

East Devon Local Plan – 2021 to 2040 - Issues and Options consultation for the attention of the Planning Policy team

We would encourage you to complete the on-line response form – see:

<https://eastdevon.gov.uk/planning/planning-policy/emerging-local-plan/initial-consultations/>

Please only use this paper version of the questionnaire if you lack internet access. Receiving on-line submissions will help us save time and money and will mean we can be more accurate in our work.

Your Title	<input type="text"/>	First name or initial	<input type="text"/>	Surname	<input type="text"/>
		Your email address	<input type="text"/>		
		Your telephone number	<input type="text"/>		
		Your postal address and post code	<input type="text"/>		
		Organisation name (if relevant)	<input type="text"/>		
		If you are an agent acting for a client please provide the name of your client	<input type="text"/>		

Your Age Range

- 0-18
- 19-25
- 26-40
- 41-55
- 56-70
- 70 plus

In what capacity are you responding to this consultation - what most closely describes you or if you are an agent what best describes, in respect of this consultation, what your client does?

- Private individual
- Environmental body
- Government department or agency
- Local authority
- Parish or town council
- Politician
- Religious body
- Cultural group or body
- Education provider
- Amenity group
- Land owner
- Developer
- Private company
- Emergency service provide
- Utility or transport provider
- Community or resident group
- Representative of commercial organisation or business
- Other – Please specify (in the box below)

Guidance notes

We have produced a local plan issues and options consultation document that we are consulting on from 18 January 2021 to midday on 15 March 2021. In the consultation document we include a series of questions. Please note that this questionnaire should be read alongside the full consultation document.

Please respond to this consultation event, on-line, if possible, see:

<https://eastdevon.gov.uk/planning/planning-policy/emerging-local-plan/initial-consultations/>

Paper copies of this completed of this questionnaire should be posted to:

Planning policy
East Devon District Council
Blackdown House, Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ

To arrive no later than 12.00 noon on Monday 15 March 2021.

Data Protection

Any personal information which you provide will be held and used by East Devon District Council for the purpose of local plan production. Your information may also be shared within East Devon District Council for the purposes of carrying out our lawful functions. Otherwise your personal information will not be disclosed to anybody outside East Devon District Council without your permission, unless there is a lawful reason to do so, for example disclosure is necessary for crime prevention or detection purposes. Your information will be held securely and will not be retained for any longer than is necessary. There are a number of rights available to you in relation to our use of your personal information, depending on the reason for processing. Further detail about our use of your personal information can be found in the relevant Privacy Notice which can be accessed at: <https://eastdevon.gov.uk/access-to-information/data-protection/privacy-notices>

Please note that responses received will not be treated as confidential and they will be published on our council web site along with your name and if relevant the name of the organisation you represent. If you are an agent your name and organisation will be published as well as those of your client. Postal or email address will not be published unless they are embedded in documentation and cannot be readily blacked out.

Question 1 - Local Plan Objectives

In paragraph 2.1 of the Issues and Options report we set out a series of suggested objectives for the future local plan that cover issues like climate change, meeting housing needs and supporting the economy. Question 1 seeks your views on these objectives.

Do you think these are the right objectives for the new local plan, are there any further objectives that you would wish to see added or amendments made?

- Yes, these are the right objectives
- No, there are further objectives or amendments I would like to add

Please give details

Question 2 – The scope of the local plan

In paragraph 2.2 of the Issues and Options report we propose producing a single plan, but it would be possible to produce a series of plans to cover the different issues. Do you think we should?

Which option do you think we should take?

- Option 1 - Single Plan.** Produce a single local plan covering all policy matters
- Option 2 - Multiple Plans.** Produce a plan that deals with strategic matters (the bigger stuff) first and then subsequent plans that deal with more local concerns and detailed matters later
- Option 3 - Other.** Do an alternative or neither of the above

Please provide any further comments in the box below

Question 3 - Neighbourhood Plans and the new Local Plan

Neighbourhood plans have been agreed for many of our neighbourhoods and more are in preparation. In paragraph 2.11 of the Issues and Options report we explain the role of neighbourhood and their relationship with the local plan.

How do you think we should make best use of existing neighbourhood plans to inform the new local plan that we are producing?

Question 4 - Planning for health and wellbeing

In Chapter 3 of the Issues and Options report we set out the health and wellbeing benefits of active lifestyles and the ways in which planning can promote this.

How important do you think it is that we should actively promote health and wellbeing throughout our new local plan?

- Absolutely essential
- Very important
- Quite important
- Of limited importance
- Not important at all

Please provide comments below on any health and planning matters you consider to be particularly important

Question 5 - Energy efficiency of new buildings

In paragraph 4.4 of the Issues and Options report we identify ways of reducing carbon emissions from new developments, including setting higher energy efficiency standards for new buildings. Do you think we should?

Do you think we should

- Option 1 - Plan for net-zero carbon from plan adoption.** This would require all new development to be net-zero carbon upon adoption of the plan. However, it would be at a cost and as a consequence we may see less affordable housing built and maybe fewer other social and community benefits from development
- Option 2 - Plan for net-zero carbon from a future date.** This would require all new development to achieve net zero carbon from a future date in the plan process. It could allow time for the development industry to adjust to the higher standards and may mean we can secure more affordable housing and community benefits from development
- Option 3 - Do neither of the above and not have a policy.** Under this option we could just wait for and apply any Government policy

Please provide any further comments

Question 6 - Provision of solar arrays/farms and windfarms

Paragraphs 4.5 to 4.7 of the Issues and Options report deals with maximising energy from renewable sources. Question 6 seeks your views on what level of support we should give.

Which option do you think we should take?

- Option 1 - Identify suitable areas for renewable energy developments
- Option 2 - Not identify areas but offer general support
- Option 3 - Take a restrictive approach to renewables
- Option 4 - None of these options

Please provide any further comments on wind farms and solar arrays/panels

Question 7 - Carbon saving measures

Paragraph 4.8 of the Issues and Options report sets out seven policy objectives for helping to achieve carbon neutrality including using 'waste heat', and promoting community led renewable energy schemes.

Do you think we have identified the appropriate carbon saving and related policy matters to be addressed in a new local plan and are there any other policy areas that you think we should be considering?

- Yes, the appropriate carbon saving policy matters have been addressed
- No, there are other policy areas that should be considered

Please give details

Question 8 - How many new homes should we plan for each year?

In Chapter 5 of the Issues and Options report we set out the current Government requirement for us to build at least 928 new homes a year (although this figure can change). Paragraph 5.4 explains that we would need to almost double the number of affordable homes (to 461 every year for the next 20 years) to meet current and future needs. Do you think we should?

Which option do you think we should take?

- Option 1 - Plan for an average of at least 928 new homes being built each year** – This would accommodate levels of house building that accord with current Government requirements. It may mean, however, that we fall a long way short of meeting all affordable housing needs.
- Option 2 - Plan for a greater number of homes, for example 1,200** – this may meet more of the affordable housing need but not all of it.
- Option 3 - Plan to build considerably more homes each year** - A figure of 1,614 homes would align with Governments previous thinking and would potentially result in all affordable housing needs being met.
- Option 4** - Select option 4 if you think none of the above are appropriate

Please provide any further comments and justification in the box below, especially if you think a different number of new homes being built each year is appropriate.

Question 9 - Sites for small scale housing developments

Paragraphs 5.5 to 5.7 of the Issues and Options report sets out Government policy that at least 10% of new homes should be built on smaller sites (below 1 hectare). This provides more opportunities for smaller, local businesses and is more likely to reflect local character than mass produced homes. Do you think we should?

Which option do you think we should take?

- Option 1 - Allocate or identify land for around 10% of homes to be on small sites** - this approach would meet minimum government standards.
- Option 2 - Allocate or identify land for around 11% to 25% of homes to be on small sites** - this approach would be higher than Government minimum standards.
- Option 3 - Allocate or identify land for 26% to 50% of homes to be on small sites** - this approach would be substantially higher than Government minimum standards.
- Option 4** - Allocate or identify land for 51% or more of homes to be on small sites - with such a high figure this approach could fundamentally change the nature of house building in East Devon.
- Option 5 - None of the above or an alternative**

Please provide any further comments in the box below

Question 10 - Planning for housing for people at all stages of their life

Paragraphs 5.8 and 5.9 of the Issues and Options report sets out the reasons for building a range of homes that can accommodate different circumstances. What approach should we take to encourage this, or is it not something the local plan should deal with?

Which option do you think we should take?

- Option 1 - We should explicitly require housing provision for people at all stages of life.** This approach could place demanding standards on developers to provide housing for all stages of people lives. It could though reduce monies available to pay for other wider community benefits from development.
- Option 2 - We should encourage but not require housing provision for people at all stages of life.** Under this approach we could encourage and support such housing but be less demanding on specific standards to be met.
- Option 3 - Not set standards for differing types of housing provision.** This approach would leave developers to determining the types of houses that should be built rather than policy seeking to require specific outcomes
- Option 4 - None of the above or an alternative**

Please provide any further comments in the box below on how we may best plan for housing for all.

Question 11 - Additional housing policy objectives

Paragraph 5.10 of the Issues and Options report identifies nine additional housing policy objectives, including encouraging more self-build homes, allocating sites for retirement housing and setting minimum space standards for new homes.

Do you think these are appropriate housing policy areas to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

- Yes, these are appropriate housing policy areas to be addressed
- No, there are other major policy areas that should be addressed

Please give details

Question 12 - Preference for location for future job provision

Paragraphs 6.4 to 6.7 of the Issues and Options report explains why much recent employment development has occurred near to Exeter and where future job growth would best be located. We set out below a number of differing potential areas in East Devon that could accommodate future job growth and development. Please indicate your in principle levels of support for each option

12a - Continued focus on big employment sites in the West End of the District	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
12b - Encouraging greater business development in other areas close to Exeter (for example expanding Greendale and Hill Barton Business Parks)	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
12c - Encouraging greater business development at and within the main towns of East Devon	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
12d - Encouraging business expansion and development in the villages and across the countryside of East Devon	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
12e - Encourage and enable more home working	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
If you have any comments on the above or alternative options please set these out below.	

Question 13 - Differing jobs sectors in East Devon

Paragraphs 6.8 to 6.10 of the Issues and Options report discuss what sort of jobs the local plan should encourage, including the opportunities to attract new and emerging sectors with highly skilled jobs. To what degree do you support, or not, the following approaches to future jobs or differing types of jobs?

13a - More jobs overall – with an emphasis on attracting new/larger employers and inward investment in any or all sectors	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
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13b - More high technology jobs - focussing on high technology and high skilled jobs (including in the transformational sectors).	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
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13c - Local Entrepreneurs – promoting opportunities for more home/locally based/small businesses.	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
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13d - Traditional Sectors - Focus on growth, resilience and diversification in our traditional sectors - such as agriculture, tourism and care	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
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If you have any comments on the above or alternative options please set these out below.

Question 14 - Additional economic policy objectives

Paragraph 6.11 of the Issues and Options report identifies six areas where policies could be developed to help support the economy. These include promoting jobs close to where people live, encouraging people to patronise local businesses, supporting shared workspaces, allocating additional employment sites and links between economic development and developing a greener economy.

Do you think these are appropriate economic policy areas to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

- Yes, these are the appropriate economic policy areas
- No, I think there are other policy areas that should be addressed

Please give details

Question 15 - Town centre uses

Chapter 7 of the Issues and Options report considers options for the roles of our town centres. Question 15 seeks your views on these options. We set out below a number of differing potential uses and approaches to promoting town centre vitality and activity. Please indicate your in principle levels of support for each potential option or approach.

15a - Retail to dominate – support retail uses in town centres and if possible resist other uses.	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
15b - Promote mixed commercial uses - support retail as well as other commercial uses such as café's and offices	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
15c - Redefine town centres to smaller core areas – concentration on retail and commercial uses in the core and allowing much greater flexibility for other uses in peripheral areas	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
15d - Support change of use to housing – allow for any shops or commercial premises to be converted to housing	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
15e - Support community uses - promote more community spaces in town centres	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose
15f - Leisure uses – promote new gyms and sports facilities in town centres.	<input type="radio"/> Strongly support <input type="radio"/> Support <input type="radio"/> Neither oppose nor support <input type="radio"/> Oppose <input type="radio"/> Strongly oppose

If you have any comments on the above or other distribution matters please set these out below

Question 16 - Additional town centre policy objectives

Paragraph 7.6 of the Issues and Options report identifies three additional area where policies may be appropriate including the use of vacant stories over shops, resisting 'out of town' uses to support town centres and producing town centre masterplans to identify key areas for improvement.

Do you think these are appropriate retail and town centre policy areas to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

- Yes, these are appropriate policy areas
- No, there are other major policy areas that should be addressed

Please give details

Question 17 - Designing beautiful spaces and buildings

Chapter 8 of the Issues and Options report explains how attractive places can be planned and Question 17 seeks to find out how important you think it is that this is done.

How important do you think it is that we should actively plan to create beautiful spaces and buildings?

- Absolutely essential
- Very important
- Quite important
- Of limited importance
- Not important at all

Please provide comments below on design matters you consider to be particularly important. We would be especially interested in your views on whether we should include design codes in our future local plan for each allocated development site or whether we should make it simpler and just have general guidance.

Question 18 - Additional design policy objectives

Paragraph 8.8 of the Issues and Options report identifies two areas with the potential for additional policy work. These are encouraging innovative designs and incorporating wildlife friendly elements into developments.

Do you think these are appropriate design policy areas to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

- Yes, these are appropriate housing policy areas
- No, there are other major policy areas that should be addressed

Please give details

Question 19 - The importance of conserving and enhancing heritage assets

Chapter 9 of the Issues and Options describes our heritage assets and sets out the positive impacts they can have on our quality of life and local economies.

Through a new local plan (and in the work of the council more generally) how important do you think it is that we should conserve and enhance our heritage assets?

- Absolutely essential
- Very important
- Quite important
- Not really of any importance

Please provide any further comments on heritage asset conservation and enhancement below including on any specific matters you think a new local plan should address.

Question 20 - Development in protected landscapes

Paragraphs 10.3 & 10.4 of the Issues and Options report sets out the importance of protecting our protected landscapes and the potential limitations this may place on how much and where development should be placed. Question 20 seeks views on the levels of restriction you favour.

In considering whether we should allow for development in protected landscapes do you think

- Option 1 - Place significant restrictions on development.** This approach would apply very tight constraints on development. However, it could mean more development pressure elsewhere in East Devon.
- Option 2 - Allow for development to meet local needs.** This would allow for limited development, specifically where it will meet smaller scale local social, housing or economic needs, it could still mean more development pressure elsewhere in East Devon.
- Option 3 - Allow for greater levels of development.** This approach would allow for much more development in protected landscapes, in so doing it could however reduce the need to build elsewhere.
- Option 4 - None of the above or an alternative**

Please provide any further comments in the box below

Question 21 - Net gains in biodiversity

Paragraphs 10.5 to 10.7 of the Issues and Options report explains the new approach of quantifying the potential impact of development on biodiversity to inform planning decisions and ensure that there is a 'net gain'. Question 21 seeks views on the approach you would favour to gain biodiversity improvements.

In order to gain biodiversity improvements which option would you prefer?

- Option 1 - On-site provision**
- Option 2 - Secure the habitats locally**
- Option 3 - Pay a cash tariff towards a strategic delivery scheme**
- Option 4 - A combination of the above**
- Option 5 - None of the above or an alternative**

Please provide any further comments in the box below

Question 22 - Additional natural environment policy objectives

Paragraph 10.8 of the Issues and Options report identifies 10 additional themes for the natural environment that may benefit from policies in the local plan.

Do you think these are appropriate natural environment policy issues to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

- Yes, these are the appropriate natural environment policy issues
- No, there are other major policy areas that should be addressed

Please give details

Question 23 - Promoting accessibility by walking and cycling

Chapter 11 of the Issues and Options report sets out the issues for promoting sustainable transport. Question 23 seeks your views on how important you think it is that new development is sited so that it is within walking distance of services and facilities.

In order to promote walking and cycling and ensure that facilities are accessible we could adopt the possible approaches detailed below, which one would you favour?

- Option 1 - Focus new development as small clusters of growth in locations within easy walking or cycling distance of existing services and facilities** - This will limit the potential location of new development and will require existing facilities and services to have the capacity to cope with extra customers/users
- Option 2 - Focus new development on a small number of growth areas where the large scale of development will support the delivery of new accessible services and facilities** - This may require very high levels of development to support facilities, which may overwhelm a small settlement.
- Option 3 - A combination of options 1 and 2** – This will enable some growth where existing facilities and services are accessible and have capacity with the remainder focused on growth areas to be developed with new services and facilities.
- Option 4 - Do not require facilities and services to be within walking or cycling distance of new development but require them to be available within the settlement** - This option would not require access by foot or cycle to facilities and services but would require them to be available locally. It may however encourage car use.
- Option 5 - None of the above** - Perhaps you think that accessibility by walking or cycling is not a relevant concern?

Please provide any further comments in the box below

Question 24 - Additional sustainable transport policy objectives

Paragraph 11.7 of the Issues and Options report identifies 13 key issues that may need to be considered around the theme of sustainable transport.

Do you think these are appropriate sustainable transport policy areas to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

Yes, these are appropriate sustainable transport policy areas

No, there are other major policy areas that should be addressed

Please give details

Question 25 - Facilities and services that are important

Chapter 12 of the Issues and Options report deals with infrastructure requirements and asks what facilities are important to people to help us prioritise what may be needed and where. Please score the services and facilities listed below in accordance with their importance to where you live or would want to live

Please score the services and facilities listed below in accordance with their Importance to where you live or would want to live?	Please tick one box only for each item			
	Essential	Very Important	Quite Important	Of little Importance
Convenience store/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Childcare and nursery school provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Primary school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secondary school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children’s play area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports & leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health care facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy access to a range of jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular bus service (5 plus per day)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paths for walking and cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to full fibre broadband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Place of worship (e.g. a church)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality road links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency services (police, fire, ambulance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have any other comments or would identify other facilities please set these out below.

Question 26 - Additional infrastructure and service provision policy objectives

Paragraph 12.9 of the Issues and Options report identifies five other infrastructure and service policy objectives.

Do you think these are appropriate infrastructure and service provision policy areas to be addressed in a new local plan and are there any other major policy areas that you think we should be addressing?

- Yes, these are appropriate policy areas to be addressed
- No, there are other major policy areas that should be addressed

Please give details

Question 27 - Retaining and refining the existing settlement hierarchy

Chapter 13 of the Issues and Options report considers strategic options for the distribution of new development expressed in terms of a settlement hierarchy. Question 27 seeks your views on what your preferred pattern of development would be.

Which of the following options do you prefer for a potential settlement hierarchy?

- Option 1** - Same hierarchy as current local plan: 7 Towns plus Cranbrook and the 15 Villages
- Option 2** - A hierarchy that retains the towns and Cranbrook but has a lower number of villages that may accommodate development
- Option 3** - A hierarchy that retains towns and Cranbrook but has a higher number of villages that may accommodate development
- Option 4** - Do something different in terms of a hierarchy or not have one

Please provide any comments below on the potential hierarchy, especially if you do not support the listed options.

Question 28 - Broad distribution of housing development

Paragraphs 13.12 to 13.14 of the Issues and Options report considers the strategic spatial options for accommodating housing growth. Question 28 asks which broad approach to the distribution of housing development you favour.

Which broad approach to the distribution of housing development would you favour in a new local plan?

- Option 1 - As existing.** Continue with a distribution pattern of planned new development that is in line with the current local plan – for 60% of new homes at the West End, 30% in Towns and 10% in Villages and rural areas
- Option 2 - More West End focused.** This approach would focus more of the future new house building close to Exeter, perhaps as much as 75%, with the remaining 25% being in town and villages (for example 20% in towns and 5% in villages).
- Option 3 - A less West End focused pattern.** This approach would seek to accommodate far less development close to Exeter, maybe as little as 20% of future new homes, with the bulk of new housing, 80% of provision, being dispersed across towns and villages (for example 50% in towns and 30% in villages and rural areas).
- Option 4 - An alternative to the above.** You may consider that there are different ways or approaches to look at development distribution (if so we would welcome your thoughts and comments)

Please provide any comments on the above in the space below

Question 29 - Future options for the type and location of development

Paragraphs 13.15 & 13.16 of the Issues and Options report sets out a range of option for accommodating development. Which do you prefer?

How do you feel about the development types and locations listed below	For each option please tick one box only					
	Strongly support	Support	Neither oppose or support	Oppose	Strongly oppose	None of the options
Infilling in towns and at larger villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building one or more additional new towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning for new villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
large scale (over 50 home)urban expansions to existing towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
small scale (under 50 home) urban expansions to towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building houses on the edges of East Devon villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have any further observations on the alternative development options and approaches? Please provide comments below						

Question 30 - Establishment of a Development Corporation

Paragraphs 13.17 to 13.19 of the Issues and Options report explain the role that a development corporation could plan in delivering very large scale developments. Question 30 asks for view on how important you consider this would be.

If one or more big strategic sites for housing or mixed use development are allocated in the new East Devon local plan how important do you think the creation of a Development Corporation would be?

- Absolutely essential
- Very important
- Quite important
- Of limited importance
- Not important at all
- It would be a bad thing

Please provide any further comments below

Question 31 - Planning for development beyond 2040

Paragraph 13.20 of the Issues and Options report considers the timeframe that the local plan should consider.

Do you consider that it would be appropriate to start to plan for development in East Devon for a date well beyond 2040 in this Local Plan?

- Yes it would be very sensible whether a new town is proposed or not
- Sensible only if a new town is proposed
- It does not really matter what end date is set
- It would be undesirable and the end date should be 2040
- None of these options

Please provide any further comments below

Question 32 - And finally...?

Are there any big planning issues that you think we have missed in this report or are there any further comments you would like to make?

