

H HAYFIELD

Hayfield Homes

Planning Statement

**With Affordable Housing Statement
and Statement of Community
Involvement**

Land at Berrow Green Road, Martley

November 2023

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I. Introduction

I.1 This Planning Statement has been prepared to support an Outline Planning Application for up to 55 dwellings, with all matters reserved save access. The Planning Application has been made to Malvern Hills Council.

I.2 The proposed description for development is as follows:

Outline planning permission for up to 55 dwellings with detailed access and all other matters reserved (appearance, landscaping, layout and scale).

I.3 This Statement provides an overview of the development and supporting planning information relating to the proposed development. It should be read alongside the supporting information submitted to the Council relating to this proposal.

HAYFIELD

I.4 Hayfield is a multi-award-winning, 5-Star Housebuilder dedicated to delivering the best and is renowned for its quality of build and exceptional specification. Hayfield is at the forefront of sustainable change, having won 3 awards for sustainability in the last 2 years, as well as placemaking, winning 3 awards in the last 3 years. It is an active member of the Future Homes Hub, a body established to facilitate the collaboration within and beyond the new homes sector to help meet climate and environmental challenges.

REPORT STRUCTURE

I.5 This Statement will follow the following structure:

- Application site and context;
- The proposal including Affordable Housing Statement;
- Pre-application consultation details;
- Planning Policy Context;
- Supporting Planning Analysis;
- Draft Heads of Terms
- Conclusion

2. Application Site and Context

- 2.1 The site is located to the west of Martley, a village within Worcestershire. The site is currently greenfield, agricultural land. The boundary treatments include low hedgerow and some trees. There is an existing PROW and telecoms line running diagonally through the site, from the north-eastern corner to the south-western corner. There is an allotment to the north of the site and a single dwelling, with a further cluster of dwellings to the south-east of the site. Beyond the southern and western boundaries is further greenfield land. The B4192 runs along the eastern boundary, with the Martley Skate Park beyond.
- 2.2 The village of Martley has a number of existing services, including a primary school, a secondary school, a convenience store, a leisure centre, a recreation ground, a garage, a doctors surgery, and a community hall. Additionally, there are a number of employment opportunities within the village.
- 2.3 There are bus services through the village (308, 309, 310, and 420) which provide links between Clifton-upon-Teme and Worcester. Martley is less than 7 miles to the north-west of Worcester, which offers a number of services typical of a city.
- 2.4 The site is wholly in Flood Zone 1. The site does not fall within the Conservation Area, nor is it within the Green Belt and is free from Tree Preservation Orders.

PLANNING HISTORY

2.5 The below sets out the relevant planning history of the site:

Application number	Planning Application since 1974 Details
14/00654/FUL	Change of use to provide 15 allotments for the local community, with parking facilities
14/01601/FUL	Change of use to provide 15 allotments for the local community, including sheds with parking facilities

- 2.6 Other applications within the village which are relevant to this location include recent approvals at Land at Berrow Green Road, promoted by Jessup Brothers Limited (hereafter “the Jessup scheme”) and Land at Hollins Lane, promoted by Lioncourt Homes (hereafter “the Lioncourt scheme”).
- 2.7 The Jessup was recently allowed at appeal (on 26 May 2023) and is an Outline application with the following description:

21/02245/OUT – Outline application with all matters reserved (except for access) for the erection of up to 52 dwellings, including 42% affordable homes, up to 10 no. self-build plots and a public car park together with ancillary works
- 2.8 Within the appeal decision, the Inspector found that the Council could only demonstrate a 2.3 year supply and the presumption in favour of sustainable development was engaged. The Inspector found that the proposal would cause some moderate harm to the character and appearance of the area but was neutral on the impact of development on the nearby Grade II

Listed Longstone Cottage. The provision of 52 dwellings, in light of the Council's lack of housing land supply, was considered to make a very significant contribution towards addressing the shortfall.

2.9 It was also noted that, as a Category I Village, Martley is considered to be a sustainable location with the appeal site being in reasonable proximity to the services and facilities it has to offer. Therefore, the adverse impacts of the development, namely the moderate landscape harm, neutral heritage impact, and minor policy conflicts, were not significantly and demonstrably outweighed against the benefits of the proposal.

