

By email only

Dear Sir / Madam,

Re: East Devon Local Plan Regulation 19 Consultation – Land West of Whimple Road, Broadclyst

We write on behalf of Broadclyst LVA LLP (LVA) in relation to the East Devon Local Plan Regulation 19 consultation, specifically regarding Land west of Whimple Road, Broadclyst, which is identified as an allocation (ref. Brcl_12).

LVA has an agreement with the landowners of this site to promote it for a mixed-use residential and employment development. Previous representations have been made regarding this development site including to the East Devon Preferred Options Consultation Draft Local Plan (Regulation 18) in 2023, and the site has been considered by East Devon District Council as part of the Housing and Economic Land Availability Assessment (HELAA).

It is important to stress from the outset that we support and welcome the site's (ref. Brcl_12) inclusion in the emerging spatial strategy as an allocation to meet the identified housing and employment needs in East Devon.

Notwithstanding, we have been instructed by LVA to prepare and submit these representations to the East Devon Local Plan Regulation 19 consultation. Our submission provides comments on the local plan spatial strategy and key specific policies (including Strategic Policy SD07, which relates specifically to this site), as well as setting out that the site is available and deliverable, confirming that the site should continue to be allocated for residential and employment development.

This representation is consistent with the previous submissions made to the Council, and should be considered alongside these, as it does not seek to repeat the points previously made in detail.

It should also be noted that LVA has appointed a technical team who has prepared detailed evidence to underpin a masterplan for the development proposals, which includes transport, drainage, ecology, landscape, trees, heritage, ground conditions and urban design matters. A masterplan has been prepared, which outlines that up to 145 dwellings could be delivered within the allocated land parcel alongside employment land of 0.6 hectares, and significant levels of public open space including community football pitches, parkland and informal open space, and ecological enhancement areas. This masterplan is available in Appendix A to this letter.

It is anticipated that an outline planning application, with all matters reserved except for access, will be submitted in April 2025. Accordingly, once the Local Plan Examination begins, a planning application will be before the Council, which will demonstrate the site's deliverability to the Planning Inspectorate to underpin the allocation of this land.

The Spatial Strategy

Strategic Policy SP01: Spatial Strategy sets out that *“New development will be directed towards the most sustainable locations in East Devon, by: ... D. Supporting development at the local Centres of Broadclyst...”* This overarching strategy for the area is welcomed, particularly the support for development at the Tier 3 – Local Centre of Broadclyst.

The levels of future housing development are outlined in Strategic Policy SP02. This states that *“Housing provision will be made for at least 20,909 dwellings (net) to be delivered in the plan area between 1 April 2020 to 31 March 2042. The housing requirement will be delivered through a stepped trajectory, with an annual target of 850 homes from 2020/21 to 2031/32, increasing to 1,070 homes per year from 2032/33 to 2041/42.”*

While this level of housing is generally supported, it only represents 80% of the housing requirement calculated using the new standard methodology introduced in December 2024 with the updated National Planning Policy Framework (NPPF). While this is allowed for in the transitional arrangements set out in Paragraph 234 of the NPPF, we question whether East Devon District Council should be looking to exceed this and plan for the full housing requirement given the recognised housing crisis and the fact that even upon adoption, the Plan would require an immediate review under the new NPPF. This would equate to 26,136 dwellings over the plan period, as well as assisting in accommodating any overspill need from Exeter. Moreover, given that the Council has chosen to provide for the minimum housing requirement allowed via transitional arrangements, it is crucial that the draft housing allocations are at least maintained.

Notwithstanding the above, we also have concerns that EDDC might not be considered to benefit from the transitional arrangements given that this is only a partial Regulation 19 Consultation. We presume legal advice has been taken on this point.

Strategic Policy SP04 sets out the employment provision and distribution strategy for the district, which totals 178.16 hectares, including 90.66 hectares of employment land on sites allocated in this emerging plan. The justification for the policy outlines that the amount of employment land that this site (ref. Brcl_12) should deliver is 0.6 hectares. We generally support this approach and the quantum of employment development identified for this site, which we confirm and agree can be accommodated within the masterplan, alongside the housing and open space provision, and other key infrastructure and enhancements.