East Devon Local Plan Issues and Options Consultation

Savills on behalf of F W S Carter and Sons Limited and Crealy Farms



Introduction

- 1.1 These representations are submitted by Savills on behalf of the landowners – the Carter family (F W S Carter & Sons Limited) and Down family (Crealy Farms).
- 1.2 These two landowners own a large area of adjoining land to the south of the A3052, between Crealy Theme Park and Greendale Business Park.
- 1.3 With approximately 3,600 jobs within walking distance (at Crealy Theme Park, Greendale Business Park and Hill Barton Business Park), good existing public transport connectivity and the popular Greendale Farm Shop and café within the site, the land represents an outstanding opportunity to deliver a thriving new local rural community in an already sustainable location.
- 1.4 The landowners' aspirations are to maximise the advantages of this location and deliver a new community which:
- Provides approximately 1,300 - 1,500 open market and affordable homes in a modern, sustainable, mixed-use development, based upon the characteristics of an East Devon village and focusing on high quality design;
 - Builds upon the success of the existing Greendale Farm Shop and Café to deliver a truly distinctive village centre for the benefit of both future residents and the wider towns and villages, providing the beating heart of the new community and incorporating places for people to meet, work, shop and socialise, from day one;
 - Builds upon the existing commercial success of the location to increase the quantum and diversity of employment opportunities through the creation of a work hub (which would be connected into the new superfast Jurassic Fibre broadband connection passing through the proposed site), new flexible employment space and good connections to the existing employment locations adjacent to the site;
 - Sits comfortably within an attractive and welcoming landscape that softens the appearance of

development, provides appealing and usable active travel connections and recreational opportunities, and delivers an ambitious Biodiversity Net Gain (BNG) through the creation of an integrated green and blue infrastructure network, much of which will take advantage of the picturesque Grindle Valley;

- Provides an environment which supports the health and well-being of future residents, incorporating places for children and young people to play, pitches for team sports, outdoor gym equipment, community food growing (including allotments, a community orchard and edible spaces), and peaceful recreation and leisure routes which link into the proposed Clyst Valley Regional Park and wider public footpath network.
- Supports sustainable travel, encouraging high levels of active travel and public transport through the implementation of an innovative mobility strategy, incorporating a proposed park and ride facility, enhanced local bus links, a network of cycle and pedestrian routes and a work-from-home or close-to-home culture;
- Integrates renewable and low carbon technologies into the development to achieve a step change in energy performance, drawing upon existing sustainable renewable energy systems at Crealy and Greendale and integrating new systems as well;
- Includes a primary school at its core to meet the needs of the future residents, delivered early in the development process to encourage self-containment and reduce the need to travel.

1.5 We believe the site and the landowners aspirations provide a unique opportunity in East Devon to deliver new homes through the creation of a genuinely sustainable and thriving local rural community. We also believe that the proposals fit hand in glove with the aspirations of the authority and the objectives of the new Local Plan.

1.6 Through these representations we explain how the proposed new community - known as Greenhayes - could create a beautiful, healthy and vibrant community to meet future housing and employment needs whilst tackling the climate emergency, protecting what is important in the historic and natural environment of East Devon and maximising the opportunities for active and

sustainable mobility.

The East Devon Local Plan

- 1.7 In preparing the representations we have reviewed in detail the Issues and Options consultation document. The consultation document is extremely well written, incorporates what we believe to be exactly the right level of detail for a Regulation 18 consultation and asks insightful questions to help guide the preparation of the Local Plan.
- 1.8 Within this submission we have responded directly to the questions proposed and, where relevant, have taken the opportunity to provide information specifically relating to the proposed Greenhayes community.
- 1.9 In addition to these representations, we have also responded to the separate HEELA call for sites with information specific to the Greenhayes proposals. The submission summarises the extensive and detailed evidence base that has been prepared covering all relevant technical and environmental matters including ecology, heritage, landscape, mobility and flood risk & drainage.
- 1.10 Submitted in support of the 'call for sites' form are copies of the:
- Vision Document which includes a masterplan for the development based upon the constraints and opportunities identified through the assessment work; and
 - Transport and Mobility Strategy which demonstrates how the development can maximise the unique benefits of its location and enable future residents to travel to and from key destinations using sustainable modes of travel.
- 1.11 We believe these two documents together demonstrate the many qualities of the proposals and the benefits that could be delivered should Greenhayes be included as an allocation in the Local Plan.
- 1.12 We hope that this consultation provides a catalyst for further engagement on the opportunity at Greenhayes and would welcome further dialogue with officers and members on the potential for the site to deliver a significant proportion of the authority's future growth needs.

Key Issues and Potential Priorities

Question 1 - Local Plan Objectives

2.1 We are supportive of the ten objectives outlined under paragraph 2.1 of the Consultation Document. These broad objectives capture the essence of sustainable development and reflect the relevant components of national policy and guidance. As such, they provide a helpful framework/checklist to evaluate the policy options presented later within the Consultation Document – something to which we refer in response to the various questions posed.

Question 2 - The scope of the Local Plan

Answer - Option 1

2.2 We entirely agree that it would be best to produce a single Local Plan for East Devon rather than a series of separate plans. There are many benefits to such an approach including, most notably, simplicity and consistency.

Question 3 - Neighbourhood Plans and the new Local Plan

2.3 The question of the relationship between existing neighbourhood plans and the new Local Plan is an important one and we welcome the opportunity to respond to it at this early stage of the plan-making process.

2.4 In order for a draft neighbourhood plan to proceed to referendum, it must comply with a number of “*basic conditions*”. Basic condition (e) requires that a neighbourhood plans is in “*general conformity*” with the strategic policies contained in the development plan. In other words, it is for the parent document (the local plan) to prescribe the strategic policies with which the neighbourhood plan must then conform. This is a one-way test and the same requirement does not apply to local plans.

2.5 The neighbourhood plans which have been produced to date within East Devon have been prepared and approved on the basis of the strategic policies contained within the Local Plan

adopted in January 2016. There may be elements of these neighbourhood plans which remain unaffected by changes in the strategic policies, however, a very cautious approach should be taken by the authority when deciding if a neighbourhood plan policy should inform the emerging Local Plan. Any policies of a neighbourhood plan which are strategic in nature, including those which seek to constrain development, should not be afforded any weight in the preparation of the Local Plan.

- 2.6 The local plan policies must instead be based upon an up-to-date and objective evidence base that is consistent across the authority area. The proposed locations for development should be allocated on the basis of this evidence and the selection of locations not fettered or indeed influenced by those parts of the authority area which are covered by extant neighbourhood plans.

Question 4 - Planning for health and well-being

Answer - Absolutely Essential

- 2.7 The commentary preceding Question 4 clearly articulates the health and well-being benefits of active and healthy lifestyles. This has always been important, but the recent pandemic has served to emphasise the value of access to active recreation opportunities.
- 2.8 For this reason, we strongly support the Local Plan policies embedding health principles at both the macro (spatial strategy) level through the selection of suitable locations for development and at the local (detailed design) level through the implementation of policies which seek to secure health and well-being objectives within future development proposals.
- 2.9 Indeed, given the importance of both mental and physical health we recommend that priority is afforded to this objective through the plan-making process. In so doing, the Local Plan should carefully consider the appropriate locations for growth and their scale having regard to the opportunities available to maximise the mental and physical health of future residents.
- 2.10 Health and well-being have been at the forefront of our proposals for the Greenhayes community. Further details are provided in the Vision Document submitted alongside the 'call for sites', which explains how the proposals incorporate opportunities for all ages and groups within the

community to engage in active lifestyles. There are children's play spaces, informal green spaces, playing pitches, outdoor gym equipment, allotments and community food growing areas located throughout the new village. These leisure opportunities are connected by green corridors which provide convenient and safe access for young and old residents alike. The green corridors in turn provide links to the public rights of way including an expanded and enhanced Clyst Valley Regional Park and the wider countryside beyond.

- 2.11 The new community is also designed to encourage active movement through the range of services and facilities provided and their placement within the masterplan. Paragraph 3.10 of the Consultation Document rightly points out that *"where homes, schools, shops, community facilities, workplaces, play spaces, open spaces and sports facilities are within easy reach of each other, there is more chance of people walking or cycling to them, and of using more than one facility on any trip"*. The masterplan for Greenhayes has been developed with precisely this objective in mind.

Question 5 - Energy efficiency of new buildings

Answer - Option 2

- 2.12 Climate change is one of, if not the biggest threats facing humanity and that East Devon should play its part in tackling the 'climate emergency'. The challenge for East Devon, which is the same as the challenge for all authority areas across the UK, is balancing the response to the climate emergency with housing and economic growth proposals which continue to meet social and economic sustainability objectives over the long-term.
- 2.13 The Local Plan can have a significant influence upon the response of new development to the climate emergency. At a high-level it contains the spatial strategy and can distribute development to locations which are best suited to delivering sustainable development. This is in our view the most significant role of the Local Plan as it is within the gift of the authority to define and adopt a strategy which represents the most sustainable for the authority area. We cover this aspect of sustainability later in these representations.

- 2.14 In addition, the Local Plan has a role to play in setting the policies which govern the design standards for individual buildings. There is less flexibility for the authority in this regard. Whilst paragraph 4.4 is correct to say that *“local authorities currently have the ability to set energy efficiency standards for new build developments that go beyond the minimum level set out in building regulations”*, there are nevertheless limits on the standards that can be imposed through the new Local Plan.
- 2.15 We can appreciate the appeal of Option 1 and desire to pursue a policy approach which requires net-zero carbon from plan adoption, particularly in an authority which is clearly committed to tackling climate change. However, as noted in the Planning Practice Guidance it is crucial that any local requirements are:
- “based on robust and credible evidence and pay careful attention to viability. In this respect, planning authorities will need to take account of government decisions on the Housing Standards Review when considering a local requirement relating to new homes”*.¹
- 2.16 Any proposal to require zero carbon development across the authority area from the point of adoption of the Local Plan is highly unlikely to be viable. Furthermore, irrespective of viability, the development industry requires time to adapt, increase skills and put in place the supply chains necessary to deliver net-zero carbon new homes on a large scale across the country.
- 2.17 It is for these reasons that we support Option 2 - ‘Plan for net zero carbon from a future date’. We agree with the commentary in the paragraph beneath this option, which states that this approach would *“allow time for the development industry to adjust to higher standards and may mean that we can secure more affordable housing and community benefits from development”*.
- 2.18 The landowners of Greenhayes are committed to creating a new community which responds positively to the climate emergency, improving the energy efficiency of new buildings and incorporating renewable energy to meet demands. Both landowners have existing Anaerobic Digestion plants on their land and there may be opportunities to link the renewable energy

¹ Paragraph: 009 Reference ID: 6-009-20150327

production from these to the consumption at the new community. There is also the potential for solar to play a significant part in meeting energy needs and newer technologies such as ground and air source heat pumps. Over the course of the next few months, we intend to develop the energy strategy for the site further and establish challenging yet realistic energy targets.

Question 6 - Provision of solar arrays/farms and windfarms

Answer - Option 2

- 2.19 We strongly encourage the authority to adopt a supportive and permissive policy approach to renewable energy generation. Whilst solar arrays and windfarms often divide opinion, the greater the proportion of energy which can be generated from these, as well as other renewable sources, the greater the impact on climate change. We therefore support Option 2 and the incorporation of a policy which provides general support, not just for solar projects but for all forms of renewable energy generation unless there are very strong environmental grounds to reject such proposals.

Question 7 - Carbon saving measures

- 2.20 Paragraph 4.8 contains a number of emerging themes and potential policy areas which could be incorporated into the Local Plan to deliver carbon savings. Some of the measures proposed are based upon existing and operating technologies whilst others are in their infancy. No doubt before the plan is adopted there will be further new technological advances on the horizon.
- 2.21 Since the technology in this field is developing at such a great pace it is crucial that the policy approach is flexible in order to avoid it becoming rapidly out of date. Rather than specify particular technological solutions, we would endorse a policy approach, which establishes a target, and that the means of achieving the target is addressed through the planning application process.

Question 8 - How many new homes should we plan for each year?

Answer - Option 3

- 2.22 The number of new homes to be constructed during the plan period is frequently one of the most

contentious and sensitive components of a local plan. It also has the potential to significantly delayed the preparation of the plan, particularly if increases are made during the examination stage and additional locations allocated for development. To avoid such delays, it is crucial to plan for a sound and robust scale of housing development at the outset.

2.23 Chapter 5 of the Framework provides the Government policy on ‘Delivering a sufficient supply of homes’. The policy strongly emphasises the importance placed upon housing delivery restating the Government’s objective of “*significantly boosting the supply of homes*”.

2.24 All authorities are strongly encouraged to use the Standard Method to establish the minimum starting point in determining the housing requirement for the authority area. The output from the Standard Method may then require adjustment to reflect the particular circumstances and characteristics of the authority area. This is explained in Planning Practice Guidance, the relevant extract of which is transcribed below:

“The government is committed to ensuring that more homes are built and supports ambitious authorities who want to plan for growth. The standard method for assessing local housing need provides a minimum starting point in determining the number of homes needed in an area. It does not attempt to predict the impact that future government policies, changing economic circumstances or other factors might have on demographic behaviour. Therefore, there will be circumstances where it is appropriate to consider whether actual housing need is higher than the standard method indicates.

This will need to be assessed prior to, and separate from, considering how much of the overall need can be accommodated (and then translated into a housing requirement figure for the strategic policies in the plan). Circumstances where this may be appropriate include, but are not limited to situations where increases in housing need are likely to exceed past trends because of:

- *growth strategies for the area that are likely to be deliverable, for example where funding is in place to promote and facilitate additional growth (e.g. Housing Deals);*
- *strategic infrastructure improvements that are likely to drive an increase in the homes needed*

locally; or

- *an authority agreeing to take on unmet need from neighbouring authorities, as set out in a statement of common ground.*

There may, occasionally, also be situations where previous levels of housing delivery in an area, or previous assessments of need (such as a recently-produced Strategic Housing Market Assessment) are significantly greater than the outcome from the standard method. Authorities are encouraged to make as much use as possible of previously-developed or brownfield land, and therefore cities and urban centres, not only those subject to the cities and urban centres uplift may strive to plan for more home. Authorities will need to take this into account when considering whether it is appropriate to plan for a higher level of need than the standard model suggests.”² [our emphasis]

2.25 One consideration which is directly relevant to East Devon is the needs of the neighbouring authority area. Exeter City has a tightly constrained administrative boundary and few opportunities for strategic growth. Whilst there are ambitions to deliver major regeneration projects within Exeter, providing thousands of new homes on existing industrial and commercial land, a great deal of this land is environmentally constrained and/or extremely challenging to deliver due to the complex patchwork of ownership arrangements. If it transpires that the housing requirement for Exeter cannot be met within its administrative area then there will need to be an agreement between Exeter City and the three neighbouring authorities over where this development should take place.

2.26 A further consideration which applies to East Devon is the need for affordable housing. Paragraph 5.5 of the Consultation Document references the recently produced Strategic Housing Market Assessment commissioned by the authority that demonstrates a need for circa 461 additional affordable homes each year during the plan period. The most common means of delivering affordable housing is alongside market housing developments through Section 106 agreements and there is good reason therefore to allocate further land within East Devon in order

² Paragraph: 010 Reference ID: 2A-010-20201216

to increase the delivery of affordable homes to address this need.

- 2.27 These are just two reasons why it may be appropriate to make an adjustment to the Standard Method housing figure in East Devon and there may be other factors which also require consideration. We strongly encourage the authority to adopt and then implement a structured process which takes the Standard Method starting point, establishes whether, in accordance with the NPPF or PPG, there are grounds to uplift this figure and then objectively assesses the uplift which should be applied. For that reason, we have selected Option 2 in answer to this question.

Question 9 - Sites for small scale housing developments

Answer - Option 1

- 2.28 The SME housing sector has faced a number of challenges in recent years. Whilst land supply is undoubtedly a key consideration, the sector is also less well placed to deal with planning risk and is unable to access finance at a comparable rate to larger developers.
- 2.29 The Government has recognised the issues facing the SME sector and implemented a requirement through paragraph 68 of the Framework for 10% of the housing in a local plan to be allocated on sites no larger than one hectare. In considering the options under Question 9, it is important to consider the measures in paragraph 68 of the Framework in full. Indeed, the 10% requirement is only one of the four policy approaches contained in paragraph 68; the others advocate the use of Local Development Orders, the adoption of policies which are supportive of windfall sites and working with developers to encourage the sub-division of large sites.
- 2.30 Whilst we recognise the need, and indeed benefits, of supporting the SME housebuilder sector, these do need to be balanced against the disadvantages of directing a proportion of the future housing requirement to small-scale development sites. Small sites for example very rarely, if ever, contribute land towards the delivery of social and community infrastructure. Many smaller sites also fall beneath the threshold for the delivery of affordable housing and would not therefore contribute to addressing local housing needs.
- 2.31 On balance we believe that Option 1 is the most appropriate approach to adopt in East Devon.

This should be implemented through the Local Plan alongside other policy measures which would help overcome the challenges faced by SME housebuilders, including a permissive windfall sites policy.

- 2.32 In so far as the proposed Greenhayes community is concerned, whilst the scale of development would not lend itself to a single SME developer, should the site be allocated, the landowners are very interested in exploring opportunities to deliver serviced land parcels which is suited to the SME sector.

Question 14 – Additional economic policy objectives

- 2.33 Paragraph 6.11 of the Consultation Document suggests a number of potential areas for policies in the Local Plan. The first of these is the promotion of a greater number of jobs close to where people live in order to reduce travel for work purposes. We support the underlying premise that there is a benefit to co-locating housing and employment, however this principle should not be applied exclusively to the determination of locations for employment growth; it applies equally to the location of housing.
- 2.34 The proposals for the Greenhayes community fit well with this objective. The land is located between the Greendale Business Park, Hill Barton Business Park and Crealy Theme Park & Resort. As such there are currently somewhere in the order of 3,600 jobs all within walking distance of the proposed new homes.
- 2.35 In addition, the Greendale Group is promoting an expansion of the Business Park to accommodate a number of existing tenants wishing to take additional space and recent expressions of interest from prospective new tenants. Combined with the proposed homeworking hub and non-B Class employment in the community and commercial uses (e.g. school, farm shop etc), this would substantial increase the number and range of jobs available within walking distance. This represents a major positive attribute for the proposed Greenhayes new community.
- 2.36 The third potential policy area listed under paragraph 6.11 relates to the provision of facilities

where different businesses can share workspaces and collaborate. We will strongly encourage such a policy approach and indeed have incorporated a proposed work hub within the masterplan for the village centre of the Greenhayes community.

Question 17 - Designing beautiful spaces and buildings

Answer - Very Important

- 2.37 As outlined in the introduction to Chapter 8 there is a renewed emphasis in Government policy on design and the creation of beautiful places. There have been some changes to national policy which seek to embed this objective into plan-making and decision-taking and the publication of the National Design Guide, however, we expect far more fundamental changes to policy and guidance as part of the Government's planning reform agenda.
- 2.38 We strongly support the delivery of a step change in design quality in East Devon. Some developments that have taken place in recent years have not created the quality of environment to which the authority or the community aspire and addressing this should rightly be a key priority for the Local Plan.
- 2.39 The challenge is going to be capturing the high-quality aspirations of the authority in development plan policies which apply across a wide area with such a rich diversity of building characters and forms.
- 2.40 At the site-specific level we support the concept of preparing masterplans and/or design codes through the plan-making process, particularly for larger allocations. The preparation of a masterplan and/or design code during the plan-making process will not only ensure design matters have been adequately addressed before the Local Plan is examined but it will also create a smooth the path through the planning application stage and allow for prompt delivery.
- 2.41 In preparing masterplans or design codes we would strongly encourage the authority to work collaboratively with site promoters. It is frequently the case that the promoters have undertaken more detailed environmental and technical assessment work than would be possible for the authority. Using this evidence and working together to prepare a masterplan or design code will

ensure the output is deliverable and achievable.

- 2.42 On behalf of the landowners of the Greenhayes proposals, we have worked with a specialist technical team and urban designer to develop a masterplan and vision document. This has been prepared by the team in order to demonstrate how a new village community could be delivered on the land. We believe that there are many positive attributes to the masterplan and that the resulting scheme would lead to a 'beautiful' development. We are mindful however that this masterplan has been prepared without the input of EDDC officers and that there may be alternative design concepts which could improve the proposals. As such, if the authority were minded allocating Greenhayes in the Local Plan we would welcome the opportunity to engage with officers and members to revisit the proposals and capture these in a masterplan or design code which would sit alongside the Local Plan.

Question 19 - The importance of conserving and enhancing heritage assets

Answer – Very Important

- 2.43 The conservation and enhancement of heritage assets is a subject which benefits from its own dedicated section within the NPPF. Section 16 of the NPPF establishes a framework within which identified thresholds of harm are attributed degrees of weight in the decision-making process on planning applications. There is also a separate statutory duty upon local authorities prescribed in Section 66 of the Listed Buildings and Conservation Areas Act 1990.
- 2.44 This well trodden legal and policy framework has been tested through the courts and is well understood by practitioners. In developing policies related to the Historic Environment, we strongly urge the authority to closely follow this legal and policy framework to (a) ensure that the plan is consistent with national policy and therefore found sound, and (b) avoid any confusion or uncertainty.
- 2.45 A heritage assessment of the Greenhayes site has been undertaken by Cotswold Archaeology. This baseline analysis fed into the masterplanning process and Cotswold Archaeology then subsequently assessed the impact of development. Overall there was found to be very little

impact on the historic environment as a result of the development.

Question 20 - Development in protected landscapes

Answer - Option 2

- 2.46 We entirely agree with the context set out at the beginning of Chapter 10. East Devon is blessed with vast areas of outstanding countryside and coastal environments, which are rightly designated and protected through the planning system.
- 2.47 Whilst we do not believe that these designations should place an absolute moratorium upon development within protected areas, they must be afforded a very significant level of protection. As recognised under Option 1, this would indeed increase development pressure elsewhere within East Devon, however, since the areas where the pressure would be increased are the most sustainable within the authority, we do not consider this to be objectionable.
- 2.48 The Greenhayes community is neither located on land outside of the AONB, nor would it have a harmful impact upon its setting. As is the case with the Greendale Business Park, the majority of the land is hidden from view by the topography and the impact of the development edges that would be created could be mitigated through sensitive landscaping design treatment.
- 2.49 The proposed new community would not therefore have a harmful impact upon protected landscapes.

Question 21 - Net gains in biodiversity

Answer - Option 4

- 2.50 It is the Government's intention to pass legislation through the Environment Act to make it mandatory for all developments to achieve a net gain in biodiversity.
- 2.51 The strong preference is for the biodiversity enhancement to be delivered on-site and therefore as part of the development proposals. It is however recognised that in certain instances this will not be possible and that offsite and/or strategic enhancement schemes will be required to

achieve this objective. In practical terms therefore, Option 4 is the only realistic solution albeit there should be a strong preference for on-site enhancement.