2.10 The Lioncourt scheme was approved at committee and received permission on 17th November 2023. The application description reads as the following:

M/23/00863/FUL – Development of 83 new dwellings, new access, open space, sustainable drainage and associated infrastructure.

2.11 This was a “twin track” application submitted by Lioncourt after lodging a non-determination appeal on their original application which was submitted in November 2021. The non-determination appeal has now been withdrawn.

2.12 The application followed the site being identified for allocation in the South Worcestershire Development Plan Review (SWDPR), which has now been submitted to the Planning Inspectorate for examination. The site is draft allocated for 71 dwellings.

3. The Proposal

- 3.1 This application proposes up to 55 dwellings, with new access, public open space and associated infrastructure. The developable area measures 3.86 hectares. The application has been submitted with an accompanying Illustrative Masterplan, which demonstrates the extent of the developable area and a Design and Access Statement (DAS) which details the proposed design principles.
- 3.2 The application is in Outline form, with vehicular access proposed from Berrow Green Road. The spine road for the proposed development will have a mixture of dwellings which are accessed directly off the road and off private drives. The application is accompanied by a full Landscape and Visual Impact Assessment (LVIA) which demonstrates that the proposed development will have a limited impact on the surrounding landscape.
- 3.3 In line with relevant policies, 40% of the site is proposed to be Green Infrastructure. The open space provides a soft edge to the development to the south-west, with landscaping features along the northern and eastern boundaries. This will help contain the development as well as providing usable, attractive spaces for future and current residents of Martley to use. The proposed open space will be accessible both through the scheme or through the proposed diverted Public Right of Way (PROW).
- 3.4 Hedges around the edge of the site will be retained where possible. Full landscaping details plan will be confirmed and submitted as part of any future reserved matters application.
- 3.5 The application seeks to provide up to 55 dwellings with 40% affordable units and 60% market housing. Martley is identified as a Category I Settlement in the adopted and emerging South Worcestershire Development Plan (SWDP), in recognition of its sustainability and suitability for development.

FIVE YEAR HOUSING LAND SUPPLY

- 3.6 The South Worcestershire Councils published an addendum to their Five-Year Housing Land Supply (5YHLS) Report in April 2023. Within it, the current 5YHLS for each authority is given, with the stated position for Malvern Hills being 5.24 years.
- 3.7 However, since then, there have been a number of appeal decisions in the authority, including the decision referenced earlier for the Jessup scheme. A recent appeal decision (dated 14 August 2023) concluded that Malvern Hills supply is at around 3.7 years¹ whilst the Jessup appeal decision agreed with the appellants figure of a 2.3 years². It is clear that there has been a significant under-delivery of housing across the South Worcestershire area.
- 3.8 The discrepancy from the Council's reported figure of 5.24 years, and the figures determined during the appeals, stemmed from how the Councils were calculating their supply. In the reported position, Malvern Hills were including supply which is earmarked for meeting need

¹ APP/J1860/W/22/3313440, Land south of Post Office Lane, Kempsey,

² Appeal Decision APP/J1860/W/22/3306186, Land adjacent to Sandyfields, Kingswood, Martley WR6 6PD

arising from Worcester City within their calculation. This approach goes against the adopted spatial strategy and has been found to be an unsound approach to calculating the supply. The discounting of the Worcestershire Urban Extensions from Malvern Hills supply calculation removed c. 1,173 dwellings from their supply and creates a significant shortfall. This is unlikely to be remediated until the emerging South Worcestershire Development Plan is adopted.

- 3.9 In conclusion, Paragraph 11d of the Framework is engaged and the Council's policies for the supply of housing in Malvern Hills, and elsewhere in the South Worcestershire area, are out of date. As a consequence, the presumption in favour of sustainable development (or 'tilted balance') should be engaged.

AFFORDABLE HOUSING STATEMENT

- 3.10 The proposal will include policy compliant 40% affordable housing, which will equate to 22 affordable units.
- 3.11 Over the next five years, the latest Strategic Housing Market Assessment (SHMA) (2021 update) indicates a minimum net imbalance of 906 per year affordable dwellings across the South Worcestershire area. This has increased from 489 in the 2019 SHMA³ and equates to a minimum shortage of 4,530 affordable units over a 5-year period. This is a significant shortfall.
- 3.12 The 2021 SHMA data indicates that there is an annual need for 2,518 affordable dwellings across South Worcestershire. After taking into account affordable lettings and resales, this results in the net shortfall is 906 each year. Whilst this figure is across South Worcestershire as a whole, rather than Malvern Hills individually, it demonstrates that there is a distinct and apparent need for affordable housing across the SWDP area. Furthermore, the lack of a 5YHLS as detailed above will only worsen the current shortfall.
- 3.13 This proposal will include 22 new affordable dwellings to add to the housing stock and help address the current shortfall within the district. The exact tenure split will be negotiated through the determination of the planning application but will likely follow the split of 75/25 rented and First Homes to be secured through the S106.
- 3.14 Given the significant shortfall detailed above, the delivery of Affordable Housing should be afforded substantial weight in the planning balance.

