

South Worcestershire Development Plan
SHLAA Site Submission (April 2014)
Site Promotion Document

BLUE SHOT MEADOW

POUND LANE, CLIFTON UPON TEME

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01. INTRODUCTION

Greenlight Developments has a controlling interest in the site known as Blue Shot Meadow, Pound Lane, Clifton upon Teme. As such Greenlight Developments submits this site as a site to be included in the South Worcestershire Development Plan for housing development. This Site Promotion Document supports this submission.

The site was considered and received a favorable write-up in the last version of the SHLAA (December 2012). However, the assessment undertaken in the previous SHLAA only measured the site at 0.71ha and therefore only indicated a total potential number of dwellings at 25 (based on a density of 35 dwellings / ha). Whereas in reality the site measures 2.4ha (6 acres) and based on a density of 30 dwellings / ha could deliver up to 73 dwellings. Having said this, Greenlight Developments is proposing an allocation on this site of 50 dwellings.

The purpose of this Site Promotion Document is to therefore accurately demonstrate to the South Worcestershire Authorities the true potential of this site in delivering housing in the Category 1 village of Clifton upon Teme. The previous SHLAA cited some further comments, which read: "If developer and need, could be available 0-5 years". Greenlight Developments is that developer, and the existence of a developer willing to promote the land now is evidence that there is immediate need for this site in the market.

02. ABOUT

Greenlight Developments are a recently formed Company with substantial knowledge to promote land in the Midlands and all other surrounding areas. This aligned with our excellent planning and development expertise on both strategic and short-term sites sets Greenlight Developments apart from the market-place and makes them the developer of choice.

The Greenlight Developments Team has an extensive knowledge and contact base within a vast number of Local Planning Authorities. The projects that have been worked on by the Team in the last five years range from a 1300 units urban extension which was delivered within 18 months from exchange of contracts to a wide range of consents won at appeal including with full awards of costs against the relevant Local Planning Authorities.

03. GREENLIGHT TEAM



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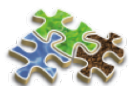
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04. FUTURE HOUSING DEVELOPMENT IN CLIFTON UPON TEME

Clifton upon Teme is classified in the South Worcestershire Development Plan (SWDP) as a Category 1 village in the Malvern Hills District. This is confirmed by the main evidence base that informed the SWDP settlement hierarchy classifications for the villages, the original 'The Village Facilities and Rural Transport Survey' of March 2010, and its up-date in December 2012. Significantly, the original 2010 survey, which went into a lot more detail than the 2012 up-date, ranked Clifton in the top ten highest scoring settlements (villages) in the whole of South Worcestershire. A copy of Table 1 from page 11 of the survey is included below. Clifton was ranked 8th (the 3rd highest in Malvern Hills) ahead of the likes of Badsey (ranked 9th) and Honeybourne (ranked 11th).

Table 1. The Top Ten Highest Scoring Settlements

Settlement	Key Services Score	Secondary Services Score	Total Score	Rank
Broadway	15	16	31	1
Martley	15	14	29	2
Kempsey	15	13	28	3
Omberdsley	15	13	28	3
Wychbold	15	12	27	5
Inkberrow	15	11	26	6
Bredon	15	9	24	7
Clifton	12	11	23	8
Badsey	12	11	23	8
Great Witley	15	7	22	10
Honeybourne	12	10	22	10
Hartlebury	12	10	2	10

On the basis of the main primary evidence base on the sustainability credentials of Clifton upon Teme as a settlement, it is clear that the village can accommodate more housing development than is currently being proposed in the SWDP – this currently being a single housing allocation for 30 dwellings on Land at Hope Lane.

04. FUTURE HOUSING DEVELOPMENT IN CLIFTON UPON TEME

This is in the context of the SWDP Inspector's Interim Conclusions (28th October 2013), which at paragraph 49 states that:

“As a general guide, therefore, it appears from the evidence before me so far that the objectively-assessed housing need figure for the Plan period is likely to be substantially higher than the 23,200 figure identified in the submitted Plan.”