2.52 There is an opportunity through the plan-making process to allocate land which it is recognised at the outset can achieve, and in some instances exceed, this objective. We urge the authority to have regard to the potential for biodiversity enhancement in selecting its preferred sites for meeting future housing and employment needs.

2.53 The Greenhayes proposals provide a significant opportunity to enhance biodiversity. The landowners control a far larger area than is deemed suitable or appropriate for development and part of this land could therefore be used to create new habitats such as woodland planting which would enhance biodiversity within the expanded Clyst Valley Regional Park.

Question 22 - Additional natural environment policy objectives

2.54 There are three elements of paragraph 10.8 that we wish to endorse:

3. There are significant opportunities to expand and enhance the Clyst Valley Regional Park, and we support a policy approach which seeks to implement these improvements. As explained in response to the previous question, there is an opportunity to deliver this as part of the Greenhayes community proposals.

6. The provision of minimum open space standards for new development sites is extremely helpful in the preparation of development proposals and we would encourage the authority to publish these either within policy or SPD. These standards must be reasonable and based upon robust evidence of the use of open space.

7. Broadly speaking we support a policy approach which encourages the adoption of wilder and more nature friendly green spaces. This should be delivered as a package of green space proposals which balance the needs of future residents with biodiversity objectives. If standards (in line with Point 6) were to be introduced, then it would be logical to incorporate this objective within the set standards. Such an approach would help deliver net biodiversity gains.

Question 23 - Promoting accessibility by walking and cycling

Answer - Option 2

- 2.55 We entirely endorse the promotion of walking and cycling as the preferred methods of travel. Not only are they the most sustainable modes, resulting in zero carbon emissions, but they also provide health and well-being benefits.
- 2.56 It is not however necessary to direct new development only to those locations where there are existing services and facilities within walking distance. A strategy based upon this objective would significantly restrict the ability of the authority to secure the most sustainable form of development. It would also unnecessarily restrict the scale of development and preclude options such as new communities which are inherently based upon the delivery of new services and facilities alongside new homes. What new communities lack in the availability of services and facilities at the outset is in our view outweighed by the long-term benefits of being able to masterplan a development in such a way that it supports and, indeed encourages, active travel through the creation of safe and attractive routes within the development.
- 2.57 This is precisely the approach which has been adopted at Greenhayes where a network of walking and cycling routes have been incorporated into the masterplan to facilitate active travel not only within the new community but also to the wide range of employment and recreation opportunities in the vicinity.
- 2.58 It is also important to point out that the Greenhayes community proposals benefit from the presence on site of an existing farm shop and café. These popular local facilities do not require a critical mass of new residents in order to be viable and would therefore be available from the outset, ensuring the very first residents have access to a shop and community facility.

Question 24 - Additional sustainable transport policy objectives

- 2.59 Paragraph 11.7 of the Consultation Document sets out a total of 13 sustainable transport policy areas to be addressed in the new Local Plan. We agree with many of the listed policy areas and

have specific comments to make on the following:

1. We support a spatial strategy that fully considers bus routes and accessibility when planning for new development. Buses provide a flexible and accessible form of public transport which can be enhanced relatively quickly and easily in response to development proposals. Focusing development on existing and/or proposed good quality bus routes will help promote public transport quality and use across East Devon.

3. It is entirely logical to focus development in the most accessible locations where most journeys can be made by walking, cycling and public transport. Promoting active and mass transport is a key component of sustainability as it has a bearing upon environmental, social and economic objectives.

9. Where there are large-scale transport enhancement projects proposed these should be included within the Local Plan. For example, as part of the Greenhayes proposals there is a new Park & Ride on the A3052 that is linked to the parking for Crealy Theme Park. This is an integral component of the transport strategy and would be delivered alongside the new community.

Question 25 - Facilities and services that are important

- 2.60 We entirely support the premise of this question and agree that the delivery of infrastructure alongside housing and economic development is vital in creating sustainable communities.

- 2.61 Traditionally the focus would have been exclusively on transport connectivity including the delivery of new roads. This is no longer seen as the most sustainable means of supporting new development and we welcome the re-focusing and prioritisation on active and mass transport.

- 2.62 Digital communications are also fundamental to the delivery of sustainable development, supporting home working and reducing the need to travel. The recent pandemic has vastly accelerated the pace of change in digital connectivity and emphasises the importance that communities now place upon fast and reliable broadband. Indeed, the importance of this has risen so sharply up the priority list that we believe that the accessibility of high-speed broadband

should be afforded substantial weight in determining the appropriate locations for future housing development.

2.63 Within the broad spectrum of ‘facilities and services’ there is a wide range of uses. The importance attributed to these should in our view be a function of the frequency with which they are accessed by the general population. With this in mind, there are facilities listed under Question 25 that are more important in determining the spatial strategy than others. For example, a convenience store from which a resident could purchase essential items would be visited more frequently than a healthcare facility. Similarly, a greater number of people frequent public houses than they do places of worship and the proximity of a primary school is far more important than a secondary school. Not only are there on average a greater number of pupils at primary school per household, but secondary school pupils are able to travel independently by bus to school and it is less important therefore to have a secondary school within walking distance.

2.64 In determining the most appropriate and sustainable locations for development, careful consideration should therefore be given to the existing and/or future accessibility of the key services and facilities based on evidence of their relative frequency of use as opposed to the perception of their importance.

Question 26 – Additional infrastructure and service provision policy objectives

2.65 It is crucial that future development proposals are viable and deliverable as otherwise the plan strategy would be undermined and the authority subject to speculative applications predicated upon the inevitable housing land supply shortfall that would result. At the same time, new homes must be delivered alongside the appropriate supporting infrastructure to ensure development is sustainable and new communities created. Finding the appropriate balance and selecting deliverable and viable sites is one of the key challenges for the Local Plan.

2.66 As the plan progresses it will be necessary to undertake a thorough and robust viability assessment, testing policy proposals to ensure that the cumulative impact of various requirements is achievable.

2.67 Insofar as the Greenhayes proposals are concerned, we are confident that the new community including the package of infrastructure proposals shown on the masterplan is viable and deliverable. As progress is made through the plan-making process we would welcome the opportunity to engage with the authority to demonstrate how the proposals can be viably delivered.

Question 28 - Broad distribution of housing development

Answer - Option 4

2.68 Chapter 13 of the Consultation Document tackles the difficult but important issue of the spatial strategy and the broad distribution of development throughout the authority area. The introductory paragraphs provide a helpful overview and set the context for the questions that follow.

2.69 We note in particular the explanation in paragraph 13.5 of the benefits of directing development to locations that are accessible to Exeter and entirely agree with this synopsis. A strategy which focuses growth on the western part of the authority area responds to the attraction of Exeter as a place of employment and destination for higher order services and facilities, whilst at the same time directing development away from the more environmentally sensitive parts of the authority area.

2.70 This does not necessarily mean housing should be within the authority's 'West End' (assuming this is defined as Cranbrook and the new neighbourhoods adjacent to the Exeter urban area). The West End area has accommodated substantial growth in the past decade and will continue to grow under the existing permissions for Cranbrook. There are other locations within the western part of East Devon which:

- have considerable sustainability merits;
- benefit equally from accessibility to and from Exeter;
- are attractive destinations for commercial/employment investment;

- could enhance public transport accessibility on a key corridor into Exeter; and
- fall outside of the more environmentally sensitive areas within the District.

2.71 For this reason we have selected Option 4, albeit an alternative way of characterising our response to this question is to adopt the distribution proposed within Option 2 but with a broader definition of the 'West End' to include a wider area in the western part of the authority.

Question 29 - Future options for the type and location of development

Answers:

- ***Infilling in towns and larger villages - Support***
- ***Building one or more additional new towns - Strongly Oppose***
- ***Planning for new villages - Strongly Support***
- ***Large scale urban expansions to existing towns - Neither oppose nor support***
- ***Small scale urban expansions to towns - Neither oppose nor support***
- ***Building houses on the edges of East Devon villages - Neither oppose nor support***

2.72 We agree with the statement in paragraph 13.16 of the Consultation Document that, in reality, it is likely that many different forms of development will be needed and desirable. Given the likely scale of the housing requirement, there are however certain forms of development upon which greater emphasis should be placed, as they would deliver the most sustainable pattern of growth across East Devon.

2.73 In response to the options set out in the table beneath paragraph 13.16 we provide the following observations:

Infilling in towns and at larger villages

- 2.74 In principle we support this source of housing as a sustainable means of meeting housing need across the existing settlements within East Devon. As the challenges column of the table points out however there is likely to be very limited supply of this land available for housing as many of the suitable sites will have previously been redeveloped or granted planning permission in the context of the permissive brownfield policies that have existed in recent years. Furthermore, previously developed sites in villages and towns are often the subject of competing interests, It cannot be assumed that all such opportunities would therefore come forward for residential development.
- 2.75 It is right to assume that there will be an element of housing supply from this source, however, a cautious assumption is required which reflects the inherent uncertainty involved in the delivery of previously developed land.

Building one or more additional new towns

- 2.76 There are significant challenges in the delivery a new town capable of accommodating in excess of 6,000 new homes. Not only can a development of this scale take a significant amount of time to plan but it would also be extremely complicated to deliver a cohesive new town in a sustainable manner within East Devon. As the Consultation Document correctly points out, there are also likely to be significant infrastructure challenges and reliance upon Government funding which adds a further layer of uncertainty and risk to the delivery of such a strategy.

Planning for new villages

- 2.77 The delivery of one or more new villages in our view represents the most sustainable and achievable strategy for East Devon. A new village could accommodate a manageable scale of development which will be entirely deliverable within the plan period. Furthermore, the scale of a village is such that it would likely accommodate the services and facilities required on a day-to-day basis by the future residents creating a good degree of self-containment and reducing the need to travel.

2.78 The only major piece of infrastructure that would not be provided in a village is likely to be a secondary school. Whilst the availability of a secondary school within walking distance is undoubtedly beneficial, it is by no means essential as dedicated bus provision can be made to transport pupils from the centre of a new village to and from the local secondary school.

2.79 One such option for a new village, which we strongly endorse, is the Greenhayes community. The particular circumstances and characteristics of Greenhayes allow it to maximise the benefit of the opportunities whilst overcoming the potential challenges of the new village form. In response to the opportunities and challenges outlined in the Consultation Document, the Greenhayes proposals would:

- create a new village of circa 1,300 - 1,500 homes, creating a sufficient critical mass of residents to deliver a vibrant and thriving community;
- build upon the existing facilities available in the immediate vicinity of the site, including the Greendale Farm Shop & Cafe. In contrast to other locations where such amenities would lag behind the delivery of homes, these are existing and viable businesses which would be available for the very first resident onwards;
- provide access to a wide range of recreation and leisure opportunities including easy access to the countryside through an expansion of the Clyst Valley Regional Park and integration of the new footpath network with existing public rights of way;
- not be of a scale or form which would be unduly complex to plan or deliver. All of the land required to deliver the Greenhayes new community is within the freehold ownership of the two landowners; there is no complex infrastructure required; nor would it be necessary to secure public sector grant funding.
- deliver a wide range of services and facilities. Whilst we recognise that a new village would ordinarily provide fewer services and facilities than a larger settlement or new town, the proposals at Greenhayes are the exception to this rule. The existing Greendale Farm Shop and Café operate successfully as commercial ventures in their own right. These would be

relocated and expanded to provide the focal point for a village centre comprising a diverse range of facilities and services including a wider commercial offer, a work hub, primary school and nursery. In contrast to some bland and characterless 'local centres' which are delivered within new communities elsewhere, the focal point for Greenhayes would be a vibrant and distinctive destination which acts as the heart of the new community as well as a service centre for the residents of Woodbury Salterton and others within the locality.

- we understand the concern that in some instances a standalone new village would not relate well to existing or potential employment opportunities and could therefore be perceived as an isolated new housing estate. This however is absolutely not true in so far as Greenhayes is concerned. Indeed, there is a very large number of local employment opportunities within walking distance.

To help illustrate the magnitude of the employment opportunities available locally to Greenhayes, we have analysed jobs data from the Business Register and Employment Survey from 2019. This demonstrates that there are a greater number of jobs within walking distance of the proposed Greenhayes community (circa 3,600) than there are private sector jobs at many of the existing towns and villages within the East Devon, including Ottery (1,131 jobs) and Seaton (1,984 jobs).

Furthermore, with the addition of further jobs at the Greendale Business Park, the creation of a homeworking hub, flexible office space and jobs within the proposed services and facilities such as a primary school, there would likely be a greater level of employment at Greenhayes than the current number of private sector jobs at Honiton (4,112 jobs) and Sidmouth (4,836 jobs).

Rather than being an isolated and commuter dominated housing estate, Greenhayes provides an opportunity to co-locate housing with existing and expanding employment opportunities.

2.80 For these reasons, we are very confident that the proposals for Greenhayes could maximise the opportunities, overcome the challenges and deliver an attractive, high-quality new village for East

Devon.

Large-scale urban expansion to existing towns / Small scale urban expansion of towns / Building on the edges of East Devon villages

- 2.81 There are opportunities within East Devon to deliver some growth through the expansion of existing towns and villages and where there is a sustainable opportunity to do so in a manner, which is commensurate with the scale of the settlement, then this is supported. A key factor to bear in mind with these strategy options however is that the resulting housing is unlikely to be delivered alongside supporting infrastructure. It could therefore result in the proliferation of housing at settlements which are not inherently sustainable locations for growth. Whilst not opposed in principle to this forming part of the strategy, we therefore urge a considerable degree of caution in allocating such sites within East Devon.

Conclusion

- 2.82 For the reasons set out above we strongly endorse a spatial strategy which has at its heart proposals which plan for the delivery of new villages. The proposed Greenhayes community provides an exceptional opportunity to deliver new homes within this strategy and we therefore strongly support its allocation within the Local Plan.

Question 30 - Establishment of a Development Corporation

Answer - Not important at all

- 2.83 We can appreciate the appetite for and benefits of the creation of a Development Corporation in certain circumstances. However, we do not consider it to be necessary in East Devon, particularly in so far as the Greenhayes proposals are concerned.
- 2.84 At Greenhayes all the land required for delivery of the new community is within the unfettered ownership of two willing landowners. The timely delivery of infrastructure could be secured through the Section 106 agreement and therefore controlled by the local planning authority. There is no need for the authority to dedicate the time and resources to a Development

Corporation to deliver the identified benefits.

Question 31 – Planning for development beyond 2040

- 2.85 In some circumstances we strongly support developing a longer-term vision for growth which extends beyond the end date of the plan period. There is a particular benefit in doing so where the most sustainable spatial strategy results in development proposals which will deliver over an extended period.
- 2.86 In the case of this Local Plan however we do not believe it necessary to plan for development beyond 2040. The focus instead should be on putting in place achievable and deliverable proposal for sustainable development that will meet the needs arising during the plan period.

Sustainability Appraisal

- 3.1 We welcome the opportunity to also comment upon the content of the Sustainability Appraisal (SA) and the proposed assessment process.
- 3.2 Broadly speaking we support the majority of the content within the SA Scoping Report. The Sustainability Objective within Figure 25 cover a wide range of topics which are relevant to an assessment of planning policies.
- 3.3 There are certain objectives which will be easier to quantify than others. For example, policies judged against Objective 8 (Homes) will presumably be attributed a more positive 'score' if they would deliver a larger number and mix of housing, incorporate a diversity of supply and include the provision of affordable housing.
- 3.4 Other impacts are far less easy to quantify. For example, the rationale for Objective 3 (Historic and Built Environment) is to conserve and enhance built and historic assets and promote high-quality design. A fair and true judgement against this objective is not as simple as saying that a potential development falls within a specified distance of a heritage asset as this would oversimplify the judgement of whether there would be a 'harm'. We have reviewed a number of SA's which do operate in a binary manner such as this and they fall into the trap of attaching importance to what can be measured instead of measuring what is important; as a consequence they are therefore less accurate and helpful to the plan-making process.
- 3.5 Instead, we urge the authority to apply a degree of judgement to the 'scoring' of proposals against the SA objectives. We acknowledge that the 'scoring' needs to accurately and fairly compare alternative options but there is no reason why this could not be achieved through a consistent application of judgement as opposed to binary measures such as distance. Indeed, this is how the planning system operates when matters such as harm to heritage assets is to be taken into consideration in the determination of a planning application.
- 3.6 Furthermore, it is only through the application of judgement that it is possible to assess the implications of 'proposals' as opposed to mere 'locations'. Taking biodiversity as an example, a

potential allocation boundary could be in close proximity to a protected habitat, however, given the scale of the proposals there is potential to eradicate harm through the incorporation of appropriate mitigation. Furthermore, the overall effects of the development could be positive as a consequence of net biodiversity gain. To judge a development proposal negatively in such circumstances would lead to not only an inaccurate, but a perverse outcome.

- 3.7 Applying a degree of judgement in the manner proposed would ensure that the SA is more than just a mechanical exercise but one which provides real value and benefit to the plan-making process.

Suitability of potential development sites for walking and cycling

- 3.8 Paragraphs 5.5-5.11 of the SA Scoping Report explain the process that will be adopted in determining the accessibility of a location by walking and cycling; essentially a proxy tool to establish whether a site is sustainably located. The principle of assessing accessibility in this way is supported, as is the broad approach. We do however have one comment / suggestion regarding the approach and a further recommended change to the assessment ‘scoring’ proposed beneath Figure 27.
- 3.9 There are a range of sites being promoted for development across East Devon. Some of these are small and will deliver just housing whereas others are larger, mixed-use developments will also incorporate a range of services and facilities. The Greenhayes proposal falls into the latter category and includes a relocated and expanded farm shop and café, primary school, community meeting space, accessible open space and children’s play provision alongside a significant number of new homes. To provide a fair and consistent assessment of all opportunities within East Devon, it is crucial that the proposed services and facilities are taken into consideration in the scoring and not just those that already exist.
- 3.10 It is presumably the case that the range of services listed under paragraph 5.8 are those frequently used by residents and therefore accessibility within walking and cycling distance would reduce the likelihood of future residents travelling by car. The notable absence from the list provided is ‘employment opportunities’. Given the number of vehicle trips associated with

commuting, it would be logical also to take into account the proximity to major employment locations. Indeed, if there are a wide range and number of employment opportunities available in close proximity to a site then there is a higher likelihood of future residents commuting on foot or by bicycle.

- 3.11 To reflect the sustainability advantages that exist as a result of the proximity of employment opportunities, we recommend that a further tier of scoring is included in Figure 27. We propose that a “+3” score is attributed to those locations *“within 800 m of basic services and a regular bus service or railway station and 1,600m of major employment opportunities”*. A distance of 1600m is considered a reasonable walking distance for the purposes of commuting.

Greenhayes New Community

Transport and mobility vision



Prepared by  **Stantec**
on behalf of FWS Carter and Crealy Farms

March 2021

Introduction

Greenhayes New Community is located on at the western end of East Devon, in close proximity to Exeter which is a thriving and vibrant city. Exeter already has high quality transport links to its surrounding areas including East Devon and the Jurassic Coast. Consequently, the New Community is in a highly advantageous location to enable the use of the sustainable travel options and minimise residents' reliance on the private car.

The transport strategy for Greenhayes New Community, is therefore **not** based on the traditional methodology of 'predict and provide'. This approach is based on the principle of forecasting the impact of new development on the surrounding transport network and subsequently identifying the required level of mitigation to offset this. However, this approach has a tendency to focus on car-based solutions resulting in the provision of resource-hungry infrastructure projects.

Instead, the strategy for Greenhayes New Community follows a 'vision-led' approach in which travel demand scenarios and accessibility objectives for the site are identified at the outset, followed by consideration of how these can be best delivered. This approach prioritises the needs of non-car users in the first instance, seeking to deliver infrastructure which makes travel by foot and cycle the most attractive options while also making best use of the existing highway capacity.

By shifting the paradigm in this way, we can be sure that sustainable access is at the heart our proposals and that the Greenhayes New Community does not become just 'another car-based development'. In this way, we will establish a blueprint for a community which is reflective of what people need from the places in which they live and work, so that the right quality of development is delivered in the right location and residents can access the facilities and services they require in a sustainable manner.

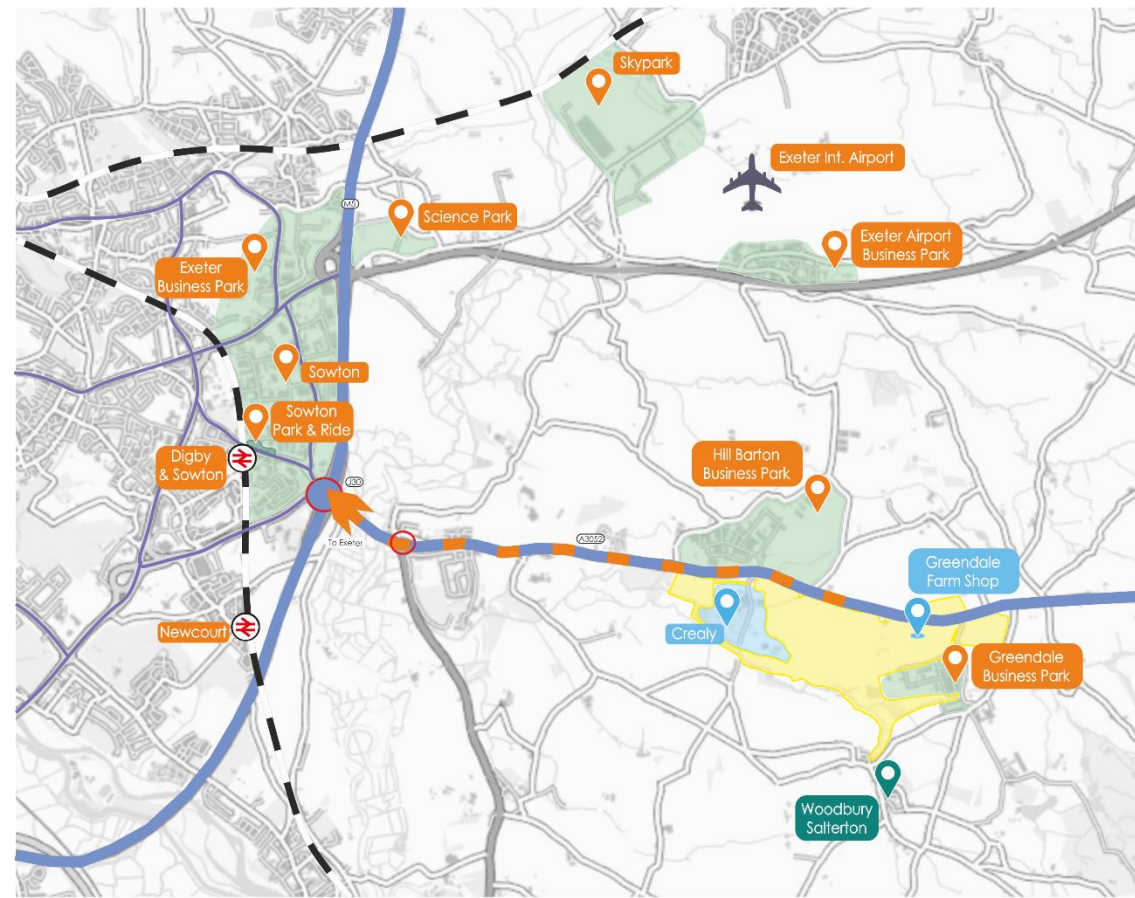


Access opportunities

Greenhayes New Community has many important locational advantages which will be maximised and built upon with the access strategy for the site. These existing opportunities include the following:

- Close enough to be functionally inked with Exeter
- Major employment/retail/leisure opportunities in close proximity to the site
- Adjacent to an existing public transport corridor (A3052) and nearby emerging Devon Metro (Digby & Sowton/Newcourt)
- Close to strategic road network (M5) and arterial routes into the city
- DCC's aspirations to provide a new park & ride or park & change facility on the A3052 corridor which could also serve the New Community

- DCC's exploration of the introduction of mobility as a service (MaaS) in the Exeter area which could be extended to new communities to the east of the city
- Emerging culture change as a result of the COVID-19 pandemic increases the future potential for home-working and local living, enhanced by strong digital connectivity.