³ Malvern Hills, Worcester City and Wychavon Strategic Housing Market Assessment 2021 Update, page 9

4. Statement of Community Involvement and Pre-application Consultation

STATEMENT OF COMMUNITY INVOLVEMENT

4.1 During the determination of the application, Hayfield Homes will work actively to address comments from local residents and statutory consultees.

PUBLIC CONSULTATION

4.2 A leaflet has been distributed notifying residents of the application submission and requesting feedback. An online feedback form has been generated, which can be accessed via a QR code on the leaflet.

For more information on Hayfield Homes, please visit hayfieldhomes.co.uk

VIEW OUR PROPOSALS FOR NEW HOMES AT
BERROW GREEN ROAD
 MARTLEY **H** **HAYFIELD**

THE PROPOSAL

The Hayfield team would like to present and discuss the draft proposals for new homes at Land at Berrow Green Road, Martley, Hayfield recently submitted an Outline application for up to 55 dwellings.

The key features and benefits of the scheme comprise:

- 55 new homes for the village.
- Vehicular access from Berrow Green Road, with associated new crossing point.
- Affordable housing - 40% of all homes.
- Enhancements to existing allotments, including a new car park.
- Attractive areas of new public open space including a new play space.

WE WELCOME YOUR FEEDBACK

You can provide feedback by scanning the QR code below and filling out the feedback form, or emailing the planning team with your answers to the below questions at planning@hayfieldhomes.co.uk

SCAN HERE:

- What do you think of the proposal for up to 55 dwellings in this location?
- Do you have any comments on the Indicative Layout?
- The application seeks to provide a new play space and parking for the allotments. Are there any other community benefits you would like to see on this site?
- Any other comments?

All comments will be considered in refining the proposals.
 Please ensure your feedback reaches us by Wednesday 31st January 2024.

THANK YOU FOR TAKING THE TIME TO REVIEW THIS INFORMATION.

5. Planning Policy Context

- 5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 5.2 The Development Plan for the site comprises the South Worcestershire Development Plan (SWDP).

SOUTH WORCESTERSHIRE DEVELOPMENT PLAN

- 5.3 Malvern Hills District Council is one of three Authorities that makes up the South Worcestershire Authorities, along with Wychavon District Council and Worcester City Council. The SWDP was adopted in 2016 in order to form the basis of planning decisions and future development in the area.
- 5.4 The overall objectives of the SWDP in terms of sustainable development are outlined in **Policy SWDPI**, and are underpinned by the same positive approach and presumption in favour of sustainable development which forms the basis of the National Framework.
- 5.5 The spatial strategy outlined in **Policy SWDP2** of the Development Plan document states that each Council has a key aim of providing for and facilitating the delivery of sufficient housing to meet the objectively assessed needs to 2030. In order to implement this objective, the spatial strategy prioritises rural settlements with the most services as the main locations for housing provided outside of the main urban centres. A number of Sites have been allocated for residential development in these 'Category 1' settlements, as testament to their sustainability potential. Part C of the policies details that development in the open countryside, beyond the development boundary, will be strictly controlled.
- 5.6 As this site is currently located outside of the development boundary there is some conflict with SWDP2. However, in light of the Council's lack of 5YHLS, this policy must be considered out-of-date as the presumption in favour of sustainable development is engaged, in line with Paragraph 11 of the NPPF. Therefore, this conflict should be suitably weighed in the planning balance.
- 5.7 **Policy SWDP4** concerns movement around the South Worcestershire area. It states that proposals must demonstrate that the layout of development will minimise the demand for travel and offer genuinely sustainable travel choices.
- 5.8 On green infrastructure, **Policy SWDP5** states that proposals for new housing on greenfield sites larger than 1 hectare must provide a minimum of 40% green infrastructure. The exact form and function of this infrastructure is dependent on the context of the proposals.
- 5.9 The Development Plan also provides the expected densities for new developments in the South Worcestershire area. It states in **Policy SWDPI3** that in the area's villages, residential development should be provided at an average net density of 30 dwellings per hectare.