In conclusion, we question whether EDDC should be looking to increase the housing requirement to meet its needs now, particularly if it is not considered that they are able to benefit from the transitional arrangements.

Furthermore, it demonstrates that the allocations, including Land west of Whimple Road, Broadclyst (ref. Brcl_12) should be maintained, and the Council cannot afford to remove any of these from the spatial strategy given the pressing need to boost the supply of housing land.

Development in the Towns and Villages

Strategic Policy SD07 sets out the development allocations at Broadclyst. This states the following:

“The sites/areas listed below, as identified on the Policies Map, are allocated for development.

Land west of Whimble Road, Broadclyst (Brcl_12) combined with Land to east of Town End, Broadclyst (Brcl_29)

Development of these two sites, on the eastern side of the village, will need to come forward to an agreed Masterplan that provides for a comprehensive development scheme for both land areas. Vehicle access to the combined sites will need to be from Whimble Road with vehicle and pedestrian access from Brcl_12 linking through and into Brcl_29.”

While we generally support this approach to development across the two land parcels given the relationship between the two sites and the facilities within the wider settlement, LVA currently only has control over Land west of Whimble Road (ref. Brcl_12). Notwithstanding, the proposed masterplan for the site has carefully considered the link between both sites and how they could complement each other. It also includes an indicative suggestion of how Land to east of Town End (re. Brcl_29) could come forward alongside the wider Brcl_12 site, to ensure they dovetail together and the development of Land west of Whimble Road (ref. Brcl_12) does not fetter proposals coming forward on the adjacent Brcl_29 land.

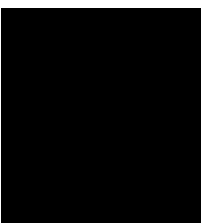
LVA is generally supportive of this and would be willing to work with the adjacent landowner to allow for vehicular access for Brcl_29 to be delivered via the LVA site. LVA has a positive track record of working collaboratively with other stakeholders and always seeks to enable the best possible spatial planning solution.

Strategic Policy SD07 goes on to state that:

Area Brcl_12 – is to accommodate around 100 new homes and 0.6 hectares of employment land. Built form shall be focused on the land to the north west of Winter Gardens and south of Lake Farm with lower density development forming a frontage onto the road from Burrows Cross within the field to the north west of Winter Gardens. To the north of Brcl_12 there is scope to provide open space and habitat and other open space areas.

We support the general provisions of this policy for Land west of Whimble Road, Broadclyst (ref. Brcl_12), including built form being focused on the land to the north west of Winter Gardens and south of Lake Farm, with lower density development forming a frontage onto the road from Burrows Cross within the field to the north west of Winter Gardens, and the provision of open space, habitat and other open space areas to the north of Brcl_12. These are elements that are featured and met through our proposed masterplan for the site.

Notwithstanding, as set out and demonstrated in previously representations to the Local Plan, we consider that the site can deliver up to 145 dwellings (including affordable housing and custom-self build plots), while still accommodating the other required and important aspects of the scheme. These include 0.6 hectares of employment land, access from Whimble Road, as well as a community play



area. Significant areas of public open space are also included that are well in excess of what would be required by policy and will in effect deliver a large area of publicly accessible parkland for the whole village to enjoy.

This has been informed by technical work including highways, ecology, landscape, heritage and drainage work, all of which underpin the masterplan design. Furthermore, Highways Officers have confirmed that the access design is sufficient to accommodate this number of homes and the employment provision. We, therefore, consider that this is the optimal solution for the delivery of housing at Broadclyst that would see a multitude of benefits being realised without harm being caused.

We, therefore, respectfully ask for the number of homes to be accommodated on the Brcl_12 site to be increased to 145 dwellings, particularly given the Council is only planning for 80% of the district's overall housing requirement, and this would assist the Council in getting closer to delivering the full requirement now rather than in the future and would assist in providing a degree of contingency should other allocations not come forward or achieve a lower quantum of development.