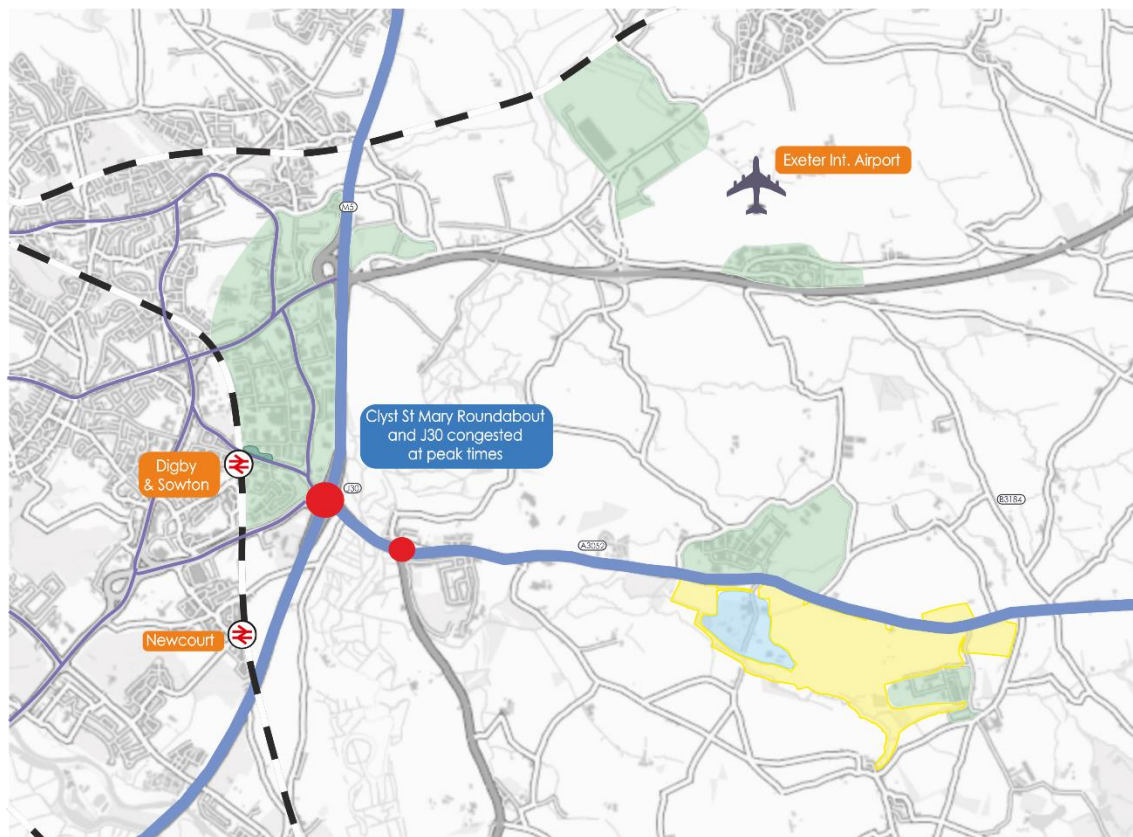
Access constraints

In addition to the identified opportunities, it is acknowledged that there are some constraints to the establishment of a sustainable New Community which will need to be addressed through a comprehensive access strategy for the site. This will consider each mode of transport in turn and identify how each of these can successfully mitigating on the surrounding network.

These constraints primarily relate to pinch points on the existing highway network on the key links which will be used to gain access to and from the site and include the following:

- The A3052 is currently a relatively high-speed movement corridor which carries higher than average levels of HGV traffic, meaning changes may be required to ensure it better balances the needs of all road users.

- The Clyst St Mary Roundabout which links the A376 (Exmouth Road) and the A3052 is subject to high levels of existing traffic flows, particularly between Exeter and Exmouth, resulting in congestion during peak periods.
- M5 Junction 30 is one of the busiest parts of the local and strategic network within Devon and the continued safe functioning of this will be a key consideration for DCC and





Access strategy – the principles

From the 1960s to the 1990s, UK transport policy was based on the ‘*predict and provide*’ principle which meant estimating future traffic demand and building the highway capacity to accommodate it. This approach focuses on a future vision of aggregate traffic demand based on extrapolation of historical trends and treats individual modes of transport as separate entities, closing down opportunities for integrated transport planning, in favour of car-based development which becomes a self-fulfilling prophecy.

Far too many examples still exist where ‘*predict and provide*’ has been used to provide false certainty around transport planning outcomes to the detriment of the ability to plan better places for people to live, work and play. This is not how we want to develop the access strategy for Greenhayes New Community.

The identified access constraints for the New Community primarily relate to the pinch points in the existing highway network.

If we were to adopt the traditional approach, we would develop infrastructure solutions designed to meet the forecast demand. Instead we will adopt a more progressive ‘*vision and validate*’ approach built around an aspirational and adaptive model which puts placemaking at the heart of the development

Greenhayes New Community is already situated at the heart of a thriving employment, retail and leisure area and the residential development provides a juxtaposition of complementary land uses, maximising the potential for the use of non-car modes of transport, as residents have the opportunity to work, shop and play close to where they live.

In developing the access strategy in line with this vision-led model, we will work through our integrated approach forecasting the potential impact of movement associated with the New Community at each stage as part of an iterative review process.

Deliver - we will design the New Community so that the actual need to travel is reduced. Greenhayes residents will be encouraged to stay on site through provision of links to complementary land uses, home/local working provision and local facilities.

Maximise Sustainable Travel - we will design the new community so that the impact of movement to and from the site is as limited as possible. Movement associated with New Community will be made by the most sustainable modes as a priority and maximum provision will be made for non-car travel, so these sustainable options become Greenhayes residents’ default choice.

Mitigate - we will mitigate any residual vehicle trips on the local highway network to ensure that the New Community does not have a severe impact on existing conditions. We will ensure our mitigation proposals take a balanced approach so that there is no overprovision of unnecessary infrastructure.

Deliver – masterplanning and infrastructure considerations

Walking, cycling and other forms of micro-mobility will be the default choice for residents accessing the range of complementary land uses to be provided in and around the New Community.

This requires a permeable layout which is well-connected and offers a choice of direct, engaging routes on all key desire lines. This would be combined with a designed-in element of vehicle impermeability to discourage short car trips.

This strategy also has a number of wider advantages including reduced social isolation benefits for physical and mental health and greater community cohesion due to the increased potential for human interaction, as well as lower levels of crime due to natural surveillance

Strategies to facilitate on-site and local travel:

- Juxtaposition of complementary land uses to ensure residents' daily requirements can be met nearby

- Focus on access to local centre which will be the primary trip attractor within the site
- High quality network of green (pedestrian/cycle) infrastructure to accommodate key desire lines through the site and surrounding area
- Managed vehicle permeability to enhance attractiveness of alternative options
- Provision of micro-mobility options for short on-site (and off-site) journeys
- Design of non-vehicle movement corridors to accommodate future introduction of autonomous pod network as future technology allows
- Site wide Travel Plan to engage with residents and promote/encourage a low-car agenda

Micro mobility

Micro mobility refers to a range of small, vehicles or devices (such as Ebikes and electric scooters) which are used to travel at relatively low speeds over short distances, Micro mobility is a solution to the first mile/last mile problem *which acknowledges that it is not possible for everyone to live or work within easy walking distance of a public transport hub.*



Co Bikes, part of Co Cars, operate an existing on-street bike hire network in Exeter which has around 100 bikes based at 14 hubs across the city. This could be extended to incorporate new hubs within the new community and at Greendale Farm Shop.

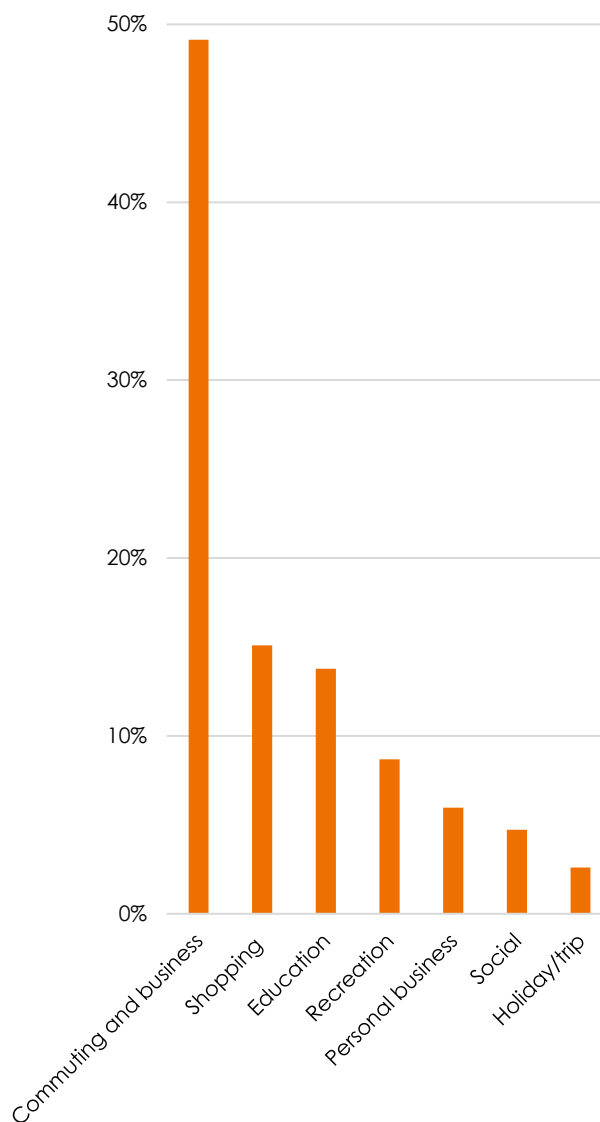
Deliver – why do people travel?

Providing for as many of the future residents' immediate needs within the New Community and facilitating links with nearby complementary land uses reduces the overall demand for travel and allows many trips to be retained within the site and local area. To this end, we need to have a good understanding of the reasons people travel so that the strategies to manage the trip generation of the site are targeted toward the areas where they will have the greatest impact.

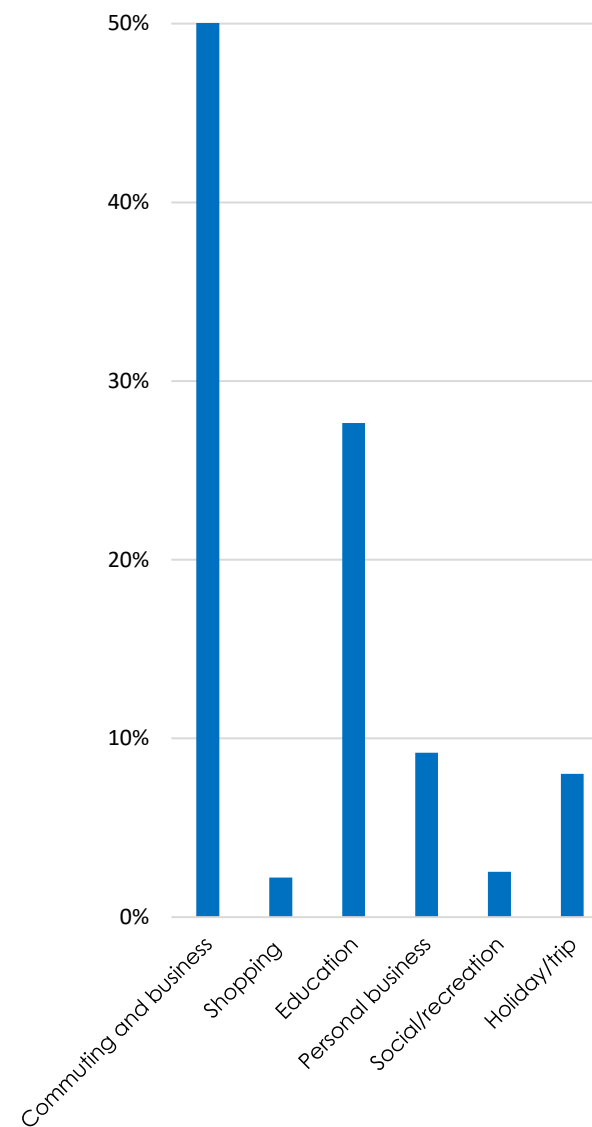
The **Trip End Model Presentation Program (TEMPro)** provides forecasts of trip end data for the local area and has allowed the trip purposes likely to be replicated by residents of the New Community to be calculated.

This TEMPro data is validated by data taken from the 2018 **National Travel Survey (NTS)**. Despite some minor differences in categorisation, both datasets clearly show that commuting/business trips are the most prevalent reason for travel.

Local trip purposes from TEMPro



Local trip purposes from NTS



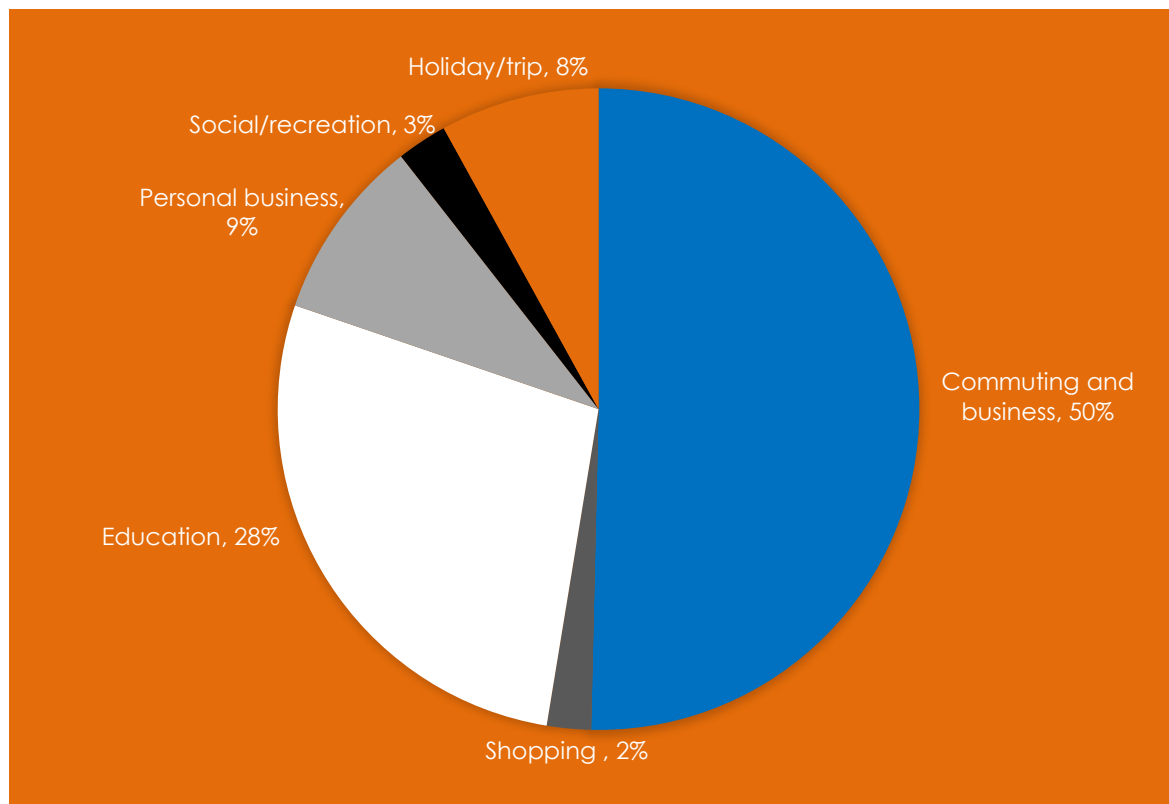
Deliver – quantifying trips by purpose

From this understanding of why residents of the Greenhayes New Community are likely to travel, we can begin to consider how these trips can be facilitated by sustainable modes.

To estimate the potential trip purposes likely to be associated with New Community, an averaged trip purpose percentage based on the NTS and TEMPro figures for existing journeys in the local area has been obtained.

As would be expected, the largest number of trips made in the network peak hours are for commuting and business purposes, with education trips forming the second largest proportion.

However outside of the network peaks, other trip purposes such as shopping and personal business and are likely to form a greater proportion of travel demand associated with the New Community. It is therefore key that the access strategy considers how each trip purpose can be met by sustainable modes to maximise the potential reduction in offsite trip generation.



Deliver – facilitating commuting trips

During the peak hours on the local transport network, trips made by commuters or those travelling on employers' business account for just under **50%** of trips by all modes, by far the greatest proportion of trips made for a single purpose.

Census data indicates that around **13%** of the working population in the site's local area work at or mainly from home which is in line with the national average, although this does include those who work at varying locations, using home as base.

Proposed strategies to facilitate home/onsite working:

- High speed fibre broadband to each household
- Live/work units clustered around the local centre
- Central work hubs to provide a flexible professional environment
- Design of homes to provide dedicated space for home workers

In addition, the locational advantages of Greenhayes New Community will be maximised to ensure that as many people as possible will live and work within the same area, enabling easy commuting journeys by foot and cycle.

Direct and accessible pedestrian and cycle routes will be provided to Greendale Business Park and Crealy, as well as Hill Barton Business Park and all of which are major employers in East Devon. The proposed on-site micro mobility solutions could also be extended through the local area to provide alternative options for short commuting journeys.

These combined with the designed-in element of vehicle impermeability will make these non-car modes the fastest, most convenient and ultimately default options for Greenhayes residents commuting around the site and within the locality of the New Community,

Live/work units

Live/work units are units of living accommodation, which are specifically designed to accommodate work facilities for those who live there and providing opportunities for the self-employed and small businesses. These can also be as simple as provision of an extra-large additional reception room which can be used as office space as required.

Work hubs

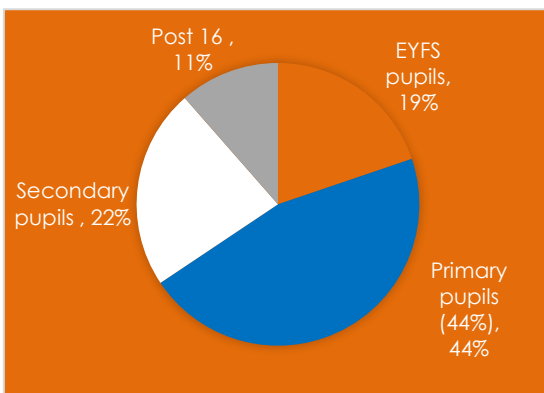
Work hubs are flexible workspaces, designed for home-based and mobile workers, business start-ups and freelancers. They provide 'an office when needed' allowing people to meet and work alongside others in a professional environment. Work hubs also often provide additional service such as admin support and meeting rooms.

Deliver – facilitating education trips

The NTS and TEMPro data indicate that during the network peaks hours, between **14%** and **28%** of trips made from a household or community are associated with accessing education.

To understand the number of residents of the New Community likely to require access to education, reference has been made to research which established that, on average, each family dwelling generates:

- 0.11 2 -4 year olds (EYFS)
- 0.25 primary aged pupils
- 0.15 secondary aged pupils
- 0.06 post-16



Proposed strategies to manage education trips:

- Provision of two-form entry primary school with nursery/ EYFS provision
- Implementation of school Travel Plan to encourage pupils, parents/carers and teacher to travel by non-car modes or as part of a broader trip chain
- Wrap-around care provision to facilitate parents/carers working offsite to travel outside network peak hours
- Upgrading of sustainable transport network including high quality public transport and safe and secure cycle routes to provide access to local secondary schools and colleges (e.g. St Peter's and Exeter College) as well as the University of Exeter.

Deliver – facilitating retail, personal business & recreation trips

One of the key advantages of development at Greenhayes is that there are existing local facilities on the site in the form of Greendale Farm Shop which sells a range of local produce, suitable to meet the daily retail needs of the New Community's future residents.

Many new communities build the houses first, with the facilities being delivered months or even years down the line when sufficient 'critical mass' to enable them to operate commercially has been established. However, by this time, habits have been established and become entrenched as residents are used to travelling off site, often by car to meet their daily needs, meaning the opportunity to adopt a new sustainable ways of living is significantly diminished or lost entirely.

The NTS and TEMPro data indicate that during the network peaks hours, around **14%** of trips made from an East Devon household or community are associated with retail, recreation or personal busines.

Greendale Farm Shop will help forge sustainable shopping habits among residents of the New Community from the outset. In due course, this offering will be expanded to accommodate a selection of complementary local facilities which will seek to meet as many of residents' additional retail, recreation and personal business requirements which could include the following:

- Additional shops to provide a range of retail needs
- Doctors' Surgery
- Gym/fitness facilities
- Community hall/meeting place
- Sports pitches/allotments
- On site delivery hub.