- 5.10 **Policy SWDP14** concerns the suitable mix of different house types which will be sought in order to meet the needs of all members of the community, as informed by the Strategic Housing Market Assessment. Particular attention will be paid to ensuring a provision of 2- and 3-bedroom homes.
- 5.11 **Policy SWDP15** states that residential developments on greenfield sites will be required to provide 40% affordable housing where 15 or more dwellings are proposed.
- 5.12 **Policy SWDP21** deals with design. It requires development proposals to positively integrate into their surroundings by form and by function, reinforce local distinctiveness, and enhance cultural and heritage assets. In doing so, proposals must justify core elements such as layout, relationship to the local surroundings, neighbouring amenity, scales, heights and massing.
- 5.13 **Policy SWDP22** relates to the conservation, preservation and protection of biodiversity and geodiversity assets. It states that the Council will ensure that development will be partly assessed in terms of its ability to protect conservation interests, corridors and networks. Developments should take opportunities to extend biodiversity corridors beyond the site boundary.
- 5.14 **Policy SWDP25** concerns protecting and enhancing the character and appearance of the landscape. It states that the new development must incorporate key features derived from the findings of the Landscape Character Assessment. They must conserve the primary characteristics and sensitivity of the surrounding area and landscape and provide a Landscape and Visual Impact Assessment which evidences that they are not detrimental to the immediate environment.
- 5.15 **Policy SWDP39** states that new development exceeding 5 dwellings will be required to provide or contribute towards new or existing public open spaces and outdoor community uses, and to contribute to their maintenance.
- 5.16 **Policy SWDP62** relates to the implementation of aforementioned plan policies, highlighting the need for developments to mitigate the negative impacts of development on a number of types of infrastructure or community facilities where appropriate. It states that such mitigation contributions will be sought in accordance with the Developer Contributions SPD as well as the CIL charging schedule.

SOUTH WORCESTERSHIRE DEVELOPMENT PLAN REVIEW (SWDPR)

- 5.17 The South Worcestershire Local Authorities are currently reviewing the SWDP, which started in late 2017. The review will provide an updated plan period to 2041. The review has reached submission stage, and the SWDPR was submitted to the Planning Inspectorate for examination on 27 September 2023.
- 5.18 Within the *Rural Hierarchy of Settlements* included within the Submission version of the draft Plan, Martley is identified as a Category I Settlement. These settlements have at least four key services and scored at least 16 points in the Village Facilities Survey. They are recognised as having a good range of services and facilities, as well as some access to public transport.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF) 2021

5.19 The NPPF outlines Government policy for development and growth. A presumption in favour of sustainable development, described at Paragraph 11, applies to both plan-making and decision-taking, where sustainable development is embodied by 3 key criteria:

- **Economic sustainability** involves contributions to building a strong, responsive and competitive economy by ensuring that sufficient land of the right type is available in the right places at the right time to support growth, innovation and improved productivity;
- **Social sustainability** involves supporting strong, vibrant and healthy communities by providing the supply of housing required to meet the needs of present and future generations, and fostering a well-designed, beautiful and safely built environment; and
- **Environmental sustainability** consists of protecting and enhancing our natural, built and historic environment, including improving biodiversity, adapting to climate change and moving to a low carbon economy.

5.20 For decision taking, the presumption means that proposals which accord with an up-to-date Development Plan should be approved without delay. Furthermore, where policies relevant to the determination of an application are deemed to be out-of-date, permission should be granted unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits when assessed against the policies of the framework taken as a whole.

5.21 As stated in Paragraph 62, the size, type and tenure of housing needed for different groups in the community should therefore be assessed and reflected in planning policies (including, but not limited to families with children, older people, students, people with disabilities, and people who rent their homes).

5.22 Paragraph 126 states that the Government attaches great importance to the design of the built environment, and makes clear that good design is a key aspect to high quality, beautiful, and sustainable development. It helps to create better places in which to live and work and helps make development acceptable to communities.

5.23 More specifically paragraph 130 aims to ensure that developments;

- Function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

- Optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.