This in turn this will mean that the Malvern Hills District and the sustainable settlements within it (i.e. Clifton upon Teme) will need to accommodate more housing.

We already know through recent appeal decisions in Honeybourne (a settlement that is ranked below Clifton) that Category 1 SWDP villages within the SWDP have the sustainability credentials to deliver more housing than is currently being proposed at Clifton. This was confirmed at paragraph 46 of the Land at Station Road, Honeybourne appeal decision (APP/H1840/A/12/2172588), in which the Inspector stated:

“46. There are proposals for development on two more sites in the village: one for 75 dwellings at Grange Farm which the planning Committee have resolved to approve (subject to further details and construction on them); and, an outline application on the opposite side of Station Road for mixed use development. If all of the dwellings were approved this would result in the release of about 190 dwellings, where compared to the indicative number in the SWDP of 75 dwellings. Whilst this might be about a third of all the dwellings to be allocated by the plan in the villages of the area, Honeybourne is a highly sustainable location with a main line railway station, facilities such as a school, shops, public houses and a church and a major employer within cycling distance. At the inquiry, it was stated that this site is the least acceptable to the Council and local residents. This is the only site to which there are landscape objections and there would be a greater impact on ridge and furrow than either of the other two sites. However, the details of those cases are not before me and this case has to be determined on its own merits. The SWDP is at such an early stage that it has little weight in determining the number and location of dwellings locally.”

Similar conclusions on sustainability and the level of housing growth that should be directed to sustainable villages were also recently discussed in an appeal in the village of Bishops Itchington in the District of Stratford on Avon (APP/J3720/A/13/2202961). The Inspector at paragraphs 23 and 38 of this appeal decision provided some interesting comments on these matters:

