



ALLISON  
HOMES

29 August 2025

Dear neighbour,

**Re: Consultation on our proposals for new homes at Pineapple Farm**

We are developing detailed proposals for new homes at Pineapple Farm in Congresbury, and would like to invite you to take part in our upcoming community drop-in event to provide your feedback ahead of submitting a Reserved Matters planning application to North Somerset Council.

Our proposals would create 70 new high-quality homes, including 30% affordable housing to meet urgent local housing needs, as well as a wide range of much-needed family homes. Our plans would also deliver a range of local improvements, providing current and future residents of Congresbury with plentiful public open space to enjoy as a community.

Outline planning permission for Pineapple Farm was granted in November 2024 for a development of 70 new homes, along with parameter plans for site access & connections, building height, landscape and site density. Allison Homes, who acquired the site earlier this year, have developed proposals within these approved parameters.

We will hold a community drop-in event where you can review our proposals, speak directly to our project team and share your views to ensure we deliver a sustainable neighbourhood, with open spaces and a design in keeping with Congresbury's character.

**When:** Wednesday 10 September 2025, 3pm-7:30pm

**Where:** The Old School Rooms, Station Road, Congresbury, BS49 5DX

If you are unable to attend a drop-in event, you can find out more about the plans by visiting our project website, [pineapplefarmcongresbury.co.uk](https://pineapplefarmcongresbury.co.uk), which will be active from midday 1 September 2025. You will be able to provide feedback on our proposals online until 15 September 2025.

If you have any questions about our proposals, please get in touch at [info@pineapplefarmcongresbury.co.uk](mailto:info@pineapplefarmcongresbury.co.uk) or call us on **0800 130 3059**.

A summary of the proposals is provided overleaf.

We look forward to meeting you and hearing your views.

Yours faithfully,

The Allison Homes South West Development Team





## About Allison Homes

Allison Homes is a growing, well-regarded housebuilder with a strong presence in the South West, with offices based in Bristol and Tiverton. We are currently delivering five developments across Devon, with plans to expand across the West of England through further land acquisitions, including a site in Longmoor, South Bristol.

Guided by its vision to be known as "The Homebuilder You Can Trust," Allison Homes is recognised for its fresh approach, strong partnerships, and commitment to delivering high-quality, energy-efficient homes. Recent industry accolades include the In-House Gold 2025 Award and HBF 5-star rating, reinforcing its reputation for excellence. Our South West team is delivering a mix of open market and affordable homes, working closely with housing providers and build-to-rent companies to ensure that new homes are available to everyone.

## High-quality homes and major community investment in Congresbury

Our proposals will deliver 70 new high-quality homes for local people, designed with nature in mind. The development includes public open spaces, accompanied by a wide range of local improvements to enhance Congresbury for current and future residents.



**A range of 70 high-quality**, future ready homes that prioritise greener living, in line with the outline application.



**30% affordable housing provision** to help address North Somerset's housing crisis.



**A new children's play area**, open for existing and new residents.



**Enhanced public rights of way** to improve access to local green space and encourage active travel.



**A new pedestrian crossing on Brinsea Road** for safer village connections.



**£480,000 in community funding** for local transport, school services, and sustainability measures.



**Extensive public open spaces**, with land next to Congresbury Millennium Green set aside for bat habitat protection.



**Enhancement of ecology on site**, with native tree planting, grassland enhancement, hedgerow improvements and protection of existing trees.



**Green corridors for wildlife**, with development set back from the site's northern and eastern boundaries to provide bat corridors.