5.24 Paragraph 131 details that developments should aim to include new tree-lined streets and ensure that trees are incorporated throughout proposed developments.

5.25 Paragraph 197 of the framework concerns proposals affecting heritage assets. It states that when determining applications, account should be taken of:

- The desirability of sustaining and enhancing the significance of heritage assets;
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.

DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT (SPD)

5.26 The Design Guide SPD was adopted in March 2018 states the design vision for South Worcestershire and aims to encourage a higher standard of design in 'all aspects' of South Worcestershire's built environment.

5.27 Section 5J of the SPD sets out the parking standards for new residential development in South Worcestershire by referring to Worcestershire County Council's interim parking standards, introduced in February 2016. The standards require:

- 1 parking space and 2 cycle spaces for 1-bedroom dwellings;
- 2 parking spaces and 4 cycle spaces for 2/3-bedroom dwellings;
- 3 parking spaces and 6 cycle spaces for 4+ bedroom dwellings.

5.28 Note 2 of the Design Guide SPD builds on Policy SWDPI4 on market housing mix. It considers that the following proportions should be met on developments of 5 or more dwellings, subject to considerations relating to such as need, viability and local character:

- 1- and 2-bedroom homes: 35% of total provision;
- 3-bedroom homes: 35% of total provision;
- 4-bedroom homes: 30% of total provision.

MARTLEY, KNIGHTWICK AND DODDENHAM NEIGHBOURHOOD PLAN

- 5.29 The Martley, Knightwick and Doddenham Neighbourhood Plan was Made in January 2018. The Neighbourhood Plan contains an overall vision and a number of objectives, with respective policies seeking to achieve the objectives.
- 5.30 Policy MKD1 *Landscape Design Principles* states that development will be supported where they demonstrate that they are sited, designed and of a scale so as to not substantially harm the Significant Views when seen from locations that are freely accessible to members of the public.
- 5.31 Policy MKD4 *Maintaining the Settlement Pattern in Martley, Knightwick and Doddenham* details that development proposals must demonstrate that their scale (in terms of number of dwellings) responds to local character and development history and fully integrated into the existing settlement.
- 5.32 Policy MKD7 *Housing Mix* sets out that new development must demonstrate how they meet local housing need, with provisions for one or two bedroom properties and properties designed to be suitable for the elderly.
- 5.33 Policy MKD10 *Promoting Health and Wellbeing* details that development proposals will be supported where they contribute to the health and wellbeing of local communities, including the provision of opportunities for fresh food growing.

DEVELOPER CONTRIBUTION SPD

- 5.34 The Developer Contributions SPD outlines the approach to section 106 agreements for new developments. It provides detail on the expected procedure for negotiation over potential contributions towards transport, education, flood risk management, and health and wellbeing support.

COMMUNITY INFRASTRUCTURE LEVY CHARGING SCHEDULE

- 5.35 The CIL charging schedule for Malvern Hills District Council, adopted in April 2017, sets levies to raise funds from developers. Separate to Section 106, it allows the funds to be attributed to the development of a wide range of additional infrastructure. The current base rate for residential development in Malvern Hills is £40 per square metre, subject to indexation.

6. Planning Analysis

6.1 The main issues considered to be relevant to the proposed residential development described in Section 3 of this statement include the following:

- The principle of development;
- The Council's 5 Year Housing Land Supply (5YHLS) position;
- Sustainability of the proposal.

6.2 Other material considerations include:

- Density;
- Highways and parking;
- Ecology and trees;
- Flood risk and drainage strategy;
- Agricultural Land Classification;
- Archaeology;
- Landscape and Visual Impact.

THE PRINCIPLE OF DEVELOPMENT

6.3 Paragraph 11 of the National Planning Policy Framework (NPPF) 2021 details that Local Planning Authorities (LPA) should approve development proposals that accord with an up-to-date Development Plan. Paragraph 74 of the NPPF requires Councils to have a supply of deliverable sites to provide a for a minimum of five years' worth of housing against their housing requirement. Where an LPA cannot demonstrate a five-year housing supply (5YHLS), the policies most important for determining the application are considered out-of-date and a presumption in favour of sustainable development is applied⁴.

6.4 Malvern Hills District Council cannot currently demonstrate a 5YHLS. Therefore, a presumption in favour of sustainable development should be applied and permission should be granted. This is explored further below.