04. FUTURE HOUSING DEVELOPMENT IN CLIFTON UPON TEME

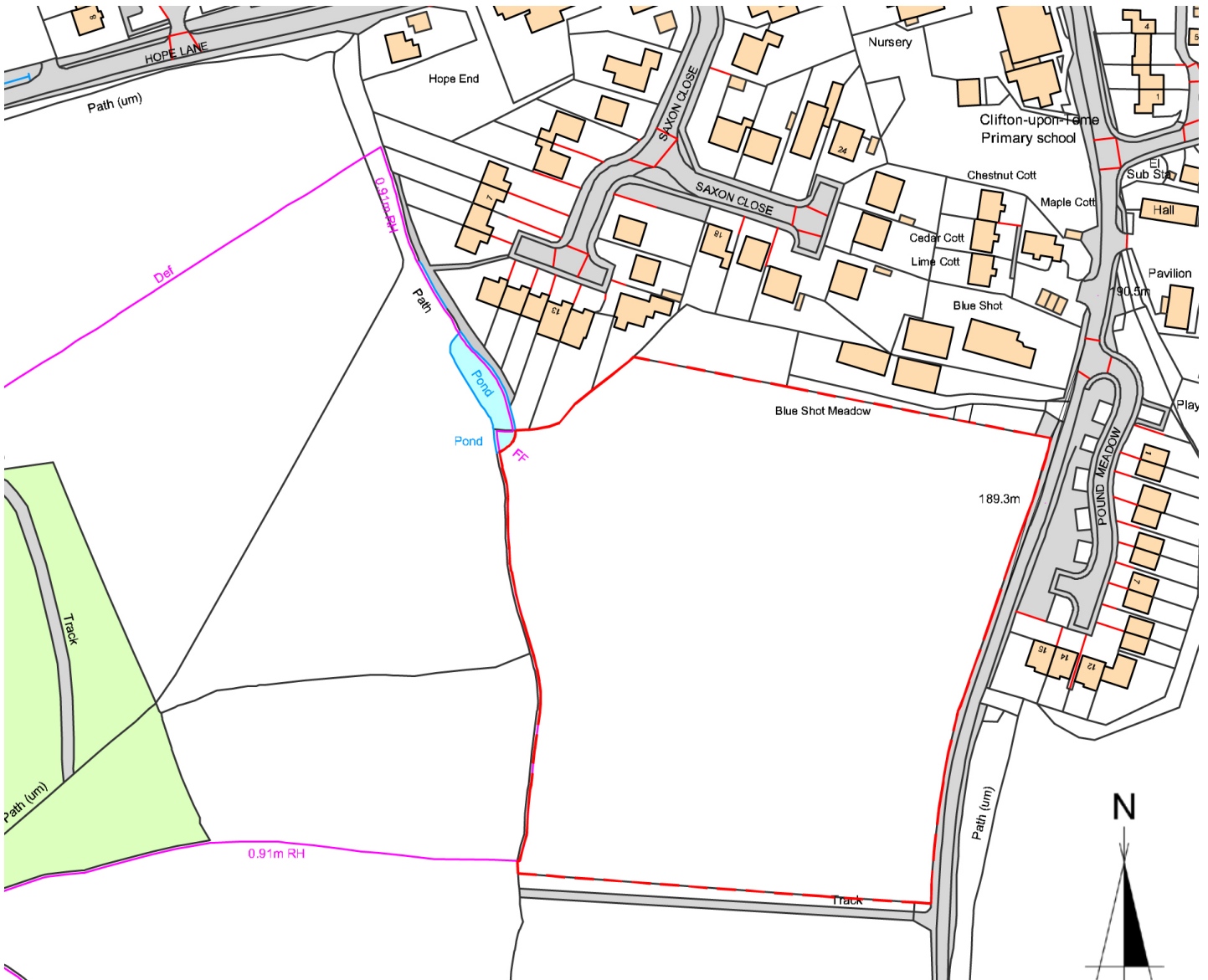
“23. The CS has not as yet been subject to any examination in public and the weight that can be accorded to the policies within it are consequently limited. Nevertheless, the document includes a figure of 9,500 dwellings needed by 2028 and identifies Bishops Itchington as one of five Category 1 Local Service Villages which are each expected to be able to accommodate between 76 and 100 new dwellings.”

“38. Objections to the proposals also include the concern that Bishops Itchington will soon have reached the prospective target for housing development allocated to it in the emerging CS. However, as noted previously, this figure has not yet been subject to public examination and can carry little weight at this stage. In any event, sustainable development should not, I consider, be restricted solely because of a projected allocation has been met, if otherwise found acceptable. Consequently, I consider that it has been demonstrated that the Local Plan policies cited as reasons for refusal are out of date in respect of housing supply and there is support for the proposed development in those of the Framework.”

Both of these appeal decisions in effect endorse the proposition that the level of housing provision suitable for a village should be informed by its sustainability credentials. There should be no pre-determined cap on numbers, and this especially so in a District where a clear need for housing has been identified. From the above it is very clear that Clifton upon Teme as a Category 1 village (the 3rd highest scoring village in the Malvern Hills District) can accommodate more housing development than is currently being proposed in the SWDP, and as such, Greenlight Developments advances the site known as ‘Blue Shot Meadow, Pound Lane’, as the most appropriate site in the village to deliver this further housing development.

05. SITE SUITABILITY - BLUE SHOT MEADOW, CLIFTON UPON TEME

Greenlight Developments propose the inclusion of the site known as Blue Shot Meadow, Pound Lane as a housing allocation site for Clifton upon Teme. Greenlight Developments proposes an allocation of 50 dwellings on the site.



