



Please state which part of the Neighbourhood Plan (i.e. which section, objective or policy) your representation refers to (please use a separate form for each representation):

Please see separate letter which clearly identifies which section of the Plan is being referred to.

Please use the space below to make comments on this part of the Neighbourhood Plan.

Please see separate letter which clearly identifies which section of the Plan is being referred to.

Please use a separate form for each representation.

Please state whether you would like to be notified of the Council's decision on the Neighbourhood Plan proposal:

Yes  No

Please email this form to [policy.plans@wychavon.gov.uk](mailto:policy.plans@wychavon.gov.uk) or post it to Planning Policy, Wychavon District Council, Civic Centre, Queen Elizabeth Drive, Pershore, WR10 1PT.



**RCA Regeneration Ltd.**  
Unit 6 De Salis Court | Hampton Lovett Industrial Estate  
Droitwich Spa | Worcestershire | WR9 0QE

t: 01905 887 686  
e: [info@rcaregeneration.co.uk](mailto:info@rcaregeneration.co.uk)  
[rcaregeneration.co.uk](http://rcaregeneration.co.uk)

Planning Policy  
Wychavon District Council  
Civic Centre  
Queen Elizabeth Drive  
Pershore  
WR10 1PT

03 September 2021

SENT VIA EMAIL

Dear Sir/Madam,

**RE: Broadway Neighbourhood Plan Submitted – Regulation 16 Consultation**

I write in relation to the above consultation to make a representation on behalf of our client, Rooftop Housing Group. The representation is made largely in connection with their site on land off Sandcroft Avenue, Broadway.

This letter follows previous submissions in respect of the same site submitted during the production of the Neighbourhood Plan (NP). Representations have also been made in relation to the South Worcestershire Development Plan Review (SWDPR), where the site has been referenced as SHELAA site CFS0683.

We have considered the submitted Neighbourhood Plan and the policies being proposed. We do not respond to all sections of the plan, only those which we currently consider require further consideration. These views are without prejudice to future submissions.

**Policy HD.3 Site Allocation – Land off Kennel Lane / Church Close**

Whilst we are supportive that the Parish seeks to allocate development to meet the needs of the Parish, we have significant concerns that a brownfield site has been chosen to meet the need for – in particular – affordable housing, as suggested by paragraph HD.4.1. This is because previously developed sites carry additional development costs, associated with demolition and remediation, and often cannot provide a policy compliant level of affordable housing. This concern is furthered by the requirement to retain or reposition existing retail uses, which is to be commended, but will limit the space available for residential dwellings which will carry the higher values needed to 'pay for' this and the various other requirements set out in the policy.

We raised concern about this in our previous representation, but this does not appear to have been reflected in the submission plan. It does not appear that the NP has been subject to any viability testing to ensure the deliverability of this site, which remains a major concern.

We also raised concerns that the access would be from Church Close, which is impacted by multiple ownerships. It is not clear whether these owners are supportive of the allocation, and that the landowners associated with the allocation will not subject the landowners of the proposed allocation to a 'ransom'. As per *Stokes v Cambridge Corporation (1961) 13 P&CR 77*, the 'ransom holder' would be entitled to one-third of the increase in the value of the site, since the access effectively 'unlocks' this uplift. The 'ransom holder' would also not have to bear the cost of constructing the access road. It is not clear that this has adequately been considered.

Whilst we appreciate the desirability of utilising previously developed land, in doing so, the NP positions this development in one of the most sensitive locations within the entire Parish. The development would require the loss of a substantial amount of tree and hedgerow planting, particularly at the western boundary of the site. It would also impact the character and relative openness of this part of the Conservation Area.

The landscaping at the end of Church Close also provides access to a Public Right of Way, and we have concerns that facilitating a new access here would have a negative impact on the current setting of the public right of way, which is surrounded by trees and vegetation at present. This furthermore indicates that the proposed allocation



contradicts Policy COM.2 in the proposed Neighbourhood Plan, which states 'proposals which adversely affect existing walking and cycling routes will not be supported.'