FIVE YEAR HOUSING LAND SUPPLY

6.5 As detailed above, the NPPF requires Councils to demonstrate a 5YHLS of deliverable sites. The Framework sets out the definition of deliverable in the Glossary, as follows:

⁴ Paragraph 11(d) and Footnote 8 of the NPPF 2021

Deliverable: To be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years. In particular:

- a) sites which do not involve major development and have planning permission, and all sites with detailed planning permission, should be considered deliverable until permission expires, unless there is clear evidence that homes will not be delivered within five years (for example because they are no longer viable, there is no longer a demand for the type of units or sites have long term phasing plans).*
- b) where a site has outline planning permission for major development, has been allocated in a development plan, has a grant of permission in principle, or is identified on a brownfield register, it should only be considered deliverable where there is clear evidence that housing completions will begin on site within five years.*

6.6 Where a Council cannot demonstrate a 5YHLS of deliverable sites, the most important policies for determining the application should be deemed out-of-date and decision-takers should apply a presumption in favour of development to boost the supply of housing.

6.7 For Malvern Hills District Council, as it is one of the South Worcestershire Authorities, the Planning Practice Guide (PPG) provides guidance on how housing land supply should be treated in areas with joint development frameworks. The PPG states that:

“Areas which have a joint plan have the option to monitor their 5-year housing land supply and have the Housing Delivery Test applied over the whole of the joint planning area or on a single authority basis. The approach to using individual or combined housing requirement figures will be established through the plan-making process and will need to be set out in the strategic policies⁵.”

6.8 The baseline for monitoring land supply for Malvern Hills District Council usually falls with the adopted strategic policies. However, the housing requirements set out in these policies are now more than 5 years old, as the current South Worcestershire Development Plan (SWDP) was adopted in 2016. When a Development Plan is over five years old, the housing requirement is deemed out-of-date, unless it has been reviewed and found to not need updating. The SWDP was found to require updating, hence why the Council are currently reviewing the Plan. Therefore, Malvern’s 5YHLS position should be measured against the area’s local housing need calculated using the standard method⁶ until the strategic policies in the SWDP have been updated through the review. The current standard method figure for Malvern Hills District Council is 405 dwellings per annum with a 5% buffer.

6.9 The Council published an updated 5YHLS position in April 2023, claiming a supply of 5.24 years in the Malvern area. However, the calculation of the supply has recently been successfully challenged at appeal and the housing land supply position for Malvern is now considered to be between 2.3 – 3.7 years which represents a significant shortfall.

6.10 The Council clearly have a deficit of housing supply within the district which needs to be addressed through the provision of suitable, sustainable proposals for residential development, such as this application.

⁵ PPG - Paragraph: 028 Reference ID: 68-028-20190722 Revision date: 22 July 2019

⁶ PPG - Paragraph: 005 Reference ID: 68-005-20190722 Revision date: 22 July 2019),

SUSTAINABILITY

- 6.11 The Site is situated approximately 3km north-west of the town of Pershore and less than 10km south-east of the city centre of Worcester. Bus stops are located on Main Road, in close proximity to the site, with services to between Pershore, Evesham and Wick. Additionally, the site is less than 3km from Pershore Station which is served by Great Western Trains. There are frequent trains through Pershore providing further connections to London Paddington, Worcester Shrub Hill, Great Malvern, Hereford, and beyond.
- 6.12 The sustainable nature of the settlement of Martley has been confirmed by its designation as a Category I village within the adopted and emerging South Worcestershire Development Plans (SWDP). These are the most sustainable locations for new development outside of the urban area (as per Policy SWDP2).
- 6.13 Moving away from locational sustainability matters, the NPPF sets out that there are three dimensions to sustainable development. In accordance with Paragraph 8 of the National Planning Policy Framework, the proposals:
- Fulfil an economically sustainable role by providing much-needed open market and affordable homes in order to meet the housing requirements for Malvern and wider South Worcestershire, as outlined in policy SWDP3. The development of the site will create a significant amount of jobs in construction, with the incoming inhabitants contributing to the local economy through purchases and different forms of tax;
 - Perform a socially sustainable role by housing families who are in search of new homes, including first-time buyers and growing families. The scheme will help contribute towards the growth and diversity of the community in Martley as well as Worcestershire; and
 - Contribute to environmental sustainability by providing high-quality green infrastructure across the site. Furthermore, the proposals will not impact on any protected trees, and landscaping will preserve biodiversity in and around the site.