REV	BY	CHK	DETAILS	DATE	D	M	Y
DRAWING STATUS							
			<input checked="" type="checkbox"/>	Tender			<input type="checkbox"/>
			<input type="checkbox"/>	Construction			<input type="checkbox"/>
			<input type="checkbox"/>	As Built			<input type="checkbox"/>
			<input type="checkbox"/>	For Approval			<input type="checkbox"/>

GREENLIGHT
DEVELOPMENTS

PROJECT

**LAND OFF POUND MEADOW
CLIFTON - ON - TEME
WORCESTERSHIRE**

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DRAWING TITLE

Location Plan

SCALE	DATE	DRAWN	ALE
1:1250 & 2500@A3	03-2013	CHECKED	JRS
DRAWING NO.	4346 - PL - 01	REV	-

06. SITE DESCRIPTION

The submission site measures 2.4ha (6 acres) and is located to the west of Pound Meadow, immediately to the south of the existing built development of the village, with the site's most immediate neighbor being a small commercial unit (Class B1 use). The site sits directly opposite the affordable housing rural exception site for the village, which confirms the locational accessibility credentials of a housing site in this part of the village. The site is within close proximity to the vast majority of the key services and facilities that makes Clifton one of the most sustainable villages in the whole of South Worcestershire. These most notably being, the primary school, local public house (The Lion Inn), the village shop and the playing fields (which includes tennis courts) and associated village hall.

To the west of the site is the proposed SWDP housing allocation site on Hope Lane (SWDP59/3). Miller Homes Ltd recently secured a resolution to grant planning permission on this site for 30 dwellings (LPA Ref: 13/01161/FUL).