Deliver – quantifying the impact

Leading on from our understanding of the trip purposes made by residents of the New Community, we can begin to understand the impact of the deliver element of access strategy by considering the potential reduction in travel demand associated with the measures to accommodate each trip purpose within the site.

Commuting trips

Given the increased opportunities to work at home or at an onsite live/work unit or work hub, along with the provision for commuting by non-car modes to local employment opportunities, the facilities to, the number of offsite community trips could fall by at least **20%**.

Education trips

As the New Community will have onsite EYFS and primary school provision, representing 53% of all educational demand, it is reasonable to assume that offsite trips for the purposes of accessing education could fall by at least **40%**.

Shopping, personal business and recreation trips

While it is unlikely that all trips for these purposes will ultimately be met onsite, the provision of a range of retail facilities, local services and recreation opportunities means that many of the residents' daily needs will be met within easy reach of their homes, cutting the offsite trip generation for these purposes by at least **30%**

Total impact

Applying these reductions in offsite trip potential to each of the trip purposes means that that the aggregate trip generation of Greenhayes New Community could fall by at least **30%** however it could be reduced significantly further by additional elements of the access strategy.

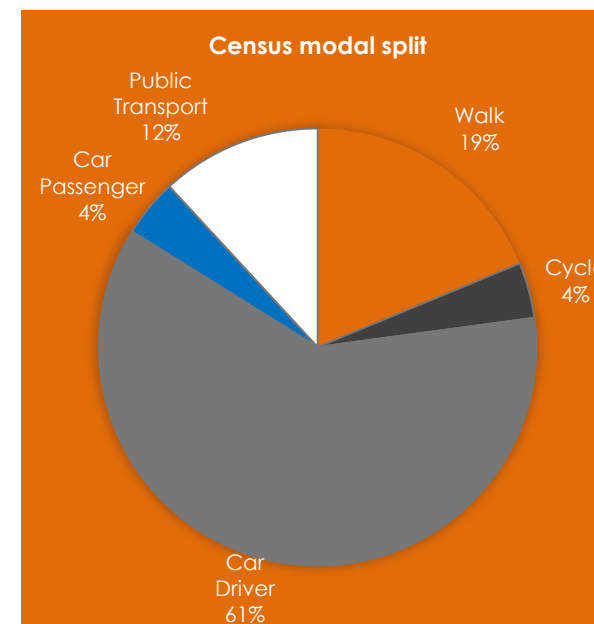
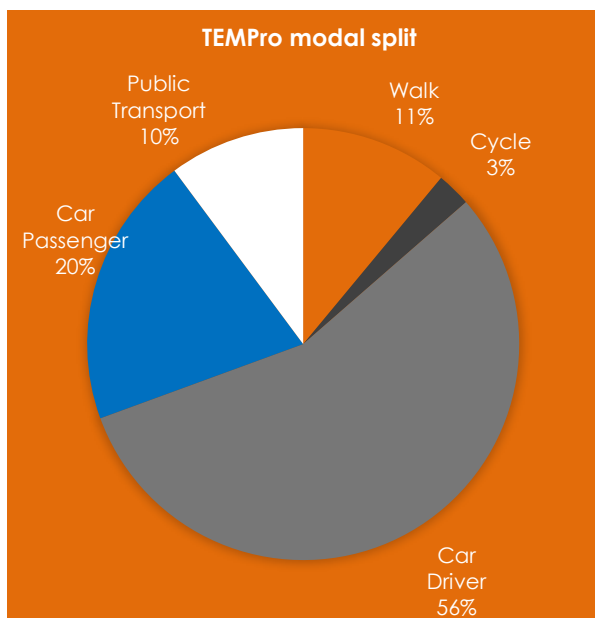


Maximising sustainable travel – how do people travel?

To further reduce the impact of travel demand to and from the New Community, the 'maximise' element of our access strategy will focus on ensuring that provision for the most sustainable modes of walking and cycling is prioritised before working down the sustainable transport hierarchy to maximise public transport accessibility. Strategies for minimising the use of vehicle travel will also include softer travel demand measures through the implementation of a comprehensive site wide Travel Plan.

To understand how these measures could impact on how Greenhayes residents could travel, we need to understand how people already living in the area make use of the existing transport opportunities. To achieve this, reference has been made to Census data and TEMPro which also contains data on the travel patterns in any given area. These data sources have provided a modal split indicating the proportion of the overall number of trips likely to be made by each mode of transport.

While modal splits from TEMPro are generally considered more representative of residential trips, given that the 'deliver' element of the access strategy already takes account of the potential for many local trips to onsite facilities to be made by non-car modes. Therefore, for the purposes of informing our illustration of the potential impact of the 'maximise sustainable travel' aspect of the access strategy, we believe that the Census modal split data is most relevant.



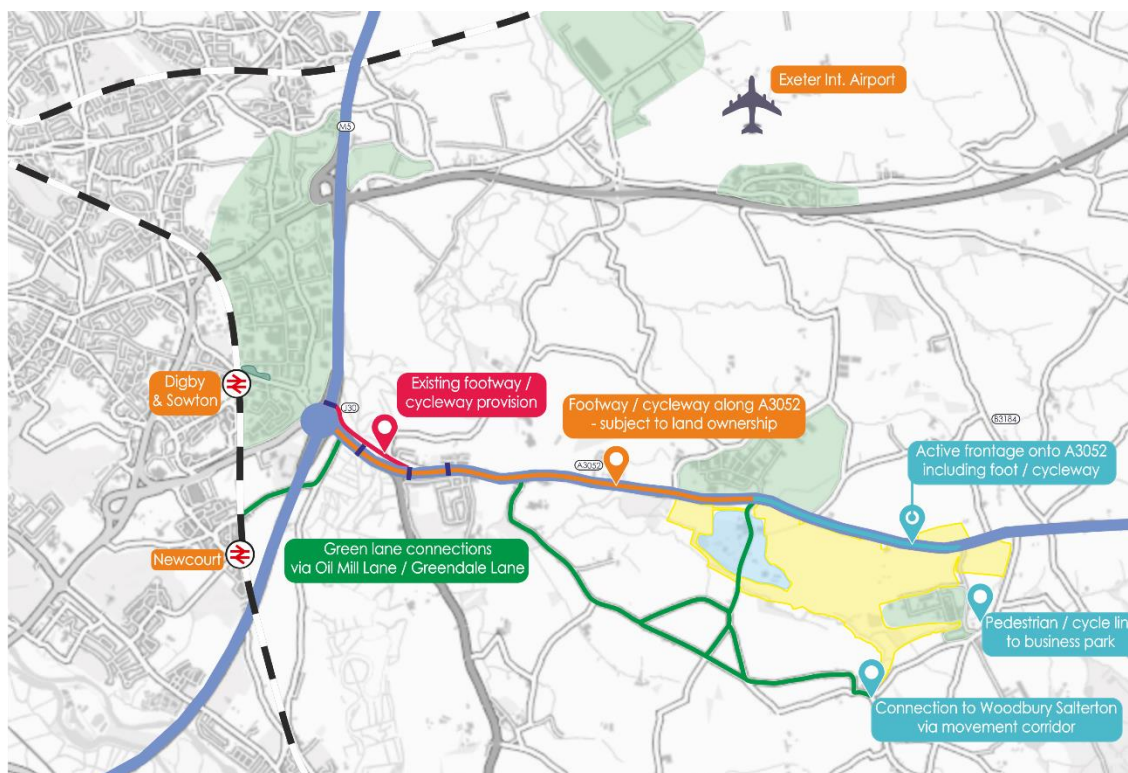
Maximising sustainable travel – providing for travel on foot & cycle

Pedestrian and cycle travel are the very top of the sustainable travel hierarchy and these will be the default modes of travel for onsite and short offsite trips from the New Community. To facilitate and encourage travel by foot and cycle to and from Greenhayes, the access strategy for the New Community could include the following elements:

- Footway/cycleway connections with the existing provision at Clyst St Mary, which in turn connects to the existing network around M5 Junction 30 and beyond. This network will be protected for potential future Connected Autonomous Vehicle (CAV) use.
- ‘Green lane’ routes via Oil Mill Lane, Greendale Lane and Blue Ball Lane providing additional choice for leisure users
- A new pedestrian/cycle crossing on the A3052 to facilitate pedestrian/cycle access to existing network within Clyst St Mary

- Provision of a movement corridor to Woodbury Salterton providing local connections and accommodating existing desire lines between the village and Greendale Farm Shop
- Enhancement of the existing pedestrian/cycle link between Greendale Business Park and Greendale Farm Shop

Provision of high-quality pedestrian/cycle facilities to connect to local leisure and employment opportunities including Crealy, Hill Barton Business Park and Westpoint including new pedestrian/cycle crossing of A3052



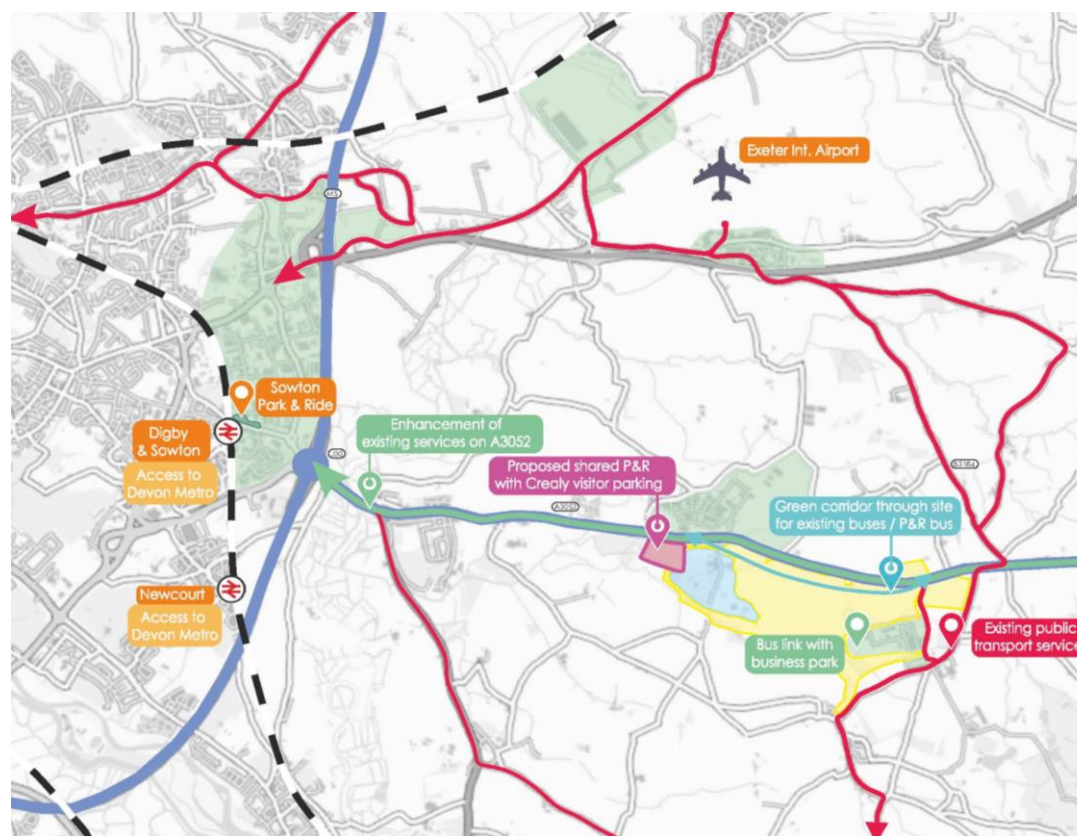
Minimise – providing for travel on public transport

While travel by foot and cycle will be future residents' primary local modes of transport, the New Community's strong functional link with the Exeter will mean that there will be an important desire line which will need to be accommodated by a range of modes for those who are unable or unwilling to walk or cycle greater distances. Therefore, public transport will have a key role to play in minimising travel by private car between Exeter and Greenhayes New Community.

To facilitate and encourage travel by public transport to and from the New Community, the access strategy could include the following elements:

- Enhancement of the existing bus services on the A3052 including increased frequency and potential upgrades to vehicle fleet
- Potential enhancement of existing north/south service connecting the A3052 with the A30 and Exeter Airport to facilitate access to employment areas to the north

- Provision of a tree-lined central street through the New Community to enable a new or existing bus service to be routed through the site
- A new mobility hub with park & ride to be delivered in consultation with DCC as a shared facility combined with Crealy's relocated parking area
- Provision of a dedicated bus link with Greendale business park to increase opportunities for bus circulation through the site and surrounding facilities
- Pedestrian/cycle links with Digby & Sowton/Newcourt station to allow park & change journeys via the Devon Metro.





Maximise sustainable travel – Travel Plan initiatives

In addition to ensuring that the infrastructure is in place to enable as many trips as possible made by non-car modes of transport, we will also develop a comprehensive Travel Plan for the site which could include the following elements:

- A detailed pack of information for each household providing information on a range of transport opportunities at the New Community
- Bespoke web and app-based technology solutions to provide dynamic travel information to residents including real time passenger information and travel and traffic updates as well as integrated ticketing options

This could be linked with Exeter's new single integrated ticketing platform (MaaS) which would enable smooth mode-to-mode travel across the city.

- An offer of vouchers to purchase cycle equipment or bus season tickets to incentivise residents to try out new modes of transport which they may not have otherwise considered
- A dedicated Travel Plan Co-ordinator to manage the implementation of the Plan, provide advice to residents and liaise with DCC following each monitoring period
- Regular travel induction sessions and travel surgeries to allow residents to engage with the Travel Plan and ask any questions regarding their travel options.
- Agreement of sustainable travel targets with DCC and annual collection of data for both the overall levels and modal share of travel to and from Greenhayes New Community to ensure that targets are being met and to allow progress to be reported.



Maximise sustainable travel – quantifying the impact

Through the provision of suitable infrastructure to prioritise the requirements of non-car users combined with travel demand management measures to be delivered via the Travel Plan, we envisaged that Greenhayes residents will have a choice of sustainable transport options to satisfy their primary travel requirements. This will allow challenging but achievable Travel Plan targets to be set for the New Community in order to lock-in this low-car usage as a localised cultural norm.

This type of cultural shift is being sought by Devon County Council throughout East Devon as well as the wider Exeter area. Greenhayes New Community's commitment to providing an accessible development focussed around maximising the use of non-car modes will support the local highway authority to deliver a sustainable transport strategy for Devon as whole, with particular benefits for the locality of the site and the associated key transport links.



An appropriate percentage reduction target from the baseline car driver modal share indicated by the TEMPro data would be discussed and agreed with DCC in due course, with an associated increase in the forecast use of sustainable modes. While a potential target modal for each method of travel would be forecast, ultimate split of non-car modes would be expected to be relatively dynamic.

In line with our 'vision and validate' approach, the trip making characteristics of the development based on this aspirational modal share will be incorporated in the to the mitigation strategy for the development to ensure that the infrastructure solutions are focussed towards encouraging and enabling these sustainable modes, rather than accommodating a worst-case vehicle trip generation scenario which will never materialise.

Mitigate – providing for travel by vehicle

The 'deliver' and 'maximise' stages of the access strategy process will reduce the need for movement off-site, whilst ensuring that those trips which are made are focussed around sustainable modes of transport through enhanced transport choices and greater connectivity.

To enable vehicle travel to and from Greenhayes, the access strategy for the New Community could include the following elements:

- Enhanced junction at the western extent of the site frontage on the A3052 site to create a gateway feature for westbound traffic, incorporating access to Crealy, Hill Barton Business Park and the proposed park & ride site, as well as the tree-lined central street through the New Community
- Enhanced junction at the eastern extent of the site on the A3052 site to create a gateway feature for eastbound traffic, incorporating access to Greendale Business Park and the land parcel to the north of the A3052 as well as the tree-lined

- central street through the New Community
- A reconfigured priority junction with the A3052 providing access to Greendale farm shop and other facilities within the proposed local centre.

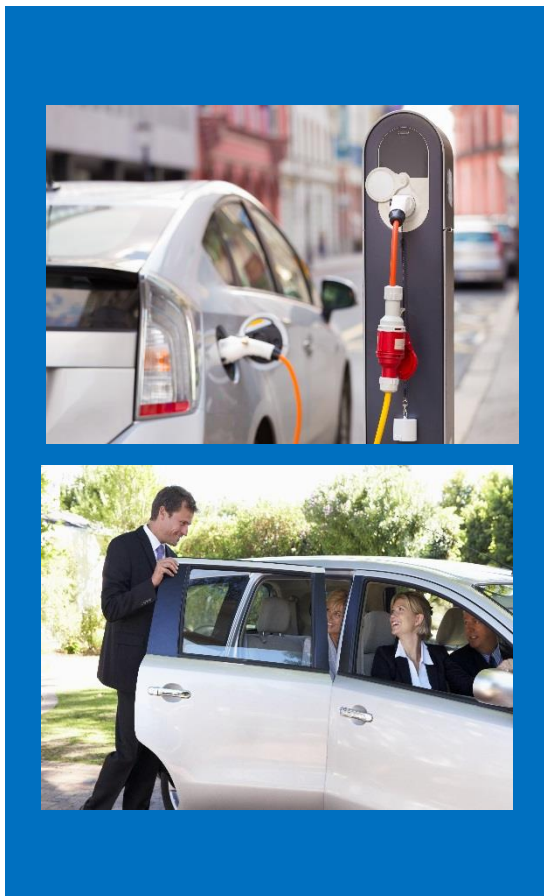
- Use of gateway features, road markings, active frontage and increased levels of side friction to enhance the feeling of place-over-movement on the stretch of the A3052 on the boundary of the site in order to increase the desirability for non-vehicle users and encourage drivers to modify their behaviour accordingly.



Mitigate – encouraging the use of ‘sustainable’ vehicle travel

As well as providing for the movement of vehicles to and from the New Community, the Travel Plan will include a number of measures designed to encourage more sustainable car-use which could include:

- Provision of on-site car club vehicles which reduces the need for 2nd and 3rd car ownership, with free or subsidised membership for residents
- Promotion of carsharedevon.com and blablacar.com, connecting drivers and passengers for frequent, short journeys or longer one-off trips, as well arrangement of ‘car share coffee mornings’ or other introductory events to enable car-share matches to be made
- Provision of on-site high-speed EV charging facilities, potentially within the local centre to allows time spent while vehicles are charging to be captured in undertaking domestic administration
- Education of residents in relation to eco-driving techniques in order to minimise emissions and vehicle wear and tear made by everyday car journeys.



Car clubs

A car club is a great way for residents to enjoy all the benefits of having a car, without the associated costs of maintaining a vehicle which will only be used for a fraction of the time. Car clubs are all about flexibility, allowing residents to book car club vehicles when they're needed and only paying for the time/distance they spend actually driving.

It is estimated that for each car or each car club car, approximately 10.5 private cars are removed from the road as a result of members selling/disposing of a car and not replacing it.



Mitigate – where do people travel?

To understand the potential impact of the vehicle movements associated with Greenhayes New Community, we have created a high-level gravity model for the wider East Devon and Exeter area. The gravity model contains details of various employment locations or 'zones' including the number of jobs and the distance and travel time from the site in order to provide an indication of the relative attractiveness of each zone. The gravity model was then calibrated to reflect the likely distribution of vehicle trips by including a deterrence factor for nearby zones which are easily accessible by foot and cycle.

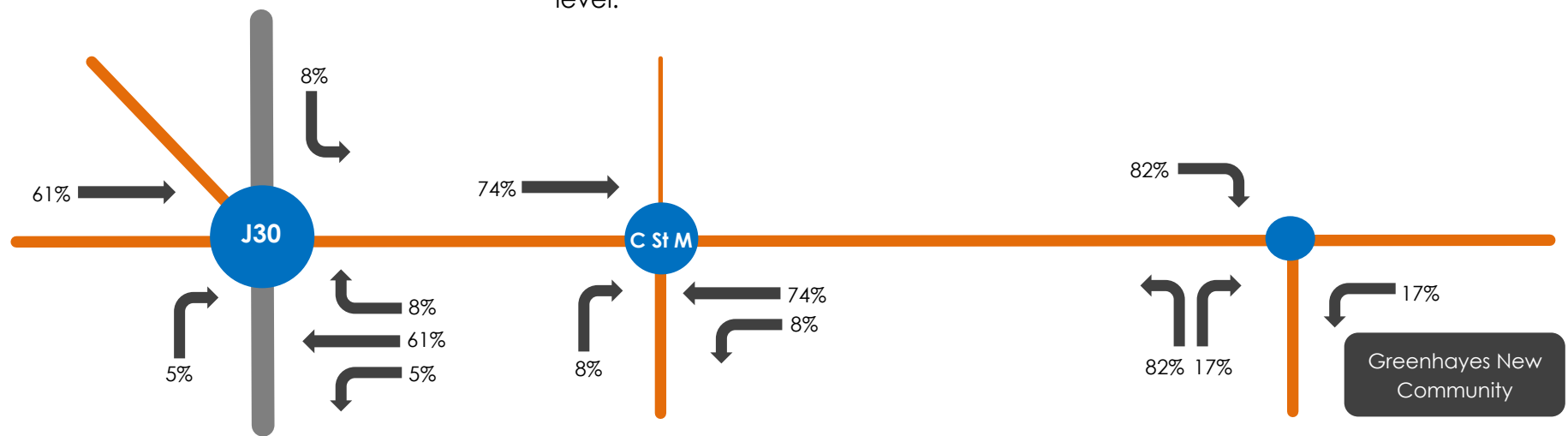
The gravity model identified the following primary trip attractors:

- Sowton (13.5%)
- Science Park/Skypark/Airpark (12.9%)
- Matford and Marsh Barton (9.8%)
- Wonford including R, D&E (9%)
- City Centre (6.7%)

By estimating the most likely routes between Greenhayes and the various employment zones, the overall distribution of vehicles associated with the New Community can be calculated at an aggregate level.

Cumulative impact at M5 Junction 30
74% of Greenhayes vehicle trips will pass through Junction 30. Based on the existing traffic flows at Junction 30 and the potential number of dwellings proposed at the New Community, this is anticipated to increase traffic levels in this location by less than **5%**.

Cumulative impact at Clyst St Mary
82% of Greenhayes vehicle trips will pass through the Clyst St Mary Roundabout. Based on the existing traffic flows at Clyst St Mary and the potential number of dwellings proposed at the New Community, this is anticipated to increase traffic levels in this location by less than **10%**.