DENSITY

- 6.14 Planning policy sets out a prescriptive density for villages such as Martley to be 30 dwellings per hectare as a minimum. Within the emerging SWDP, the figure of 30 dwellings per hectare is expressed as a minimum to ensure that the best use of land.
- 6.15 This application is in Outline, so the final design will be subject to future detail in a Reserved Matters application. However, the indicative layout demonstrates how 55 units can be comfortably accommodated and can achieve the density aspirations of the Development Plan.

HIGHWAYS AND PARKING

- 6.16 The Transport Statement provided by Rappor confirms that access to the site from Berrow Green Road is achievable and acceptable.

- 6.17 A development of 55 dwellings will create 29 and 25 two-way vehicle trips in the peak AM and PM peak hours. The trip generation profile is deemed to be appropriate given the site's location, proposed land use, and the approved trip rates on the nearby Lioncourt scheme. The internal road layout will be subject to detailed design at reserved matters stage.

ECOLOGY AND TREES

- 6.18 A Preliminary Ecology Appraisal has been prepared by Harris Lamb to assess the potential ecological impacts of the proposals. The report is dated November 2023.
- 6.19 Harris Lamb carried out an extended Phase I Habitat Survey in September 2022 and as well as Desk-Based assessments. The survey found that the majority of the site is classified as arable with polyculture allotment land and the associated woodland to the north.
- 6.20 The survey concluded that there are no insurmountable constraints to development from an ecological or biodiversity perspective. Based on the data collected and information provided about the proposed development, it is anticipated that the development as proposed could result in a measurable biodiversity net gain.
- 6.21 Provided a design is brought forward that allows for the minimum 10% BNG, the future development of the site would be compliant with the Environment Act and planning policy for biodiversity net gain as set out in the NPPF.

FLOOD RISK AND WATER MANAGEMENT

- 6.22 A Flood Risk Assessment and Drainage Strategy has been prepared by Link Engineering and was prepared in October 2023. The report confirms that the site falls within Flood Zone 1 and is at low risk of flooding. As the application is in Outline, the detail drainage strategy will be submitted as part of any subsequent Reserved Matters application. However, the report and drainage strategy confirm that a suitable strategy for onsite attenuation can be achieved.

HERITAGE

- 6.23 A Historic Environment Desk-Based Assessment (HEDBA) was prepared by Orion Heritage in September 2023 to support the application. The report confirms that there are no designated structures or buildings within the site, but that there are several listed buildings within the vicinity of the site. The assessment demonstrated that, with considered design, the development could be suitably accommodated in a way which would preserve the setting of the surrounding heritage assets. This is something that can be explored further at Reserved Matters stage.
- 6.24 On considering Archaeological Assets, the HEDBA details that the Geophysical survey conducted by SUMO surveys in September 2023 did not identify any features of archaeological interest. A review of the available information indicates that the site has a low potential to contain finds and features from all periods. Below ground heritage assets are unlikely to be a design constraint to the proposed development.

LANDSCAPE AND VISUAL IMPACT

- 6.25 A full Landscape and Visual Impact Assessment has been prepared by Pegasus Group to accompany the application. The report concluded that the site could suitably accommodate the proposed development with measures taken to preserve its key characteristics, maximise opportunities for biodiversity enhancements and incorporate suitable open 'Sustainable Drainage Systems' (SuDS) into the final design.
- 6.26 The report concludes that the landscape and visual effects arising from the proposed development are limited, localised and not significant overall. As the application is in Outline, the assessment is based on the Illustrative Layout but it confirms that a robust landscape mitigation strategy can be achieved on site to avoid or minimise any potentially adverse effects.