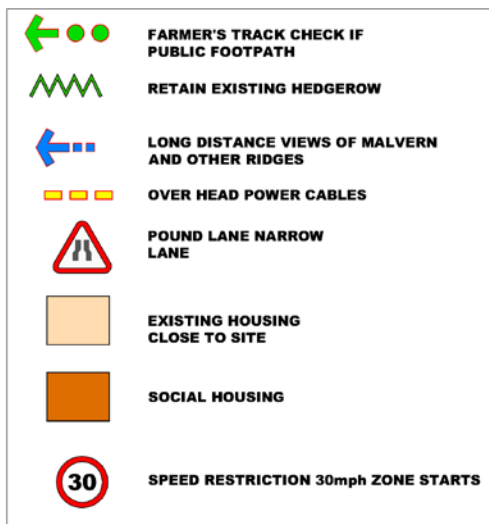
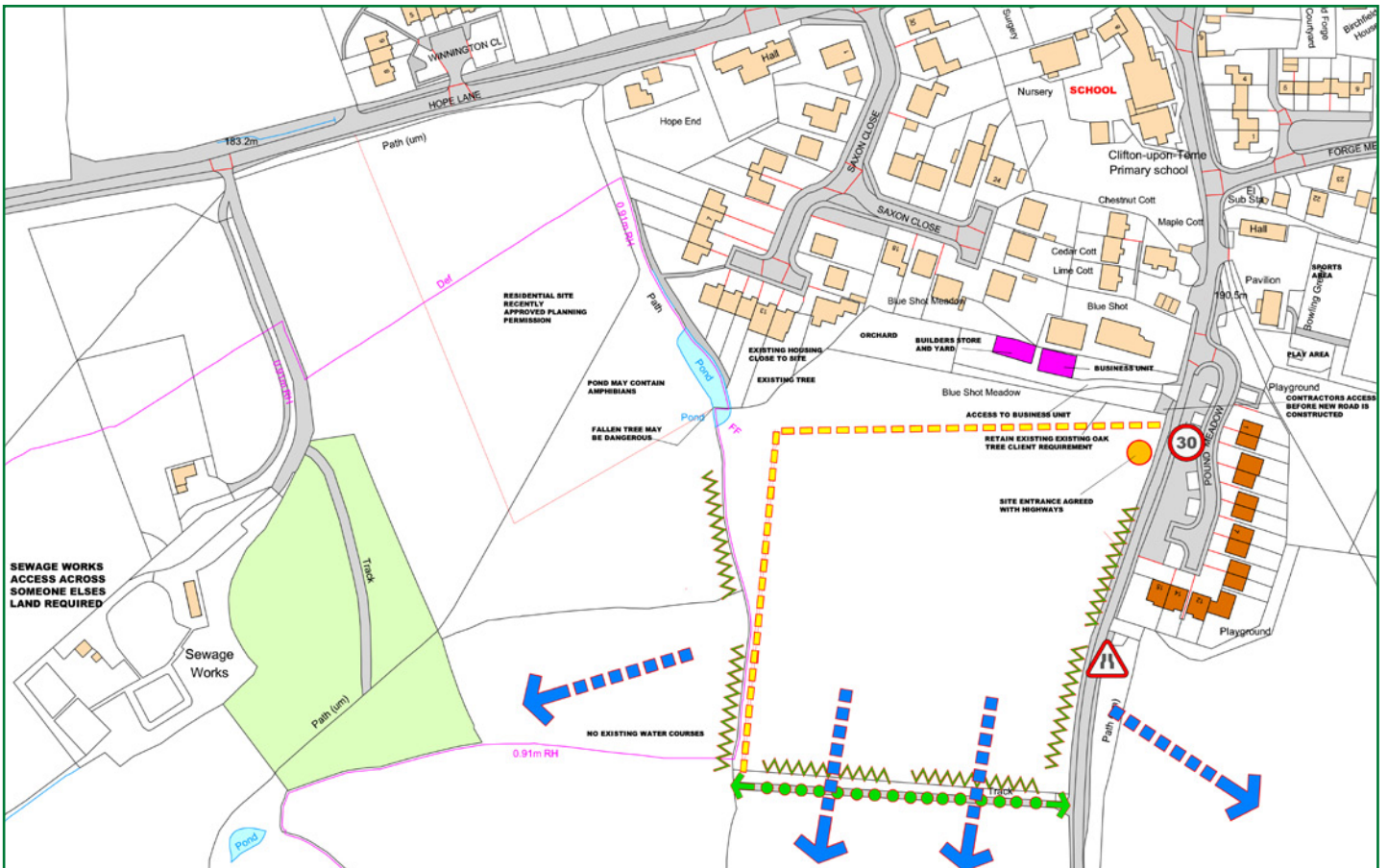
The site itself is agricultural land and forms a well-contained square parcel of land, which is treated with mature hedgerows on three of its boundaries (east, west and south), with a fence between the site and the commercial unit on the northern boundary. The site is relatively flat. There are no trees on the site per se although there is one or two on the north-western boundary. Two small pylons run across the northern part of the site, with the intention being to remove these and relocate the cables.

There is an existing field gate access into the north-eastern corner of the site. There is also an independent access to the adjacent commercial unit. The highways access solution into the site involving these two access points is discussed in the relevant 'Highways' section below.

No public rights of way cross the site, although one does run along the opposite side of the hedgerow on the southern boundary. To the west of the site there is a small sewage treatment works.

07. OPPORTUNITIES & CONSTRAINTS

Detailed below is an 'Opportunities and Constraints' plan for the site, which identifies the key considerations in the development of this site for housing, which are summarised below also.



REV	BY	CHK	DETAILS	DATE	D	M	Y

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DEVELOPMENTS

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CLIFTON - ON - TEME
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DRAWING TITLE

**OPPORTUNITIES AND
CONSTRAINTS PLAN**

SCALE: 1:1250@A2 DATE: APRIL 2014 DRAWN: JRS
CHECKED: JRS

DRAWING NO: 4346 - SK10 REV: -

08. CHARACTER & APPEARANCE OF THE AREA

FPCR have initially concluded that the logical approach to developing this site for housing is that its projection down the site in a southerly direction lines up with the southerly projection of the adjacent affordable housing scheme on the opposite side of Pound Lane. The housing site then helps to define this southern perimeter of the village, which has already been established by the affordable housing scheme. The southern area of the site beyond this is would be free of development and utilised for a SUDs scheme and ecological habitat enhancements.