Mitigating Climate Change

Strategic Policy CC06 relates to embodied carbon. It states that major development will be required to undertake an embodied carbon assessment, submitted as part of the Sustainability Statement through a nationally recognised Whole Life Cycle Carbon Assessment procedure.

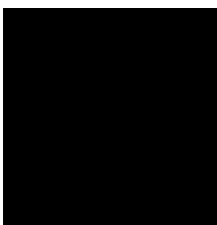
We have no issue in principle with this policy, but it is considered that the wording should set out when this needs to be undertaken – the outline planning application stage seems too early to carry out this level of assessment, and it would be more beneficial being undertaken at the reserved matters/detailed stage when the specific credentials of the development and exact information are known and to not simply have a validation requirement which adds little to the matters that are to be determined.

Meeting Housing Needs

Strategic Policy HN02 sets out the requirements for affordable housing. This has a requirement of 30% affordable housing for this site – Land west of Whimple Road, Broadclyst (ref. Brcl_12). We support this provision, in order to assist in delivering the much-needed affordable housing across the district, and achieve balanced and mixed communities. We can also confirm that this level of affordable housing has been planned for within the proposed masterplan and can be met or exceeded on site.

As part of meeting housing needs, securing greater housing diversity and encouraging high quality design, the Council welcomes proposals for custom and self-build housing to be occupied by those persons commissioning or undertaking the construction. Policy HN05 requires at least 5% of dwellings on sites planned to accommodate 20 or more homes to be delivered as serviced custom and self-build plots. Furthermore, on sites over 100 dwellings or more, design codes should be used flexibly to encourage high quality housing design, and the agreed design code should be used to provide 'plot passports' that give a simple, succinct summary of each plot as a reference point for the purchaser.

Again, we recognise that the provision of custom and self-build plots can assist in meeting the housing needs of an area. We have, therefore, identified 5% of the proposed dwellings for the site as custom and self-build plots, and we do not have an issue with the general principle of a design code.



Notwithstanding, it is considered that the policy wording needs further clarity as it is currently not clear whether the 5% requirement relates to the overall housing numbers on site or just the market housing element of the scheme. We suggest that the policy is worded to make clear that this reflects 5% of market housing only.

We also have concerns with the requirement for self or custom builders to have completed their development plot within 3 years. We do not see how this can be enforced or conditioned, and in light of unforeseen market circumstances, we do not consider this to be reasonable. Given that self-builders are unlikely to be experienced in housebuilding, a 3-year limit is a short timeframe for completion and greater consideration should be given to the wording of this policy.

Supporting the Economy

Policy SE05 relates to Employment and Skills Statements. It states that all major developments will be required to submit a basic Employment and Skills plan. Any developments over 100 homes or on employment sites of 5,000 square metres or greater will also need to provide an Employment and Skills Statement, which commits to maximising the provision of skills and employment opportunities, to benefit the local population as well as the employer. We appreciate the reasoning for this Statement, to enhance employment and skills in the area. We, therefore, do not have an issue with this requirement.

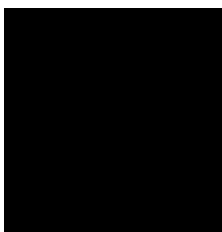
Our Outstanding Biodiversity and Geodiversity

Strategic Policy PB05 relates to Biodiversity Net Gen. This states that *“Major development proposals will need to deliver biodiversity net gain (BNG) of at least 20% to be calculated using the most up-to-date statutory metric. Where there is a demonstrable viability problem to achieve this target, it will be expected that all measures to exceed the national minimum requirements are made, and evidence for not achieving the 20% target is provided in full.”*

This aspiration by the Council is laudable, and we are committed to exceeding the national minimum requirement and achieving biodiversity enhancements as far as possible on this site. It is, however, unclear whether the draft requirement of 20% on major development sites has been viability tested, and whether any ramifications for land take on allocated sites have been carefully considered, so as not to negatively impact on the ability to deliver the required number of dwellings to meet the critical housing need.