Mitigate – park & ride facility

In line with DCC's aspirations for the A3052 corridor, it is proposed to provide land for a new park & ride facility in the north western corner of the site. This will form a shared facility with Crealy who are planning to relocate their existing parking to this area and will total in the region of 2,000 spaces,

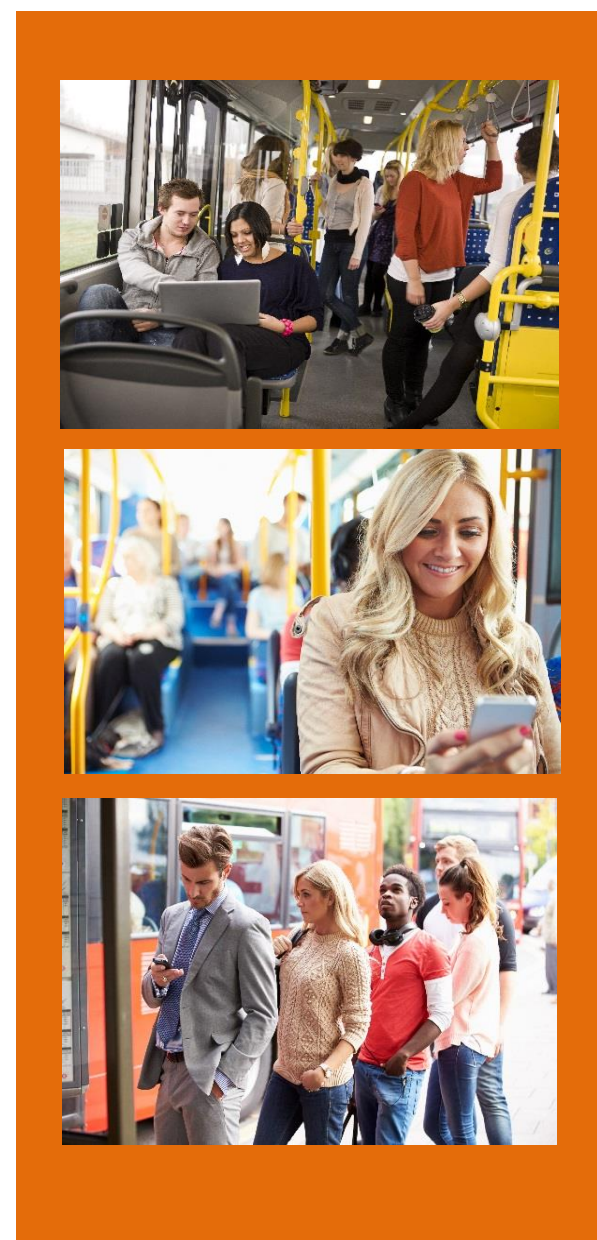
The proposed park and ride will act as an important form of mitigation since the high-quality, frequent service would not only be accessible to Greenhayes residents, but also those already travelling to and from Exeter via the A3052. Park & ride services offer an opportunity for drivers to break their journey and shift to a bus service which could shorten their journey time, remove the need to park at their destination and potentially allow them to accomplish tasks while they travel.

By locating the proposed park & ride in close proximity to Crealy, this will also increase the public transport accessibility of the attraction and encourage visitors to arrive by public transport. The park & ride bus services will also be extended to provide

access to Greendale and Hill Barton business parks which will boost their respective public transport modal shares and will also increase the commercial viability of the service by increasing complementary demand in the opposing peaks.

The impact of the park & ride on the number of vehicles on an existing highway network would be calculated based on a forecast intercept rate (the number of vehicles switching mode to public transport). This rate varies from location to location, based on individual park and ride characteristics such as visibility, service frequency and perceived benefits of using the facility. This intercept analysis will be used to inform the overall development impact on the A3052 corridor.

This element of the mitigation proposals would result in a significant trip credit on the A3052 and A376 corridor, which could be used to offset the equivalent number of vehicle trips associated with Greenhayes New Community.



Mitigate – traffic signals at Clyst St Mary

Building on the park & ride proposals, we also envisage that further highway mitigation measures may be required on the approach to the M5 to bring forward the wider development at the western end of East Devon. These must balance the demand from the new development against the hierarchy of transport needs to ensure that priority is given to sustainable modes of transport.

We believe that the A3052 corridor should be better controlled through the provision of a series of traffic signals from Clyst St Mary through to the M5 Junction 30, which would prioritise public transport walking and cycling as modes of transport.

The existing Clyst St Mary junction of the A3052 and the A376 should also be realigned and converted to traffic signals, allowing the existing vehicle movements from the south and east to be balanced more effectively. A signalised junction will operate more efficiently than the existing roundabout and maximise the vehicle capacity in the network.

Existing vehicle queues in the vicinity of the Clyst St Mary Roundabout primarily occur on the A376 between the Clyst St Mary Roundabout and the existing traffic signals at M5 Junction 30. Queues are also observable under 'normal' conditions on the A376 to the south of the roundabout as traffic approaches Clyst St Mary from Exmouth and the Clyst George Roundabout.

While a scheme of this magnitude cannot be delivered in its entirety by any single development, the proposed signalisation of the Clyst Mary Roundabout could be a key aspect of the access strategy.

Vehicle queues to the east of Clyst St Mary on the A3052 are less significant than those observed on the A376. Therefore, the next stage in the proposed mitigation strategy is to identify a scheme to prioritise sustainable modes of transport through the more congested area to the west of the Clyst St Mary Roundabout to M5 Junction 30.



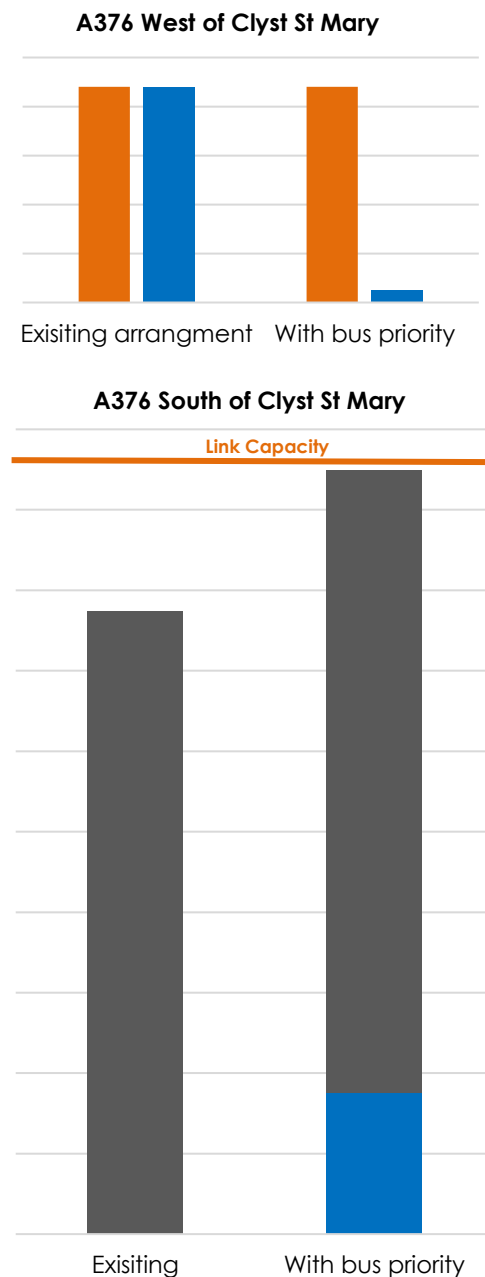
Mitigate – prioritisation of bus movements

An additional advantage of the signalisation of the Clyst St Mary Roundabout would be the ability to manage and relocate the existing vehicle queues on the A376 between Clyst St Mary and M5 Junction 30. This could be achieved by using the traffic signals to retain a proportion of the traffic queuing to turn from Exmouth towards Exeter on the partially dualled section of the A376 between the Clyst St Mary and Clyst St George Roundabouts. This arrangement would not increase the existing levels of vehicles queuing but would simply relocate them to where they can be better accommodated.

This management of the existing vehicle queues would allow one of the existing westbound lanes between the Clyst St Mary Roundabout and M5 Junction 30 to be repurposed as a bus lane which would allow all public transport services, include those serving the proposed park & ride to achieve faster and more reliable journey times, by bypassing the congestion on the approach to Exeter and the motorway junction.

A single lane of the A376 between M5 Junction 30 and the Clyst St Mary Roundabout can accommodate around 80 queuing vehicles. Whereas the A376 between the Clyst St George and Clyst St Mary Roundabouts could accommodate up to 480 vehicles waiting to turn left towards Exeter/M5 Junction 30 (taking account of changes to lane allocations and their impact on available stacking capacity).

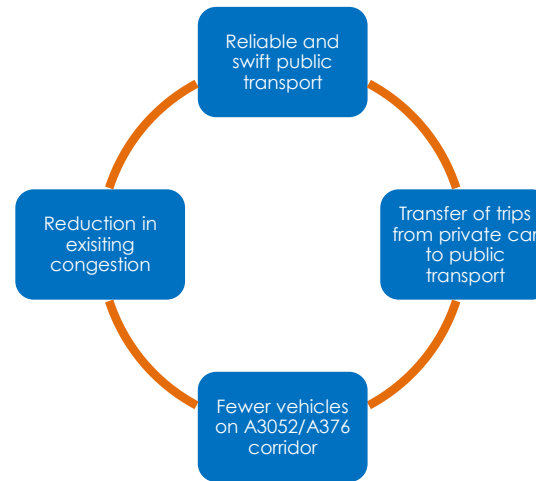
Observations have revealed that under 'normal' conditions, vehicles queuing on the A376 to turn left at the Clyst St Mary Roundabout in the AM peak hour represent 80% of the available capacity on this link. Therefore, if the equivalent of the number of vehicles queuing in a single lane of approach to M5 Junction 30 were held on the A376 to the south of Clyst St Mary instead, these additional vehicles, in combination with the existing vehicles, would still be unlikely to detrimentally impact on the operation of the Clyst St George Roundabout or wider highway network.



Mitigate – wider impact of proposals

The prioritisation of public transport movements along the A3052/A376 corridor and the associated improvements in reliability and journey times will further increase the attractiveness of public transport as a mode of travel for residents of the New Community. This in turn will lead to greater modal shift away from the private car and an associated reduction in vehicles trips and congestion in the vicinity of the development. This will ultimately increase the speed and reliability of the bus services in the form of a virtuous circle.

The impacts of this scheme are likely to be further reaching, beyond the boundaries of the New Community It is anticipated that existing travellers on the A3052 such as those commuting from Exeter to Hill Barton and Greendale Business Parks and those travelling into Exeter from outlying towns such as Sidmouth and Seaton may also change their choice of mode of to make use of the increased reliability and speed of public transport services.



The proposed park and ride facility is likely to be a key aspect of this as it would provide residents of East Devon and beyond who may live in rural locations with less frequent public transport services with a convenient and frequently served jumping-off point to access the public transport network. This would enable them to enjoy the benefits of using public transport services to relax, by-pass congestion and avoid parking issues in Exeter, without the timing restrictions imposed by a less-frequent bus timetable.

This strategy has the added advantage of removing vehicles from the most congested part of the network at Clyst St Mary and M5 Junction 30.

This envisaged wider modal shift towards public transport will be supported by the introduction of employee/visitor Travel Plans at Greendale Business Park and Crealy in order to maximise the transference of existing trips away from private car. These will be delivered in line with Devon County Councils Grow Green campaign, which is aiming to make Exeter and the surrounding area greener, one business at a time.

In combination, these wider impacts are envisaged to bring about sufficient 'trip credit' on the A3052, Clyst St Mary Roundabout and M5 Junction 30 to offset the impact of the vehicle trips associated with the development and ensure there is no significantly detrimental effect on the existing local and strategy road networks associated with the delivery of Greenhayes New Community.

Transport and mobility vision summary

This vision outlines some of the ways in which the access and movement strategy for Greenhayes will maximise the locational advantages of the site to ensure that the New Community will not have a detrimental impact on the operation of the existing highway and strategic road networks.

We will achieve this by seeking to manage the travel demand from the site by enabling many of the Greenhayes residents trip purposes to be satisfied on site by the provision of complementary land uses and high-quality local facilities within an accessible and primarily walkable and cyclable community, with additional consideration of micro-mobility opportunities.

The use of sustainable modes of transport will be prioritised for trips which do need to be made off site, through the provision of appropriate supporting infrastructure and Travel Plan measures, to ensure that these become the default choice for residents' everyday trips and the traffic generation is minimised.



Finally, we will mitigate the impact of residual vehicle trips generated by the New Community through the provision of a new park & ride service and the introduction of public transport priority measures on the most congested parts of the network to improve bus journey times and reliability. This will be supported by Travel Plans for existing development to reduce the number of existing vehicles trips on the network.

The proposed access arrangements for the New Community can play an important role in delivering a connected and integrated strategy for the East Devon and the wider Exeter area as a whole.

Greenhayes will be delivered as a vibrant and forward-thinking New Community which has connectivity and accessibility built into the heart of the development, delivering the sustainability aspirations of EDDC and DCC and providing high-quality outcomes for future residents of the site.

Greenhays

Vision Statement



The Landowners

Greenhayes is the vision of two local farming families, the Carter family (FWS Carter & Sons Limited) and the Down family (Crealy Farms) who have been working together for many years to bring forward a carefully designed and sustainable residential-led housing development to complement their existing employment sites at Greendale Business Park, Greendale Farm Shop and Crealy Theme Park and Resort.

The success and long-term viability and vibrancy of Greenhayes as a thriving rural community is of fundamental importance to both families and that is why they have sought to lead the promotion of the site thus far and why they intend to remain fully involved in its long-term delivery.

All of the land that is being promoted for Greenhayes is owned by these two families.



FWS CARTER & SONS LIMITED

The Carter family can trace their farming roots in East Devon through several generations. Today, the family own and manage the Greendale Farm Shop and café, which will form an integral part of the proposed scheme. This is already an important local facility for the villages which surround it – a function it will continue to serve – but this vision document demonstrates how the Farm Shop and café will be redesigned and enhanced to operate as the main commercial hub for the new community and to offer the additional shops and services that local residents desire. The Carter family intend to retain ownership of the Farm Shop and café and will continue to supply products from the family's farm and fishing boats, and stocking a fantastic variety of other locally sourced products. Although the café and take-away offering is already very popular with local residents, this will be enhanced and developed to meet the additional requirements of the new community. Furthermore, the family have a vision of this becoming a thriving location for future farmer's markets, enabling local producers to showcase and sell their produce in a prominent location.

As well as the Farm Shop forming the proposed heart of Greenhayes, the Carter family also own the Greendale Business Park, which immediately adjoins the site to the east. The business park is home to over 100 different businesses, supporting over 1,600 jobs and the family have invested considerably in the business park over many years to create an ideal base from which local and national businesses can operate. It has always been the intention of the Carter family to retain ownership of the business park in the long term, which further underscores the family's commitment to ensuring the long-term success of Greenhayes as a viable community, linking the existing employment opportunities to further housing opportunities.



CREALY FARMS

The Down family are also a generational farming family within East Devon and, similarly to the Carter family, they have other employment interests in close proximity to the proposed site, including the family's main farming operations and the Crealy Theme Park and Resort. The Theme Park, occupying 100 acres immediately adjacent to Greenhayes to the west, was established in 1989 with the vision of recalling the agricultural history of the land as a working farm family attraction.

Since its opening, the park has grown considerably, adapting its facilities to accommodating to the park's growing popularity whilst keeping its history and initial vision. Today, the park hosts numerous attractions, rides, play areas and holiday accommodation alongside the existing farm and nearby nature trails.

The Down family also intend to retain complete ownership of their farm and the Crealy Theme Park which, again, emphasises that the family are also invested in the long-term success and viability of the Greenhayes community, with the overarching priority of creating a future legacy for this part of East Devon.



Statement of Intent

There is a clear vision for Greenhayes to become a thriving rural community with the existing Greendale Farm Shop at its heart, taking advantage of the significant employment opportunities in the locality, whilst at the same time enhancing the environment within the site and preserving the character and setting of this part of East Devon.

All decisions for Greenhayes will be underpinned by its overarching design and how it sits within this wider landscape. On this basis, both families are committed to delivering a residential-led housing scheme which:

- creates a real sense of “community” and a place where residents will want to live, work and play in their immediate surroundings, with the provision of fantastic sports and recreational facilities, “grow-your-own” opportunities and a beautiful rural backdrop;
- maximises the potential of the location and its proximity to existing and growing major centres of employment, providing further employment opportunities and a work hub to enable future residents to live within walking distance of their place of work and to minimise employment travel to and from their homes;

- takes full advantage of the existing facilities within the site, building upon the thriving Greendale Farm Shop and café and developing additional shops and services (including future farmer’s markets);
- provides sustainable transport opportunities for those wishing to live at Greenhayes and work elsewhere, improving the existing public transport services for Greendale Business Park, Hill Barton Business Park and visitors to Crealy Theme Park & Resort;
- sits comfortably within the environment, restricting development to those parts of the site which have capacity for change while at the same time providing significant Biodiversity Net Gain and a natural environment which promotes the wellbeing of residents and an outdoor living culture;

- seeks to achieve the highest energy and sustainability standards, maximising energy conservation and utilising existing and proposed on-site renewable energy generation and storage; and
- respects the vernacular and character of local villages and promotes the highest quality of design.

To ensure that their aspirations for Greenhayes are realised, both families have decided to take the lead in promoting Greenhayes thus far and it is their intention to retain a high level of involvement throughout each stage of the process.

Preface

This Vision Statement has been prepared on behalf of the Carter and Down families by Pad Design and Savills (Planning), with detailed input from Stantec (Transport/Drainage/Sustainability), Nicholas Pearson Associates (Landscape), Cotswold Archaeology (Heritage), GE Consulting (Arboriculture/Ecology) and Glenn Howells (Architecture).

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NICHOLAS PEARSON ASSOCIATES

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Greenhayes will be a mixed-use, sustainable new settlement which complements and supports existing businesses, including the relocated Greendale Farm Shop

Introduction

1

1.1 Introduction

Through a period of baseline assessment, technical assessment and detailed design considerations, this Vision Statement sets out the potential for development of the land surrounding the Greendale Farm Shop and café, and in between three major employment sites: Hill Barton Business Park, Crealy Theme Park and Resort and Greendale Business Park (alongside the A3052).

It focuses on the opportunities and constraints of the site, together with an initial design concept. It is, however, intended that the design of the proposed community will evolve significant through ongoing collaboration with local planning authorities, consultees, and the wider community.

The evidence produced by our team of consultants has revealed how we can incorporate measures to overcome and mitigate any challenges and maximise the opportunities presented by the site and the following sections provide an indicative design concept to aide discussions, including visualisations showing the potential for a vibrant community hub to grow around the established Greendale Farm Shop and café.



The community hub at Greenhayes will be set an expanded Farm Shop, and include complementary education and commercial opportunities to create a vibrant heart to the development

The conclusion to this Vision Statement summarises the benefits of the Greenhayes development and how the principles of a successful Garden Village will be achieved.

A summary of the environmental and technical evidence is also provided within the appendices.

Through this carefully considered and evidence-led process, a masterplan has emerged which demonstrates that there is an opportunity to deliver:

- a new local rural community of circa 1300 - 1500 homes (including affordable and self/custom build properties);
- a newly designed and enhanced Farm Shop and café/restaurant, with future opportunity for regular farmer's markets;
- a new community work hub positioned alongside the new Farm Shop, encouraging home working and mitigating unnecessary and unsustainable commuting;

- a range of additional shops and services, to meet existing local requirements and the needs of the new community;
- a two-form entry primary school;
- significant Green Infrastructure, including an extension to the proposed Clyst Valley Regional Park, with delivery of Suitable Alternative Natural Greenspace (SANG), tree and new hedgerow planting, with protection of much of the existing vegetation;
- community "grow-your-own" opportunities, including allotments and an orchard;
- a fantastic new health and sports club, with playing pitches, gym, facilities, and events venue;
- the provision of enhanced sustainable modes of transport, with active travel (walking and cycling routes); and
- a park and ride facility to provide local services and mitigate any perceived impact on the local road network.



Greendale Farm Shop is a well-established retail and leisure facility with fresh, locally-sourced produce



The document sets out proposals for a sustainable Garden Village on land surrounding the Farm Shop



The extensive green space proposed for the Garden Village will include opportunities for food production

1.2 Site Location

Greenhayes provides a unique opportunity for East Devon and the Greater Exeter area to meet its growth needs in a highly sustainable location.

The site lies around 8km east of central Exeter, predominantly to the south of the A3052. It is well linked to the local and strategic highway networks, including good access to the M5 and A30.

Nearby Farrington Cross accommodates a small number of houses, as well as employment uses, while individual properties adjoin the site along the A3052.

A local public house, The White Horse, lies to the north-east of the site.



The A3052 lies to the north of the site, and runs towards Junction 30 of the M5 and Exeter

A little over 1km to the south of Greendale Farm Shop – to which it is connected by a dedicated footpath off Honey Lane – is Woodbury Salterton. This attractive village includes a public house, primary school and a church.

Further west is Westpoint Exeter; Exeter Airport is around 4km to the north; and Skypark, Exeter Science Park and Sowton Industrial Estate are also equidistant from the site.

There are approximately 30,000 jobs located within 5km of Greenhayes and approximately 3,600 jobs within walking distance, at Crealy Theme Park and Resort, Hill Barton Business Park and Greendale Business Park. This is only around 500 fewer than



The site benefits from access to many employment opportunities, including at Greendale Business Park

the number of private sector jobs at Honiton and substantially more than those at the towns of Ottery St. Mary and Seaton.

This sustainable connection to existing local employment centres (including bus routes and a proposed park and ride facility), the creation of an even wider range of shops and services around the Farm Shop (reducing the need to travel), the proposed home working facilities and the incorporation of work space into future house design will minimise the need for future residents to travel, benefitting not only the creation of a truly thriving community but also reducing car use.



Cycling along the attractive, quiet rural lanes of Woodbury Salterton to the south of the site

1.3 Site Overview

TOPOGRAPHY & DRAINAGE

The site comprises 132.83 hectares (ha) / 328.23 acres (ac) of predominantly Grade 3 agricultural land (with some Grade 2 land) set within the overall landownership of approximately 330 hectares.