Cotswold Archaeology looked at this site in the context of the setting of the Conservation Area, the conclusion reached was that the site is well-screened from the village core by modern buildings and as such from a visual perspective it will not affect the significance of the Conservation Area. The separation between the site and the conservation area means that the site can be developed without any adverse impact on either the Conservation Area or its setting.

09. ECOLOGY

FPCR has undertaken an initial appraisal of the ecology of the site. The habitats within the site are currently dominated by intensively managed arable land and managed boundary hedgerows. These habitats are of low ecological value and therefore the loss of such habitats to facilitate residential development within the site will not result in significant negative effects to the local biodiversity.

The development proposals will result in the loss of intensively managed arable land, which is of a low ecological value. Therefore, development of the site will not result in significant negative effects to local biodiversity. As part of the development the boundary hedgerows have been retained where feasible and ecological habitat enhancements will be provided in the southern area of the site. These enhancements will provide species rich grassland and wetland features providing net gains for biodiversity locally. The inclusion of such enhancements is in accordance to the requirements of national and local planning guidance relevant to ecology and nature conservation.

10. FLOODING AND DRAINAGE

BWB Consulting has undertaken an initial assessment of the flooding and drainage of the site. The Environment Agency Indicative Flood Zone maps show the site to lie entirely within Flood Zone 1 and hence the site is demonstrated as being at low risk from fluvial flooding. The site is at a low risk from surface water flooding. The site is not a topographic depression compared to surrounding ground levels, the site falls towards the south-west.

It is understood that there are no surface water sewers located within the vicinity of the site. Freely draining soils atop a sandstone stratum indicate soakaway drainage may be suitable.

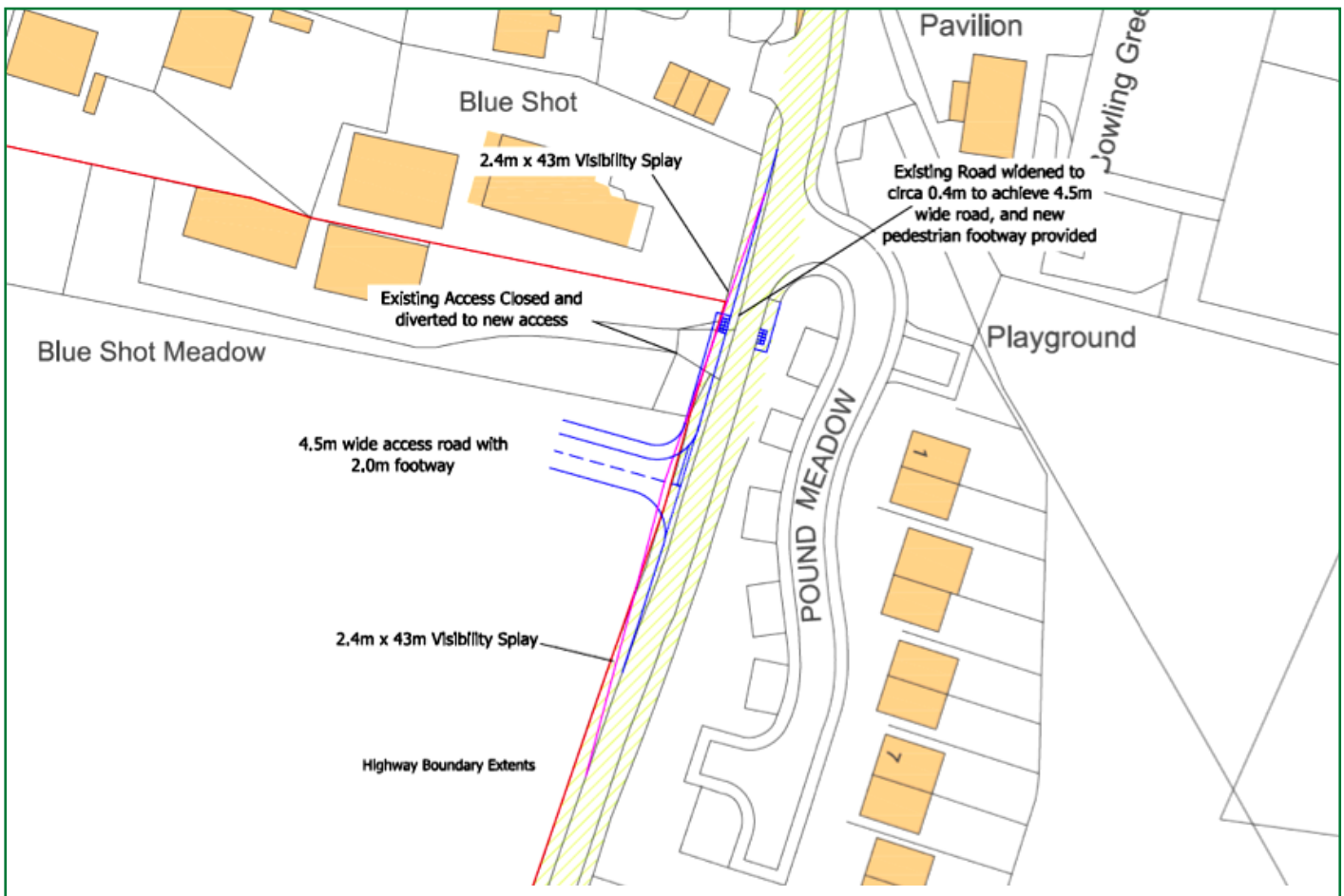
A small pond is located adjoining the north-western corner of the site.

