the basis for an easterly landscaped open space edge with Lake 26.



6. Site Corner Closest to Sailing Club

Creates scope for a landscape feature with panoramic views to appreciate the lake.



7. Existing Temporary Bund

Management would allow a more open southerly aspect from the site.



8. Development within a Framework

Opportunities create a framework for new development to grow within.





Space for approximately **300 New Homes***

(Located within a landscaped setting for habitat creation, public open space and water management).

* including **Affordable Homes**



Creation of **Public Open Space** for Play and Relaxation



Space for **Mixed-Use** Development

(Sited to ensure facilities are accessible to wider users and residents, with a water-side aspect).

Uses could include:



Green office space / start-up units and a co-working hub,



Local food retail and cafe / social uses/ care home, and



Short-stay holiday accommodation.



Creation of a **focal landscaped feature** from which to appreciate Lake 26



A Vision

Reusing previously
developed land

and

a newly accessible
lakeside

to

make the most of
a hidden asset

with

a local
community of
permanent
residencies

and

support for the
economy of the
Cotswold Lakes.



Delivery of Biodiversity Net Gains on site

(Re-introducing habitats to create ecological bio-diversity where it is currently limited).



Integration of an extensive water management network

(To manage surface water run-off and protect water quality pre-connection to Lake 26).



An on-site ped / cyclepath connection linking the existing bridle path to South Cerney out to Ashton Road

(NB - Scope to extend this to down to the Spine Road is being assessed).



Figure 009: Development Framework

Development Framework



1. Augmented Landscaped Edge - Increased woodland planting and ditch.



2. Gateway Entrance Space - Arrival point into site / access likely to comprise a compact roundabout.



3. Gateway commercial / employment / care home / leisure use / public parking.



4. Pedestrian / Cyclepath Connection
Ped/cycle connection from the bridle path to Ashton Road, combining GI and water management.



5. Central Spine of Open Space - Surface water management and active children's play.



6. Eastern Lake Edge Open Space - including SuDS and habitat enrichment.



7. Viewpoint over lake.



8. Central core of homes enclose a 'village green' through site including water management.



9. Scope for lower density residential uses with an outlook towards the lake.



10. (Including singular residential plots with scope for a southerly facing water's edge aspect) ⁺



11. (Including scope for self-build or short stay holiday accommodation .

Note:

* Development areas subject to on-going technical iteration against constraints; and

⁺ Degree of retention / removal of edge bund to be established - which does not imply access to the water itself.



Next Steps

This document accompanies a formal pre-application submission to Wiltshire Council seeking comments on several 'in principle' / procedural matters regarding the site's future. It will also inform of the planned closure of the site operations by Holcim and the intent by North South Land Limited to seek planning permission for the redevelopment of the site.

As part of the on-going process, NSLL will create a website which will contain information about the plans for the site (including this document as an initial overview) to allow local residents to learn more and provide a portal for comments for the consideration of the team. This will form part of the wider public consultation / engagement strategy.

Before any application is made there is a body of work to be undertaken by the consultant team who will continue to evaluate the site and its considerations, in conjunction with statutory stakeholders as far as possible.

The design team will prepare more detailed proposals for the site to evaluate options.

The team will undertake more engagement with local organisations and, when there is more information to share we will make this available on-line and through various local forums.

This is the start of what we hope will be an interesting and engaging process with the communities who are local to the North End site, each with a role to play in shaping the future of this amazing site.

June 2026







origin₃

on behalf of

North South Land Limited