Main Issue – whether or not the site allocations at Evesham are soundly based and deliverable.

1) Are the site allocations and the amount of development proposed for each site justified, having regards to the likely impacts of the development and the provision of necessary infrastructure?

Bloor Homes has been engaged in pre-application discussions with Wychavon District Council, Worcestershire County Council and Highways England concerning the delivery of allocation SWDP51/1 since May 2014. Technical inputs to inform an outline planning application have progressed to the point of Bloor Homes undertaking a public consultation event to be held on 20th April 2015 based on the enclosed illustrative masterplan.

Bloor Homes continues to support allocation SWDP 51/1. Detailed technical work commissioned has highlighted no constraint to site delivery. It is envisaged that a formal application in respect of Bloor Homes land interest at Land West of Cheltenham Road will be submitted in summer 2015.

However, Bloor Homes considers there is an opportunity to expand allocation SWDP51/1 to include additional land up to the River Isbourne. Bloor Homes maintains that such an increase will enable:

- A comprehensive, well designed masterplan in respect of Bloor Homes’ land interest, enabling delivery of a logical land parcel, bounded by natural site features;
- Increased opportunity to improve public access to the River Isbourne corridor through provision of high quality public open space which will afford future protection and enhancement to this ecological and environmental corridor; and
- Increased delivery and flexibility to the SWDP housing provision, through an increase in unit numbers beyond the figure of 400 units currently allocated in respect of SWDP51/1.

The Illustrative Masterplan demonstrates a capacity of 430 homes. This is based on a mix of 1 to 5 bedroom dwellings. The masterplan proposal complies with the 40% green infrastructure requirement of Policy SWDP 5. A copy of the draft masterplan accompanies this submission to demonstrate:

- the progress made towards the submission of a planning application concerning site SWDP51/1; and
- the vision for delivery of a comprehensive masterplan relating to Bloor Homes’ interest.

Bloor Homes acknowledges the Strategic Gap designation (Policy SR10 of Local Plan) is relevant to the north western parcel of its land interest at Cheltenham Road. Whilst Policy SR10 limits development within this designation, Bloor Homes notes Appeal decision APP/H1840/A/13/2195014.
(Land off Cheltenham Road, Evesham) in which the Inspector commented (at paragraph 16):

- the appeal site would represent only about 1.5% of the total site area of the Strategic Gap;
- the Strategic Gap between Evesham and Hampton is relatively wide at the point where the site is located;
- views between Hampton and Evesham near to the appeal site are limited due to the topography of the area, existing vegetation and the distance between the two areas of built development at that point;
- the proposal would not have a significant adverse effect on the purpose and function of the Strategic Gap between Evesham and Hampton.

SWDP51/1 lies to the south of the above appeal site where the distance between Evesham and Hampton is greater. The built-form of the masterplan presented by Bloor Homes intrudes to only a small extent on the Strategic Gap designation. It is respectfully requested that consideration be afforded to the enlargement of allocation SWDP51/1 to incorporate the land identified by the following plan:
2) **Are the specific requirements of the policy justified and consistent with national policy?**

[No specific comment to make]

3) **Is the housing development that is proposed for each site deliverable in the timescales envisaged in the Council's delivery trajectories?**

Bloor Homes' engagement with relevant authorities and local community over the past 12 month period demonstrates the intention to deliver the site for development. Core Document EX620d (September 2014) reports an envisaged delivery start date of 2019/20 for SWDP51/1. Delivery is estimated at 20 to 40 units per annum through until 2029/30. On the basis of a submitted Outline application in late 2015, Bloor Homes considers initial site construction could commence in summer 2016. Site delivery is therefore achievable within the timescales set out by the SWDP.

For the above reason, Bloor Homes confirms the deliverability of land west of Cheltenham Road for development.
Appendix 1: Masterplan
Land West of Cheltenham Road, Evesham
on behalf of Bloor Homes

DESCRIPTION
Residential...

AREA
11.64 ha
2.81 ha

Total site area
20.34 ha

428 units
1 local area
Overall density 36 dph

Pedestrian Emergency link
ACCESS

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