11. HIGHWAYS

We are aware that through previous discussions, not involving Greenlight Developments, an access solution into the site has been agreed with the Local Highway Authority, and this access solution is detailed in the plan below. This plan shows the existing road widened to a width of 4.5m, with the current width currently measured on site being around 4.1m so this will require some modest changes to the western side of the road but has been agreed that this could be readily achieved. On the basis of the below plan, we understand that the Local Highway Authority have agreed to this access solution to serve a housing development.

In addition to this, BWB Consulting has undertaken their own initial highways assessment of this site, and can confirm that they are in full agreement with the highways solution previously agreed with the Local Highway Authority, and that this solution is more than capable of accommodating a residential development of 50 dwellings.

Greenlight Developments can confirm that they have within their control the ability to close the existing access to the commercial unit to the north of the site and provide a new access for this site via the housing development.



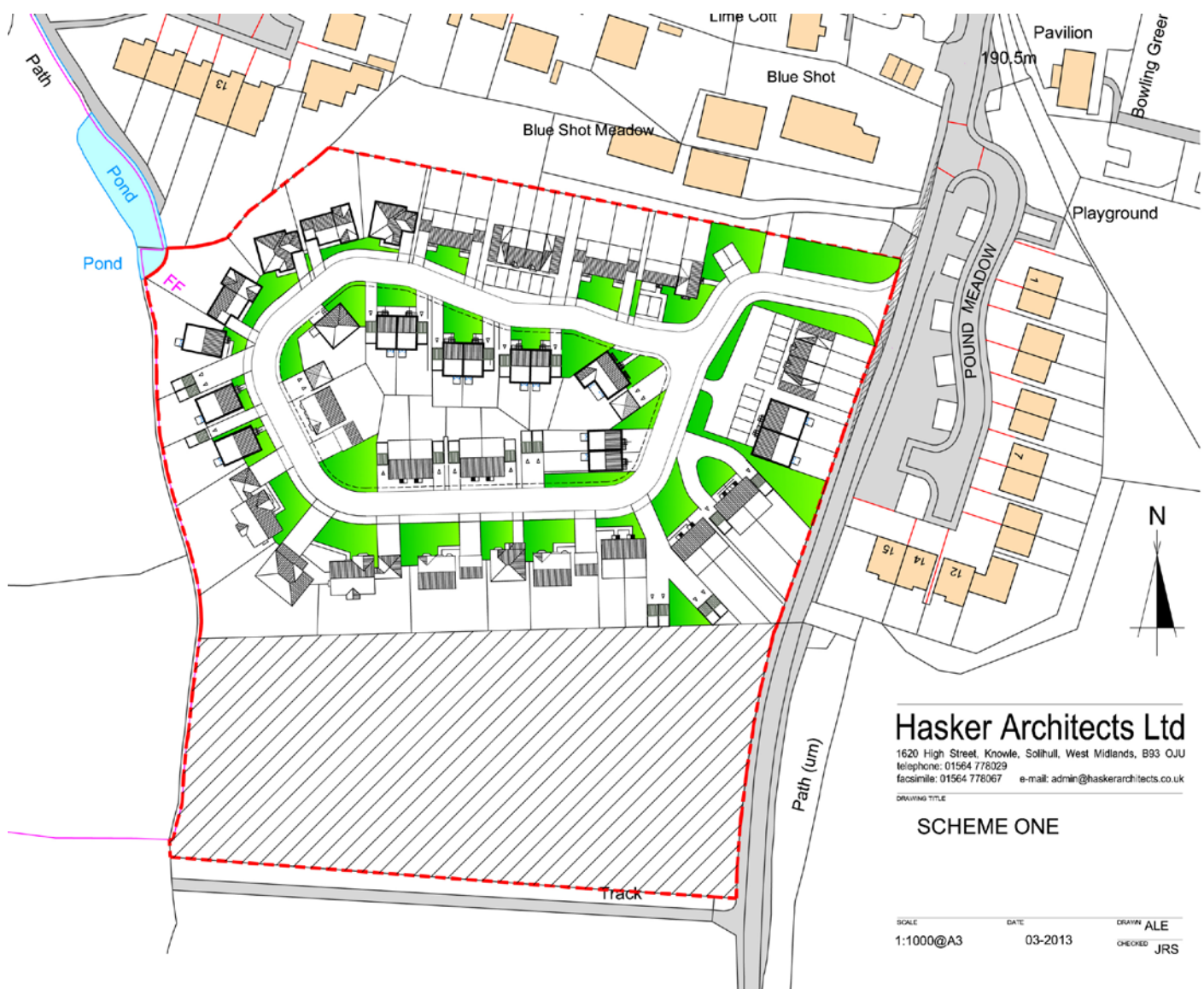
12. ARCHAEOLOGY

Cotswold Archaeology has undertaken an initial desk-based archaeological appraisal of this site, and as such we can confirm that nothing is recorded for the site, not even non-designated assets. The site is located outside of the historic village centre, so there will no medieval settlement remains in this location.

13. LAYOUT PLAN

The proposed illustrative layout has been developed to work closely with the key considerations of the site that have been summarised above.

It is clearly demonstrated from the proposed illustrative layout that 50 dwellings can effectively be accommodated on the site. This number of houses provides an appropriate housing density on the site and would actually be under the requirements of what Policy SWDP13: 'Effective Use of Land' of the SWDP asks for - 30 dwellings / ha.



14. CONCLUSION

Overall, this Site Promotion Document clearly demonstrates that: (a) Clifton upon Teme can accommodate more housing, given its sustainability credentials, this level of housing should be substantially more than the 30 dwellings currently being proposed under the SWDP; and (b) Blue Shot Meadow, Pound Lane, is the most appropriate site to accommodate a housing development of 50 dwellings on the immediate edge of the village in close proximity to its key services.



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