In summary, we consider that the development will not be able to deliver affordable housing in the same way as the policy intends. And, given the use of Church Close, we also have concerns regarding deliverability. Therefore, the possibility of allocating another site for affordable housing should be considered. Our client's land at Sandcroft Avenue has the potential to deliver a 100% affordable housing development, and given that the client is a Registered Provider, they are well placed to meet this need.

#### **Policy BE.4: Heritage Assets**

Whilst we support this policy, policy HD.3 threaten to undermine it due to the position of the site that it allocates. As we have identified, the development of the site would require the loss of a substantial number of trees and at least part of a hedgerow, particularly at the western boundary of the site. In doing so, together with the intensification of the site, the character and relative openness of this part of the Conservation Area risks being harmed. The land at Sandcroft Avenue is in a far less sensitive location, being adjacent to inter and post war housing and away from the Conservation Area. This means that it would be far less constrained in relation to the provision of renewables, which may be considered inappropriate at the proposed allocation site.

#### **Policy BE.7: Energy Efficiency and Renewable Energy**

We support the overall approach but consider that paragraph BE.7.1 should be clarified. The sentence states that "development will be expected to achieve a defined star rating" but does not define which star rating should be achieved.

Whilst we appreciate that Home Quality Mark ratings start from one star (ranging up to 5 stars) which meets a key baseline beyond minimum standards, the costs associated with achieving this rating increases substantially as the 'star rating' increases. As such, we have concerns over how this policy might be implemented, and the potential viability impacts should a very high star rating be required.

#### **Alternative Site Option**

Due to our concerns with the allocation of the site at Policy HD.3, we consider that it would be prudent to consider an additional or alternative site allocation. The land off Sandcroft Avenue would have the potential to deliver up to 68 affordable homes, which would make a meaningful contribution towards meeting the needs of the Parish. The location of the site is such that it is within a sustainable location, and yet away from the most sensitive parts of Broadway. The development of the site would also be undertaken without any disruption or displacement of existing businesses either.

The land to the south is part of an ancient orchard, but the site is very much outside of this designation, and this is corroborated by historic imagery.

There are no physical site constraints that would hamper delivery of the site and it is located within Flood Zone 1. There are also no designated heritage assets within the site or its immediate vicinity. Whilst the A44 is in relative proximity, to the east of the site, an area of dense woodland separates the site from the road, and there would be potential to introduce mitigation (such as enhanced glazing) if that was considered necessary. Access into the site would be created through land in the ownership of Rooftop.

The site layout shows the intention to provide a significant amount of landscaping, enhancing the existing green infrastructure at the western side of the site, but also enhancing the wider biodiversity of the site. This would ensure that the site is suitably assimilated into the landscape and would avoid harm to the AONB. The Public Right of Way would be set amongst landscaping at the southern end of the site, retaining its current character.

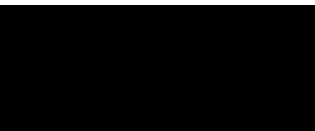
We consider the site to be deliverable now, and a good opportunity to make a genuine contribution to the significant affordable housing requirement within Broadway, as identified within the NP. Rooftop would be able to provide a vast array of housing types, including family homes, flats and bungalows with areas of landscaping to contribute to health and wellbeing. They would be more than content to work with the Parish, to create a Development Brief (BE.2) and work with the Design Review Panel (BE.8) to ensure that the development embodies the principles contained within the Village Design Statement.

We enclose an indicative layout below to show how the site could be developed, clearly this could be amended to suit the requirements of the Parish, should that be appropriate.



For the reasons set out, our concerns regarding the current NP remain and we urge further consideration before the plan is Made. We also suggest that the site at Sandscroft Avenue provides strong potential to make a meaningful contribution to much needed affordable housing delivery and consider that this site should be contained as an allocation to address this.

Yours sincerely,



**Joe Bennett BSc Hons**  
Planning Consultant