The land generally falls from a high point at Windmill Hill towards the north-east, with the Farm Shop also on this higher and relatively level ground. The land then falls away to the south and towards the Grindle Brook, with steeper sections to the south of the proposed housing.

The Grindle Brook flows along much of the southern boundary and sits within an area of floodplain.



The existing Farm Shop and its car parking occupies relatively level land in a broadly central location

LANDSCAPE & ECOLOGY

The site comprises fields divided by hedgerows (some of which are native species-rich), with a number of mature trees. Several small copses and specimen trees are distributed across the site.

Long range views are available from the upper slopes towards Exeter; however, due to the topography there is only limited inter-visibility with the Area of Outstanding Natural Beauty (AONB) to the south-east..

A small pocket of ancient woodland lies along the Grindle Brook, which itself is lined by semi-natural broad-leaved woodland.



The site enjoys long-distance views and is crossed by a footpath from the Farm Shop to Woodbury Salterton

ACCESS & MOVEMENT

The existing vehicular access to the land from the A3052 is via the Greendale Farm Shop. There is the opportunity for new vehicular accesses to both the west and east, off the A3052, which would enable a through-route to be created and with it the potential for buses to penetrate the development, with enhanced services and a connection to the new proposed park and ride facility.

While not crossed by any Public Rights of Way (PRoWs), a permissive footpath connects the Farm Shop to Honey Lane at the edge of Woodbury Salterton in the south. Local bus stops lie on the A3052 and pass through Greendale Business Park.



The site is surrounded by commercial uses, including Crealy Adventure Park and Resort, along the A3052



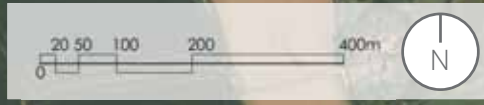
HILL BARTON
BUSINESS PARK

CREALY THEME
PARK AND
RESORT

THE SITE

GREENDALE
BUSINESS PARK

WOODBURY
SALTERTON



Aerial photo of site and context

1.4 Constraints & Opportunities

A thorough investigation has been undertaken of the constraints and opportunities for development and how these should shape the proposals for the proposed community. A more detailed summary of the evidence produced has been appended to this Statement. This includes thorough assessments of:

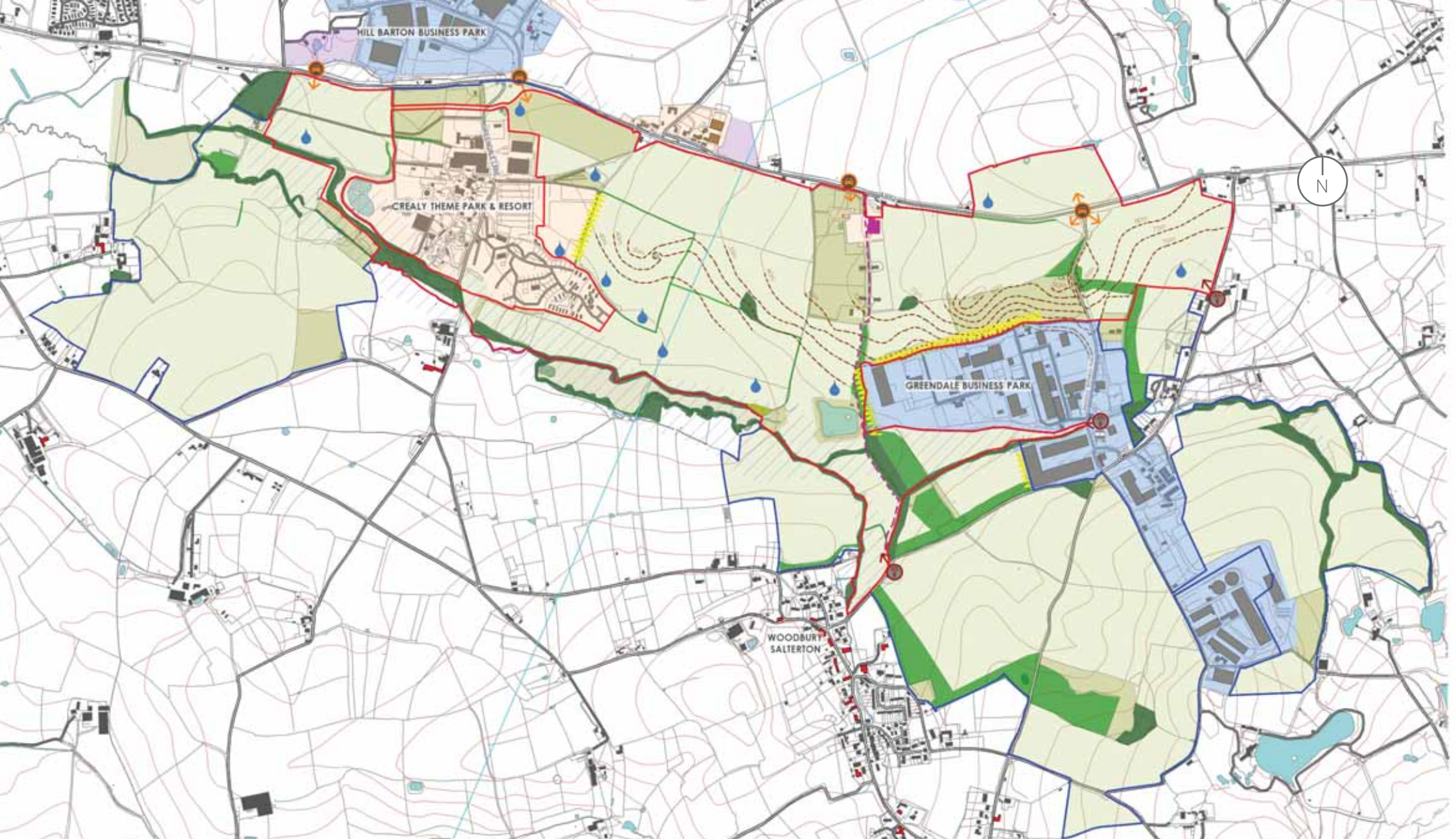
- landscape impact;
- heritage assets;
- ecology and biodiversity;
- mobility and access; and
- flood risk and drainage.

CONSTRAINTS & OPPORTUNITIES

- Parts of the site are relatively steeply sloping, the development will be carefully designed around this
- More visible areas of the site will be sensitively designed to mitigate any landscape visual impact
- Lower-lying areas are subject to flood risk and these areas will remain undeveloped as a result, providing opportunities for green infrastructure

- Parts of the site need to be protected and enhanced for biodiversity and significant steps will be taken to provide an ambitious level of Biodiversity Net Gain throughout the Green Infrastructure network.
- The existing Greendale Farm Shop provides a successful existing facility which can be redeveloped and enhanced to provide a greater range of shops and services (whilst remaining open throughout the development)
- A site for future farmer's markets and, with the provision of "grow-your-own" allotments and green spaces, a community with growing and local produce at its core
- With the provision of a new community work hub supported by an existing Jurassic Fibre super-fast broadband network through the site, there is the opportunity to encourage further home working and to mitigate unsustainable travel
- Furthermore, by linking the proposed housing to the abundance of nearby employment sites, there is an opportunity to create a truly sustainable working, living and thriving community

- There is the potential for vehicular access to be provided at either end of the site, to support a through-bus route and the additional provision of a new park and ride facility, mitigating any concerns regarding the perceived impact on the local road network and providing a sustainable transport link to nearby centres
- There is the opportunity to deliver an extension to the proposed Clyst Valley Regional Park, linking to this site via green corridors, walking and bike trails and providing outdoor recreation and wellbeing opportunities for residents
- There is the potential to provide a significant proportion of the energy requirements for the community via existing and proposed on-site renewable energy schemes (via existing Anaerobic Digester/Combined Heat and Power plants, proposed solar PV schemes and other renewable energy sources)
- Powerlines currently cross the site and there is also the option of undergrounding these lines as a benefit to the development and wider landscape



- | | | | | |
|--|---|--|--|---------------------------|
| Site Boundary | Indicative Proposed Attenuation Pond Location | Potential Vehicular Access | Arable Land
(refer to GE Consulting Information) | Power Cables & Pylons |
| Adjacent Land within Ownership | Buildings (Unspecified Uses) | Potential Pedestrian/Cycle Access | Improved Grassland
(refer to GE Consulting Information) | Permissive Foot/Cycle Way |
| Potential Noise from Adjacent Land Uses | Commercial & Light Industrial Buildings | Semi-Natural Broad Leaved Woodland
(refer to GE Consulting Information) | Crealy Theme Park | |
| Emphasised Contours indicating Steeper Gradients | Greendale Farm Shop | Plantation Broad Leaved Woodland
(refer to GE Consulting Information) | Employment Areas | |
| EA Flood Zone 2 | Listed Building | Species Rich Hedgerows
(refer to GE Consulting Information) | Planning Consent for Employment | |
| Inland Water | Existing Bus Stop | Ancient Semi-Natural Woodland | | |





Greenhayes will include integrated green infrastructure, with a network of footpaths and cycle routes as part of a sustainable transport strategy

The Vision *2*

2.1 Development Vision

With a long-established history in East Devon, it is the aspiration of both landowners to create a thriving and sustainable rural community in every sense, where residents can enjoy working and living healthy and active lives in natural surroundings.

Both landowners wish to retain a long-term interest in the site to ensure it is delivered in line with their aspirations.

Beneath this over-arching vision are a number of separate but inter-linked objectives and aspirations, including:

- 1: Creating a new commercial centre around the existing Farm Shop, meeting the needs of new residents and the wider community from the outset and encouraging opportunities for residents to grow and consume locally sourced food and produce, even selling these through future Farmer's Markets;
- 2: Creating a new working hub within the heart of the new community and promoting further employment opportunities to compliment the circa 3,600 of existing jobs within the surrounding employment centres, encouraging residents to avoid commuting and promoting the increasing work-from-home culture;
- 3: Promoting sustainable modes of travel via a new park and ride facility, improved bus routes and a network of new cycle and pedestrian paths linking residents to nearby employment centres, towns, villages, cities and the surrounding natural environment;
- 4: Creating a high quality natural environment to reflect the characteristics of the area and for residents to enjoy for generations, providing biodiversity enhancement beyond national targets and helping to combat climate change;
- 5: Promoting high quality design that respects local vernacular and incorporates existing and proposed renewable energy systems and other sustainable design principles.



The proposals will respond sensitively to landscape features, helping create an attractive Garden Village

1. A NEW COMMUNITY HEART

The thriving Greendale Farm Shop sells a range of locally produced and Devon-sourced products. Good quality meat comes from local farms including those managed by the Greendale Group, while the fish counter is stocked with the daily catch from Exmouth and Brixham Harbours. The ethos of the Farm Shop is to provide locally and sustainably sourced fresh produce. This ethos will not stop at the four walls of the Farm Shop but will form an integral part of Greenhayes as a whole.

The Farm Shop and café will be relocated into the centre of the community and will be expanded to increase the number and range of day-to-day

facilities available to residents and the wider towns and villages which it currently serves. It will continue to focus on sustainably sourced, local and fresh Devon produce.

The character and appearance of the commercial centre will be distinctive and in keeping with the location of Greenhayes. It will build upon the ethos of the current Farm Shop and café, adopting a design and pallet of materials which are low-key and rural in appearance. In so doing, this new focal point will imbue a rural yet modern East Devon Village character and this will set the tone for the remainder of the development.



The proposed locally-distinctive development will reflect the East Devon vernacular (Woodbury)



The community hub will be served by foot/cycle routes and public transport



The site will deliver a new community hub, based around a relocated and expanded the Farm Shop

It is anticipated that a wide range of services and facilities will be delivered within the expanded commercial centre, focused around the Farm Shop and café. The precise range of facilities will be determined when a planning application is submitted and through local engagement. When it is, meeting the needs of future residents will be a key priority, but would likely include:

- an expanded Farm Shop with an increased range;
- an expanded café and restaurant;
- a small collection of shops;
- hair and beauty facilities;
- a two form entry primary school and a nursery;
- an outpost clinic for a primary health care provider to offer general practice services on a part-time basis;
- a community building designed to provide a meeting place and opportunities for a range of leisure and recreation opportunities; and
- a village green and market square for community events, such as a Farmer's Market.

Throughout the green infrastructure network spanning the new community there will be an edible landscape of orchards, herb gardens, individual allotments and community food growing areas, managed and maintained as part of the development.



The community heart will include a primary school and village green



The GI network will include opportunities for local food production

2. A NEW WORKING HUB

The site is already extremely well located to achieve high levels of self-containment, with a wide range of employment opportunities at the adjacent Crealy Theme Park and Resort, Greendale Business Park and Hill Barton Business Park.

Furthermore, it is proposed that Greenhayes will include a new flexible work space/hub adjacent to the re-developed Farm Shop, supporting business innovation for many local businesses, from start-up businesses to established ones.

Flexible meeting space and amenities will help facilitate home-working and businesses will be able to take advantage of an existing super-fast Jurassic Fibre broadband network which passes through the site.

Elsewhere within the masterplan proposals are areas of additional employment land, which are intended to deliver a further range of industrial, warehouse and office space for small to medium sized enterprises.



Greenhayes will be a self-contained new community, including flexible commercial space



Employment land within the proposals can deliver a range of industrial, warehouse and office space

3. SUSTAINABLE TRAVEL MODES

There are many social, economic and environmental benefits to reducing the need to travel and this objective has featured prominently in the preparation of the Greenhayes masterplan.

Providing good-quality pedestrian and cycle links to the important local employment centres will reduce the need for future residents of the community to travel further afield for work.

Despite the self-contained and sustaining measures being integrated at Greenhayes, it is not possible or indeed desirable to create a new community which will be entirely self-contained.

There will of course be a number of residents who wish to travel outside of the immediate area, for employment, education, leisure or recreation and the proposed site is extremely well placed to promote and take advantage of sustainable transport opportunities along the A3052 corridor.

The movement strategy will focus on the provision for the most sustainable modes of walking and cycling before working down the hierarchy through public transport, shared vehicle solutions and the mitigation of residual impact of vehicle trips on the surrounding highway network.

Through the provision of suitable infrastructure to prioritise non-car modes, combined with travel demand management measures to be delivered via a Travel Plan, we envisage that Greenhayes residents will have a choice of sustainable transport options to satisfy their primary travel requirements. This will allow challenging but achievable targets to be set in order to lock-in this low-car usage as a localised cultural norm.

A key component of the proposed strategy is the delivery of a new facility on the B3052 which combines a Park & Ride for travel into Exeter with a relocated parking area for Crealy. This new facility would have three major benefits.



A Park and Ride facility is proposed to encourage a modal shift and encourage sustainable travel



High quality foot/cycle routes will be integrated within Greenhayes



Alternatives to the private car, including a car club, will help encourage more sustainable travel choices

Firstly, when combined with a high frequency bus service into Exeter it will encourage existing commuters out of their cars.

Secondly, it will provide a high frequency service to future residents dissuading them from getting into their cars in the first place.

Thirdly, unlike many Park & Rides which have one-way flows in the morning peak and the reverse in the afternoon peak, due to its location at Crealy and close to the employment at Hill Barton and Greendale, this service would encourage visitors and employees respectively to also leave their cars at home and travel by sustainable modes.



A green transport hub will help reduce reliance on the private car, and could include bike/scooter hire

Further measures to facilitate and encourage travel by public transport, could include:

- Enhancement of the existing bus services on the A3052 including increased frequency and upgrades to vehicle fleet.
- Provision of a tree-lined central street though the new community to enable a new or existing bus service to be routed through the site
- Pedestrian/cycle links with Digby & Sowton station to allow park & change journeys via Devon Metro



The pedestrian and cycle links across the development will help create an inclusive community



The high quality, walkable environment of the Garden Village will include extensive street tree planting

4. A HIGH QUALITY NATURAL ENVIRONMENT

Environmental sensitivity, biodiversity enhancement and climate change mitigation have been and will be absolutely critical to the masterplan's evolution.

Much environmental assessment work has already been undertaken to provide a robust understanding of the baseline position and of important environmental considerations. The assessment has also identified where these considerations present a constraint to development which must be avoided and/or mitigated through the masterplanning process, and where there are opportunities to enhance the environment as part of the development. A summary of the assessment work undertaken is provided in the appendices.

Based upon the evidence which has been collated there are areas within the landowners ownership which are unsuitable for development. It is often, but not always the case, that areas are constrained for more than one reason. For example, land adjacent to the Grindle Brook is particularly

sensitive for ecological reasons, but is also within a flood risk area and has a higher level of heritage sensitivity.

Conversely, there are large parts of the land ownership which are unconstrained, and upon which sensitively-designed and masterplanned development is considered acceptable based upon the environmental evidence.

The evidence-based approach adopted by the landowners has therefore confined the area within which development is proposed through the masterplan to ensure the new community is consistent with the land's environmental capacity.

The creation of Greenhayes is not just about avoiding harm, it is about creating an enhanced environment for people and nature. There are significant opportunities to integrate measures which will enhance the environment, including areas within the landowners' control which can be improved and used for recreation and other areas capable of contributing to a Biodiversity Net Gain.



New and retained planting will be incorporated within the extensive landscape areas across the site



Measures within the development will help to ensure an environment for recreation and biodiversity



Surface water attenuation will be integrated to ensure an attractive landscape with wildlife benefits

5. HIGH QUALITY DESIGN

Both landowners aspire to ensure that Greenhayes does not become a dormitory housing estate, but instead becomes a thriving community which is reflective of East Devon's existing villages and their vernacular and design.

Creating a sense of community and shared pride will foster a long-term respect for the environment and help maintain the quality of development which has been created.

The housing, streets and community facilities will be designed and detailed such that they sit comfortably in the landscape.



Greenhayes will be a self-contained community with a high quality environment (Otterton)

An innovative strategy is proposed for a sustainable development, following the Energy Hierarchy. This places emphasis on reducing energy demands first, using energy efficiently and, only then, providing renewable and low carbon energy generation technologies where appropriate, including the existing anaerobic digester system at Greendale Business Park.

A series of master planning principles have been identified to reduce the energy demands. These have been informed by the local micro-climate and consider issues such as green / blue infrastructure proposals to counter the urban heat island effect and passive solar design. An innovative mobility strategy will support active movement and mass transit.



A walkable environment will be created, encouraging healthy lifestyles and interaction with nature

More detailed, building-specific demand reduction measures have also been identified. 'Passive' measures can include building orientation, appropriate internal layouts and building fabric selection, that inherently reduce the buildings' energy requirements. 'Active' measures will increase the efficiency of the energy used, and therefore reduce the demand.















The anaerobic digestion plant at Greendale Farm, a sustainable energy strategy will be delivered

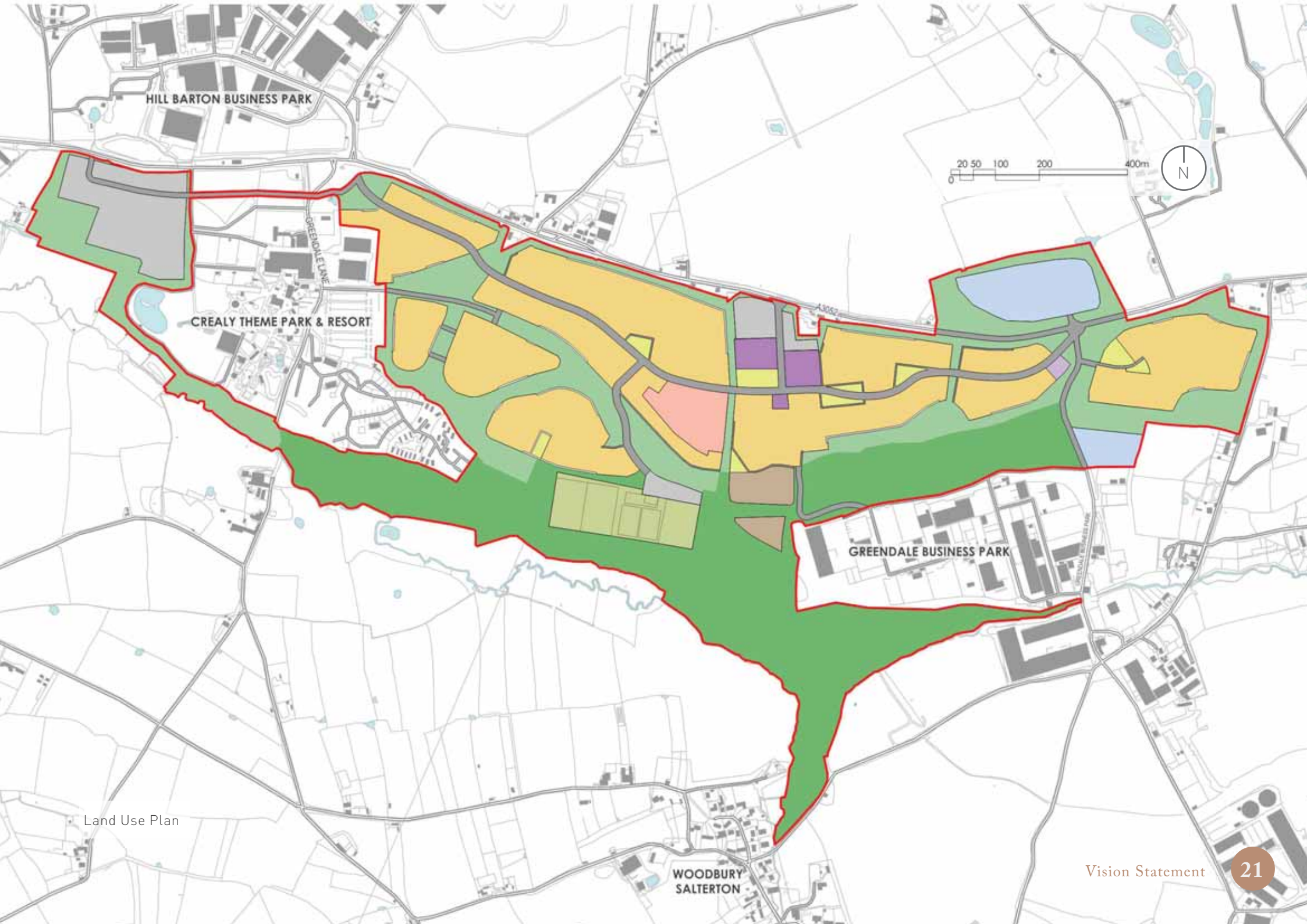
2.2 Potential Land Use

Greenhayes will provide a complimentary mix of land uses, delivering approximately 38 hectares of residential land (circa 1300 – 1500 dwellings), approximately 4.5 hectares of employment land and a range of other shops, services, facilities and infrastructure, all as summarised in the following table:

Use	Ha	Ac
Residential	37.65	93.04
Employment	4.55	11.24
Community Hub	1.43	3.53
Potential Commercial Use	0.16	0.40
Primary School	2.00	4.94
Infrastructure (Highway)	7.69	19.00
Infrastructure (Parking)	6.65	16.43
Parks & Recreation (including Play Space)	1.65	4.08
Sports Pitches (including all-weather pitch)	3.74	9.24
Community Allotments & Orchard	1.67	4.13
Suitable Alternative Natural Green Space (SANGS)	36.19	89.43
Landscape (including amenity open space & SANGS)	66.17	163.51
Total Provision	133.36	329.54

Indicative Land Use Schedule

	KEY
Residential	
Employment	
Local Centre	
Commercial	
Primary School	
Infrastructure (Highways)	
Infrastructure (Parking)	
Pocket Park	
Sports Pitches	
Community Allotments & Orchard	
Suitable Alternative Natural Green Space	
Strategic Landscape (including SANGS)	



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2.3 Community Infrastructure Strategy












Greenhayes will deliver exceptional community services, facilities and infrastructure, but most importantly around a Farm Shop that will be available to residents and the wider towns and villages from the commencement of development and throughout the development phases.