It is also highly likely to be a significant constraint to development sites which are at the lower end of the major development category. LVA is aware that in many instances achieving the statutory 10% requirement is challenging across the three BNG metrics on smaller sites.

Central Government has set the national policy to 10% based on significant evidence and rounds of consultation undertaken with various stakeholders. Furthermore, achieving 10% BNG is already a significant challenge faced by developers, and exceeding this could seriously affect the viability of sites across the District, and/or lead to housing targets not being met due to land-take required for mitigation for net gain.



We, therefore, suggest that this is investigated further by the Council, and appropriate evidence and justification for the 20% requirement is provided because at present this has not been provided and we strongly oppose this policy requirement as it is contrary to national policy.

Land West of Whimple Road, Broadclyst – Brcl_12

Broadclyst contains a wide range of key everyday facilities including primary (Broadclyst Community) and secondary (Clyst Community College) schools, two pubs (New Inn and Red Lion), social club, a local shop and post office (Broadclyst Stores), doctor's surgery, church (St John the Baptist), village hall (Victory) and the Broadclyst Sports Centre. All of these facilities are accessible from the proposed site.

The site has limited constraints for development and the technical work undertaken to date has not identified any significant issues that would preclude the site from development, and the technical team has prepared evidence to underpin the proposed masterplan.

The proposed masterplan for the site seeks to deliver a mixed-use development of up to 145 dwellings (including affordable and self or custom build units), 0.6ha of land providing offices and light industrial employment space (Use Class E), extensive open space and ecological enhancements, along with the proposed new highway, site entrances and supporting infrastructure.

The residential development will likely comprise a mix of 1, 2, 3 and 4 bedroom properties of varying styles, ranging from a small block of apartments to detached dwellings. Development will both be front-on and side-on to Whimple Road, and it is anticipated that the design would be more traditional in appearance and utilise materials found in the local area.

The employment areas proposed are located within the east of the site on the former Winter Gardens land, and are proposed to be designed to adopt a barn like style to assimilate them into the more rural environment, as opposed to converting the existing buildings.

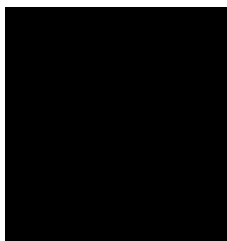
Two accesses are proposed to be taken from Whimple Road approximately 90m apart – this is to provide separate access for the employment and residential uses. It is anticipated that pedestrian and cycle connections will be made to the existing Public Right of Way (PRoW) network on Town End and Green Tree Lane.

51% (5.55 hectares) of the site is provided as formal public open space for both existing and future residents. This includes a community parkland with junior grass football pitch to the north, ecological areas, a new play area, and allotments. Furthermore, informal public open space is proposed including a central green spine running north-south through the centre of the site.

Drainage in the form of two attenuation basins are proposed within the north and centre of the site, to hold surface water runoff before discharging it at a greenfield run-off rate into an existing ditch.

The benefits of the scheme are wide-ranging and substantial, and include the following:

- Provision of affordable housing
- Provision of market housing
- Provision of custom and self-build homes



- Delivery of an employment allocation
- New public open space and a community parkland, in excess of the policy requirements
- Biodiversity Net Gain in excess of the Government's 10% target
- Improvements to Whimble Road
- Jobs in construction

We have also examined other technical matters including highways safety, flood risk and drainage, ecology, landscape, heritage, trees, air quality, and health, and have identified no adverse effects would outweigh the benefits of the scheme.

The masterplan, therefore, responds to the constraints and opportunities of the site, and seeks to provide a generous landscaped edge to the north of the site to ensure a suitable transition to the rural hinterland beyond. Furthermore, it is clear that the development is deliverable, and provides a high-quality, well-balanced, sustainable community.

We will also seek clarification with planning policy officers regarding the proposed allocations map including the areas of Green Space shown.