THE PLANNING BALANCE

- 6.27 In assessing the proposals, it is necessary to assess any adverse impacts against positive benefits the development will produce in light of current national and local policies.
- 6.28 The adverse impacts of development presented by this site in Martley are extremely limited given its highly sustainable nature as tested against National and Local Policy; particularly in the context of the proven shortfall of housing within Malvern Hills District and the emerging South Worcestershire Development Plan (SWDP).
- 6.29 The proposal seeks to provide up to 55 dwellings. The perceived harm applicable in the planning balance is limited, and the benefits of the scheme are numerous. They include:
- Providing much-needed, high quality housing of a mix of types and tenures to reflect market and affordable demand in the village, therefore aiding Malvern Hills District Council in meeting their Objectively Assessed Housing Needs;
 - The layout and relationship to the village edge will be sympathetic to the existing settlement of Martley, whilst providing a high-quality development which will only enhance Martley's character;
 - The inclusion of improved and additional allotments, including a new parking area, and a provision for a new play area within the development.
 - The development will employ a number of construction workers, and will attract residents who will contribute to the neighbourhood's economy and support its services. Malvern Hills District Council will also benefit from additional economic income by way of New Homes Bonus and Council Tax.
- 6.30 The proposals will provide much needed housing in a sustainable location, which address both market and affordable demand. The application follows an identified housing shortfall within Malvern Hills District for market housing. Martley is identified as a Category I Settlement within the adopted and emerging SWDP, demonstrating its suitability for sustainable development. The proposals will offer social, economic and environmental benefits for current and future residents, achieving truly sustainable development.

6.31 Malvern Hills cannot currently demonstrate a 5 Year Housing Land Supply and the presumption in favour of sustainable development is engaged. This planning statement and supporting documents accompanying the application demonstrate that the adverse harms arising from the development are limited to none. Whereas, the proposal includes a number of benefits including the delivery of market and affordable housing, additional social benefits such as improvements to the existing allotments, and economical benefits including construction jobs. Therefore, in line with Paragraph 11 of the NPPF, the benefits clearly outweigh the very limited harms arising from the proposal and the application should be approved without delay.

PLANNING GAIN

6.32 Hayfield will positively engage in discussions with the Council regarding any measures which are required to be delivered via a Section 106 agreement, whilst bearing in mind the principles established by the permission.

6.33 The development will provide policy compliant affordable housing on site.

7. Draft Heads of Terms

- 7.1 This section sets out the proposed draft Heads of Terms.
- 7.2 These draft Heads of Terms are to be discussed with the Local Planning Authority during the consideration of the planning application.

COUNTY COUNCIL CONTRIBUTIONS

- 7.3 A contribution towards highways improvements may be required. The precise figures are to be discussed with Worcestershire County Council (WCC).
- 7.4 A contribution towards educational places (both primary and secondary) will be discussed with WCC Officers during the determination of the application.

AFFORDABLE HOUSING

- 7.5 This application is intended to provide 22 affordable dwellings which will be secured through the S106 agreement. The exact tenure mix will be discussed with the Council during the determination of the application, but it is anticipated that these will be proposed as First Homes and social rented units.

OTHER CONTRIBUTIONS

- 7.6 A contribution for Open Space and Play Facilities and Biodiversity may be required. The precise figures will be discussed with the District Council during the determination of the application.
- 7.7 Contributions towards Libraries and Policing may also be required, which will be discussed through the determination of the application.

OTHER MATTERS

- 7.8 In the event that the Council have not spent the contributions on the works identified by a completed S106 Agreement with 5 years of execution, the Council will refund any unspent monies to the applicant. All requests will need to be in compliance with CIL Regulation 122 test requirements.

8. Conclusion

- 8.1 The proposed development constitutes a high-quality and sustainable scheme which recognises and provides for the housing needs of Martley, as well as the wider district of Malvern Hills District Council.
- 8.2 It has recently been demonstrated that Malvern Hills District Council have a significant housing supply shortage resulting in them not being able to demonstrate a 5-year housing land supply. The titled balance is therefore engaged, and the benefits of the scheme will need to be weighed against any perceived harms.
- 8.3 This application seeks to secure permission for up to 55 dwellings within Martley, which is identified as a Category I Settlement in the South Worcestershire Development Plan (SWDP). The 55 dwellings will positively contribute toward the housing shortfall. Additionally, and significantly, it will provide 22 affordable homes within the village to help alleviate the substantial shortfall in affordable housing delivery identified within the 2021 SHMA. The delivery of market and affordable housing should therefore be afforded substantial weight in the planning balance.
- 8.4 Overall, as this Planning Statement, including draft Heads of Terms and Affordable Housing Statement, has shown that the positive attributes of this scheme entirely outweigh the limited number of negative attributes. No material considerations exist which should prevent the application from being approved. Therefore, officers are respectfully requested to recommend that this application is granted planning permission.