Conclusion

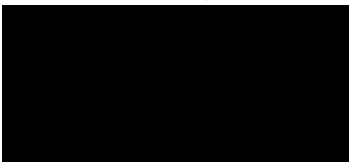
We support the emerging Spatial Strategy and welcome the site's (ref. Brcl_12) inclusion as a draft allocation to help meet the identified housing and employment needs. We do, however, ask that the Council carefully considers the constructive comments provided in relation to endeavouring to meet the full housing need for the district at this stage, and other more specific policy requirements.

It has also been demonstrated and is recognised by East Devon District Council that Land west of Whimble Road, Broadclyst (ref. Brcl_12) is a suitable, sustainable, accessible and deliverable site for residential and employment development. Furthermore, it is anticipated that an outline planning application, with all matters reserved except for access, will be submitted in April 2025.

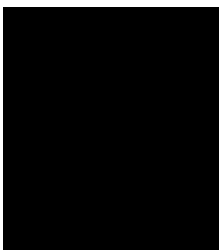
Based on the details provided within these and previous representations, we, therefore, hope to see the allocation for the site maintained – once the Local Plan Examination begins, a planning application will be before the Council, which will demonstrate the site's deliverability to the Planning Inspectorate to underpin the allocation of this land.

Should you wish to discuss this further, or have any questions or queries, please do not hesitate to contact me.

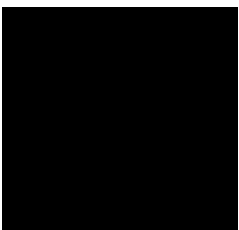
Yours faithfully,



Coral Curtis
Director



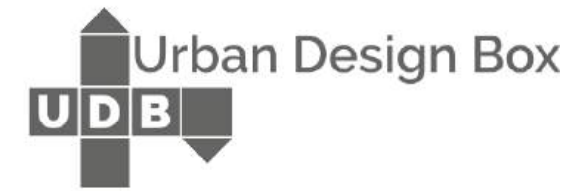
Appendix A – Proposed Masterplan





- Legend**
-  Site boundary - draft to be confirmed
 -  Proposed all modes access
 -  Indicative pedestrian access
 -  Existing public right of way / proposed pedestrian route
 -  Indicative route within development
 -  Indicative focal buildings
 -  Indicative Development Focus
 -  Indicative Residential Development Parcel
 -  Indicative Employment Development Parcel
 -  Indicative Public Open Space including SUDS and Strategic Landscape areas
 -  Indicative SUDS
 -  Existing hedges / trees / planting
 -  Indicative trees / planting areas
 -  Indicative scrub planting
 -  Indicative hedge replacement planting

DRAFT



client:
LVA

project:
Land West of Whimple Road, Broadclyst

drawing title:
Concept Masterplan

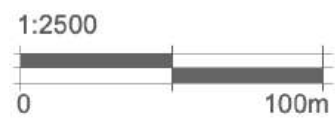
job number: **LVA104** drawing number: **3002C**

scale: **1:2500 @ A3** drawn: **jvs**

date: **January 2025** status: **Preliminary**

urbandesignbox.co.uk

- Illustrative Masterplan Strategy:**
1. Access from Whimple Road leads to a series of focal spaces within the development.
 2. Retention / improvement of the public footpaths crossing the site from Town End to the New Inn.
 3. There is the potential to supplement the public footpath with new leisure routes within the site
 4. A hierarchy of streets creates a legible residential environment;
 5. Connected Green Infrastructure strategy including a central community open space including play area and potential for allotments
 6. SUDS within a wider informal open space and ecological enhancement area will contribute to biodiversity net gain;
 7. Family homes with gardens and planted front gardens;
 8. Tree-lined streets;
 9. Development density will decrease around the edges providing an informal green edge to development;
 10. Potential for self build plots.



Copyright of Urban Design Box. This drawing is for planning purposes only and should not be used for any construction or estimation purposes. Please check scale bar before measuring plans for Planning purposes. No liability or responsibility is accepted arising from reliance upon the information contained within this drawing.