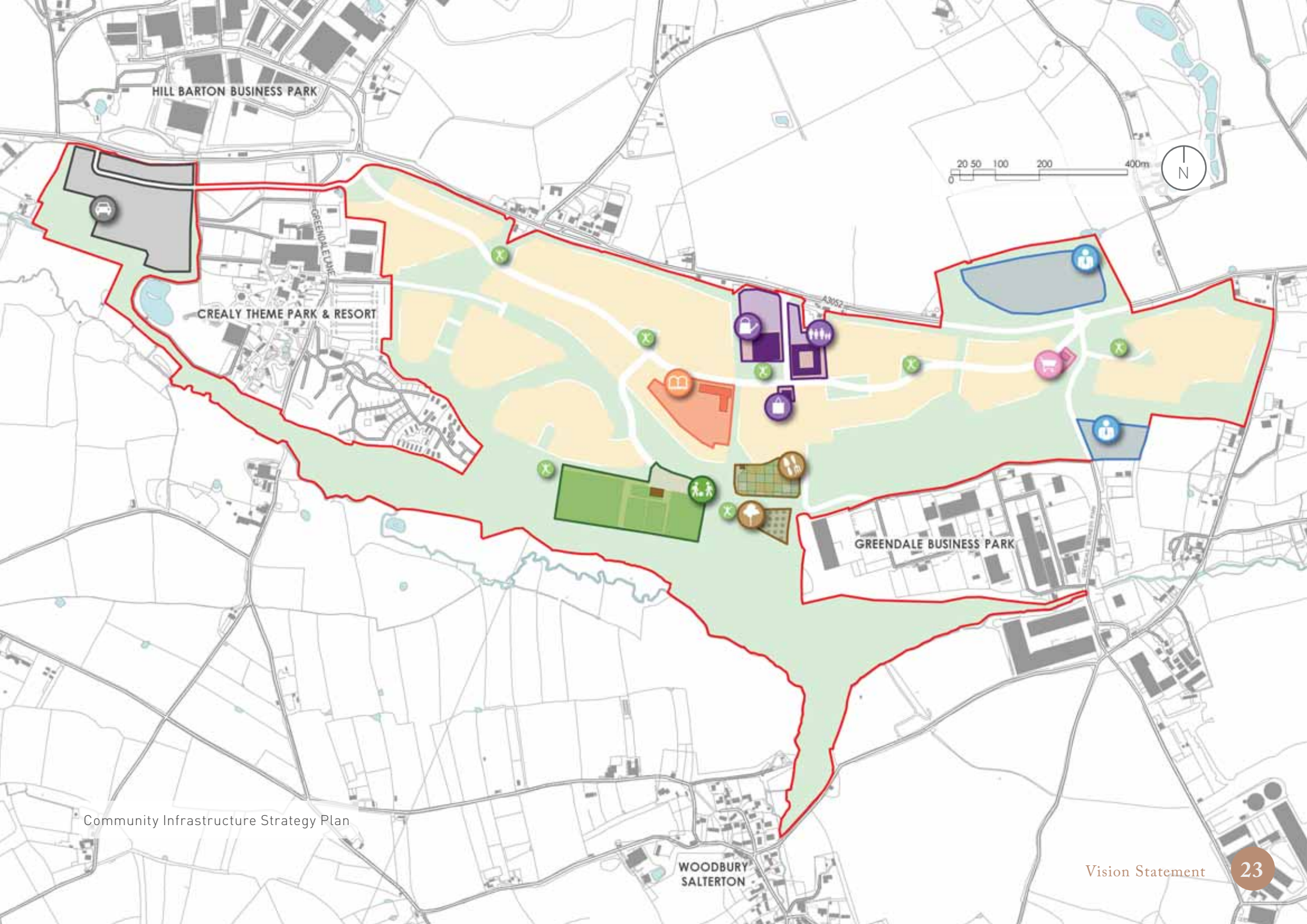
This will create a commercial centre for the development from day 1, which is completely unique to this proposed site.

With the ambition of creating a truly vibrant rural community, the ambition would also be to bring forward the rest of the proposed commercial centre (incorporating flexible work hub), park and ride facilities, two form entry Primary School, nursery and health and wellbeing/sports facilities during the earliest phases of development.

Community allotments, orchards and play areas would be delivered when the relevant development parcels come forward and given the level of existing employment land in the immediate surroundings, it would be anticipated that these areas would come forward to suit market conditions over time.

Any proposed outpost clinic could be delivered for a primary healthcare provider to suit requirements and timescales.

KEY	
Farm Shop	
Community Hub	
Commercial Use within Local Centre	
Other Potential Commercial Use	
Primary School	
Employment Land	
Sports Pitches	
Community Allotments	
Community Orchard	
Potential Play Area	
Park & Ride	



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2.4 Community Hub

The importance of the proposed community centre at Greenhayes cannot be over-emphasised and is perhaps the most unique attribute of the scheme in its entirety.

It will provide a highly attractive and vibrant commercial heart, promoting local food production (including a vision for future Farmer's Markets), social interaction, home-working options and community engagement. It will provide a significant range of retail and café/leisure facilities and will be entirely in keeping with the current and future demands of residents and the wider towns and villages.

Most significantly, it is intended that the Farm Shop would continue to provide a service prior to development, during the various phases of development and afterwards, with the proposed re-development being timed appropriately on a new parcel of land that could be developed without the closure of the existing premises.

The Farm Shop and commercial centre will continue to benefit from direct access from the A3052, as well as being positioned on the primary street through the development. Therefore, it will remain connected to existing and proposed public transport links and existing and proposed pedestrian and cycle routes.

The design and character of the community centre will remain of critical importance to the landowners and will be fundamental to the character and feel of the development as a whole. This will fundamentally set Greenhayes apart from other sites and will be a significant contributor to the successful delivery of the scheme.





- ① Greendale Farm shop
- ② Greenhayes Village Square
- ③ 'Yard' Community Centre within Commercial Hub
- ④ Village 'Marker'
- ⑤ Greenhayes Village Primary School
- ⑥ Medium density residential core
- ⑦ Green Pedestrian/Cycle corridor
- ⑧ Tree Lined Central Street

Greenhayes Community Hub Masterplan
 (Glenn Howells Architects)

In addition to the relocated Farm Shop and café, it is proposed that a large mixed-use building will be positioned alongside, incorporating further retail premises, a flexible home-working hub and other community space and facilities. These will open out towards the central village green, and provide an opportunity for smaller-scale independent operators to help create a vibrant 'buzz' to the local centre. In the long term, the vision is for the village green area to become a market square for Farmer's Markets and other community engagement, events and activities.

The frontage to this key space has the ability to house further uses, such as a community hall as well as strong residential buildings to provide a mix of uses and create activity throughout the day.

It is envisaged that the built form within the community hub will have an increased scale and massing than elsewhere within Greenhayes to aid the sense of place and enhance legibility. Its distinctive character will provide a key focus for the development.



The hub will provide complementary uses, including a new two-form entry primary school



The community hub will include a village green and commercial space to help create a vibrant heart



The Farm Shop will continue to offer fresh produce as part of the Garden Village's wellbeing ethos



Artist's impression of the community hub, set around an attractive village green (Glenn Howells Architects)

2.5 Green Infrastructure Strategy

Fundamental to the vision for Greenhayes is the creation of an inspiring natural environment for residents and the wider community and a significant and ambitious biodiversity enhancement to help combat climate change.

Green Infrastructure will be core to the proposed residential areas and the ambition will be to deliver natural green space throughout (incorporating play areas, pocket parks, community allotments and community orchards) which are fitting to the rural surroundings and nearby towns and villages. This will include the retention of existing hedgerows, woodland, water features and trees wherever possible.

Beyond the residential zones, a highly ambitious nature and recreation space is proposed covering an area of land from the proposed park and ride facilities at the western end of the site, all the way to the boundaries of Woodbury Salterton to the south and wrapping around all of the western extension of the Greendale Business Park at the development's east end.

This will provide significant SANGS for residents and the wider community, including Biodiversity Net Gain, improved wildlife corridors and picturesque walking and cycling routes (with some substantial circular routes possible) to promote health and wellbeing.

With the ambition of exceeding current Biodiversity Net Gain targets, this development will help as much as possible in combating climate change.

Engagement will be sought throughout the next stages of promotion around the Clyst Valley Regional Park proposals and how elements of this can be incorporated into the masterplan as it evolves. Significant elements of these proposals have been introduced already.

	KEY
Retained Water Feature	
Retained Woodland	
Retained Hedge	
Sports Pitches	
Community Allotments	
Community Orchard	
Pocket Park	
Potential Play Area	
Indicative Attenuation Pond Location	
Strategic Landscape	
Suitable Alternative Natural Green Space (SANGS)	



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2.6 Urban Design Strategy

Greenhayes will be designed around best practice placemaking principles. This will include a range of residential densities, to help establish a series of distinctive character areas and deliver an inclusive and complementary variety of dwelling types and tenures. The buildings of site-wide importance, including the Farm Shop and café, will have an enhanced treatment to deliver a series of landmarks for Greenhayes – increasing its distinctive character and high quality placemaking.

The higher density areas (c.40 – 60 dwellings per hectare (dph)) will be focused around the centre of the community, helping to encourage patronage of the services and facilities located there, while also supporting walking and cycling. The increased scale and denser urban form will also help to aid legibility of the development, communicating that this is centre of the new Garden Village. An increase in density and massing will also follow the areas alongside the tree-lined primary street, aiding the legibility of this corridor, while helping to encourage patronage of the bus service which is proposed to run along it.

The body of the development is anticipated to be delivered at a medium residential density (c.25–45dph), making efficient use of the site. As with the development as a whole, key spaces, street and edges will be framed by a strong built form, with key buildings (de-marked by features such as their scale, materials, architectural style, or boundary treatment) will further add to the development's legibility and character.

The residential areas which sit alongside the development edges will be delivered at a lower density (c.15 – 30dph). This will help to soften the development in these area, incorporating further planting, including street trees and hedgerow boundaries. Where appropriate, larger rear gardens may be provided to accommodate further layers of planting and/or level changes. These areas will also be set within a strong landscape framework, including new and retained trees and hedgerows which also operate as green corridors for active travel and biodiversity connectivity.

	KEY
Higher Residential Density	
Medium Residential Density	
Lower Residential Density	
Key Building and Frontage	
Landmark Building	



2.7 Mobility Strategy

One of the core principles of Greenhayes is its sustainable transport strategy, which takes into account the wider concerns around the A3052, the Clyst St Mary roundabout and Junction 30 of the M5. However, key to this proposal is that there would be no anticipated reliance on wider strategic infrastructure improvements and this would be hugely beneficial to the sites delivery.

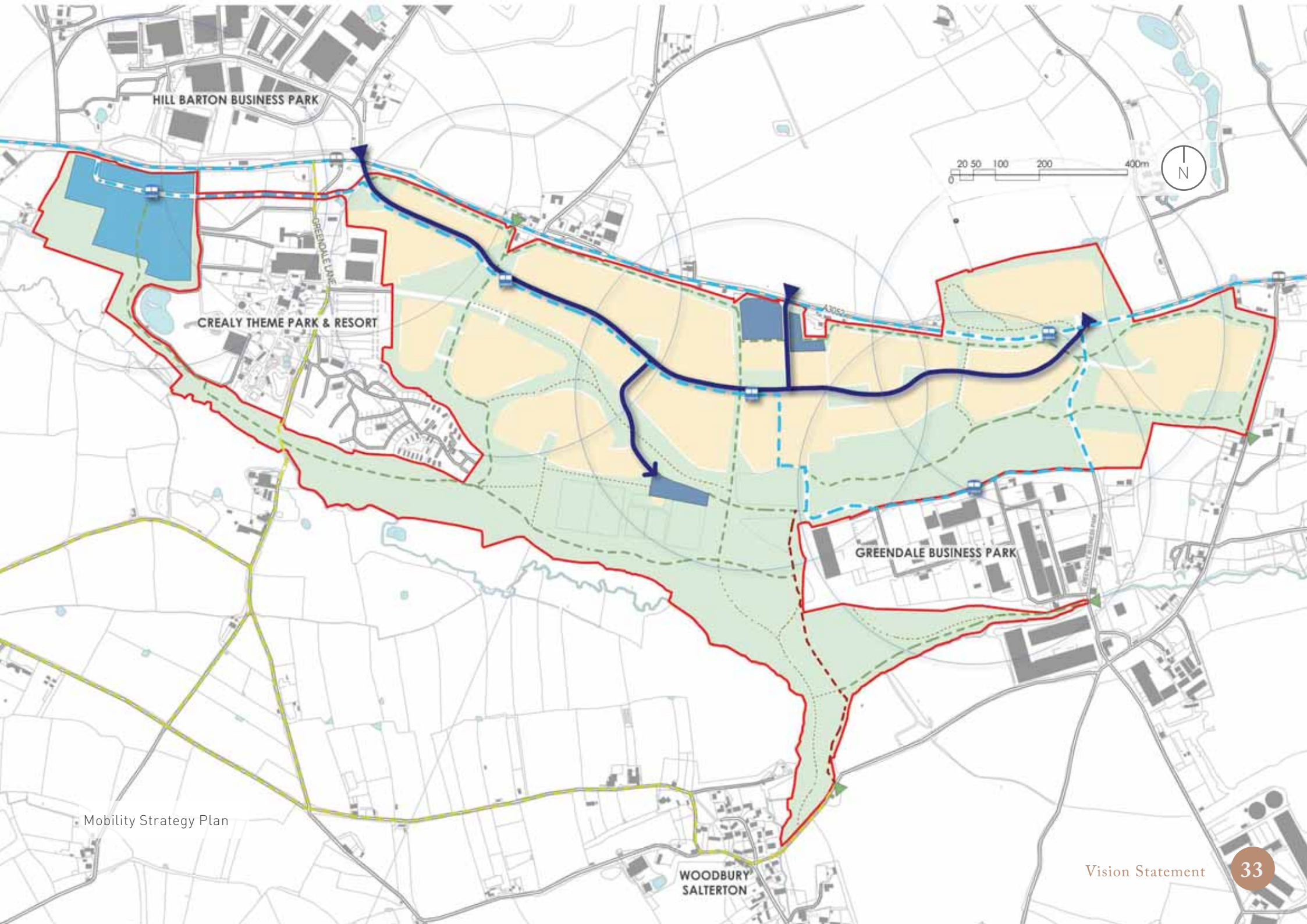
Through the provision of suitable infrastructure to prioritise non-car modes, combined with travel demand management measures to be delivered via a Travel Plan, we envisage that Greenhayes residents will have a choice of sustainable transport options to satisfy their primary travel requirements. This will allow challenging but achievable targets to be set in order to lock-in this low-car usage as a localised cultural norm.

Across Greenhayes a distinctive street hierarchy will be established to enhance the sense of place and aid legibility. This will include the tree-lined primary street, secondary routes and shared surface tertiary streets, which together will encourage a low-speed environment.

A key component of the proposed strategy is the delivery of a new facility on the B3052 which combines a Park & Ride for travel into Exeter with a relocated parking area for Crealy. This new facility would have three major benefits.

- First, when combined with a high frequency bus service into Exeter it will encourage existing commuters out of their cars.
- Second, it will provide a high frequency service to future residents of the new community dissuading them from getting into their cars in the first place.
- Third, unlike many Park & Rides with one-way flows in the morning peak and the reverse in the afternoon peak, due to its location at Crealy and close to the employment at Hill Barton and Greendale, this service would encourage visitors and employees to also leave their cars at home and travel by sustainable modes.





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2.8 Concept Masterplan

A Concept Masterplan has been prepared which brings together the robust technical assessments of the environment within and surrounding the land; our evaluation of the constraints and opportunities that arise as a consequence; and the Vision for Greenhayes outlined on the preceding pages.

This Masterplan shows how the new community would be book-ended by the significant employment opportunities at Greendale to the east and Crealy / Hill Barton to the west. The new community hub, anchored by the relocated Farm Shop and café, sits at its heart; continuing to serve the wider community but also acting as a focal point and meeting place for the new residents. A tree-lined street would link the two primary vehicular access points, providing easy active travel and public transport connectivity for all of the new homes. Substantial green open spaces would complement the expansion of the Clyst Valley Regional Park, providing sport and recreational opportunities for residents and the wider community. Between Hill Barton Business Park and Crealy is the proposed new Park & Ride.

DEVELOPMENT

- 1: Community hub alongside Farm Shop, with additional commercial opportunities, higher density residential use and green transport hub
- 2: Primary school and nursery co-located within hub
- 3: Medium density residential core
- 4: Existing houses alongside A3052
- 5: Low density area within landscape framework
- 6: New employment use and petrol filling station, within an attractive landscape setting
- 7: Health and sports facilities and venue
- 8: Low density area alongside parkland

ACCESS

- 9: Park and Ride shared with Crealy visitor parking
- 10: Western access to development from enhanced junction along A3052
- 11: Tree-lined central street, operating as part of blue/green corridors, cycle and bus route
- 12: Replacement access to new Farm Shop and community hub from A3052
- 13: Bus link between the Garden Village and Greendale Business Park
- 14: Enhanced junction and eastern access to development along A3052
- 15: Network of foot/cycle routes throughout development and to surrounding destinations
- 16: Retained permissive path to Honey Lane

LANDSCAPE

- 17: Network of naturalised attenuation ponds set within a strong landscape framework, including new/retained habitats to benefit biodiversity
- 18: Multi-functional green corridor alongside the A3052 lined by active frontage, accommodating new and retained planting, and a foot/cyclepath
- 19: North-south green corridor from parkland to A3052 edge via local centre, following parish boundary, with planting and a key foot/cycle route
- 20: Green link from northern landscape edge with framed view to Windmill Hill
- 21: Local food production (including allotments and community orchard) with green link to Farm Shop
- 22: SANGS provision with network of active travel routes (with semi-natural walks) and new/retained planting along Grindle Brook and wooded slopes
- 23: Green route to Park & Ride
- 24: Green corridor accommodating level change and new (light green) / retained (dark green) trees and hedgerows, and retained wildlife pond
- 25: Incidental spaces to aid placemaking, legibility and help to create a low speed environment
- 26: Network of play areas across the development
- 27: Sports pitches/tennis courts and other facilities, set within a strong landscape framework
- 28: Strong landscape framework including layers of strategic planting



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GREENDALE BUSINESS PARK



Concept Masterplan



Greenhayes will provide a range of complementary facilities, including a new primary school, and be enhanced by new and retained planting

Conclusion 3

3.1 Conclusion

This Vision Document and masterplan illustrates the significant potential to create a truly thriving rural community between three significant existing employment centres and in a strategic position within East Devon.

It demonstrates the ability to deliver a commercial centre during the earliest stages of development, including an exceptional Farm Shop and providing further facilities to support residents and the wider towns and villages from the outset.

It highlights a sustainable strategy for transport, encouraging residents to work from home or within walking/cycling distance from home where possible (with circa 3,600 already existing jobs at Crealy Theme Park and Resort, Hill Barton Business Park and Greendale Business Park and further employment land within the proposals), park and ride facilities that avoid major strategic infrastructure schemes and investment and the provision of significant walking, cycling and bus routes between Greenhayes and surrounding areas.

It sets out ambitious proposals to create a natural environment within residential areas and with the creation of significant areas of SANGS/Biodiversity Net Gain and recreational and amenity space around the Grindle Brook, promoting wellbeing for residents and the wider community and helping in a small way to combat climate change.

Finally, it highlights the importance of design and sustainable design and how the landowners will deliver this through their long-term involvement in the site, reflecting and respecting the local vernacular and rural surroundings.



Artist's impression of the relocated Farm Shop at the heart of Greenhayes (Glenn Howells Architects)



3,600

EXISTING JOBS

within

walking & cycling

distance

Parkland

alongside

Grindle Brook



Retained
mature trees
& woodland



New

Homes

c.1300–1500

INCLUDING SELF/CUSTOM BUILD & AFFORDABLE

c.50%

OF THE SITE AS
GREEN

INFRASTRUCTURE



100s

of New Trees
to be planted



3.75ha

SPORTS PITCHES

inc. all-weather provision



c.3,500

PEOPLE WILL

LIVE HERE



Extended
CLYST VALLEY
REGIONAL PARK
INCLUDING WINDMILL HILL



1.7HA OF
NEW
allotments
& orchard

Park
& Ride



Enhanced
biodiversity



NEW
PLAY
Equipment



MILES
OF CONSERVED & NEW
HEDGEROW



4.6ha New Employment

Improved Farm Shop

 **420 NEW**
school places

c. 5 km 
NEW CYCLEPATHS



Greenhayes will have an attractive character which draws on the traditional East Devon style, such as the nearby village of Woodbury Salterton

Appendices

Appendix: Preliminary Landscape & Visual Appraisal

A preliminary Landscape Character Appraisal has been undertaken by Nicholas Pearson Associates to inform the early stages of the emerging vision.

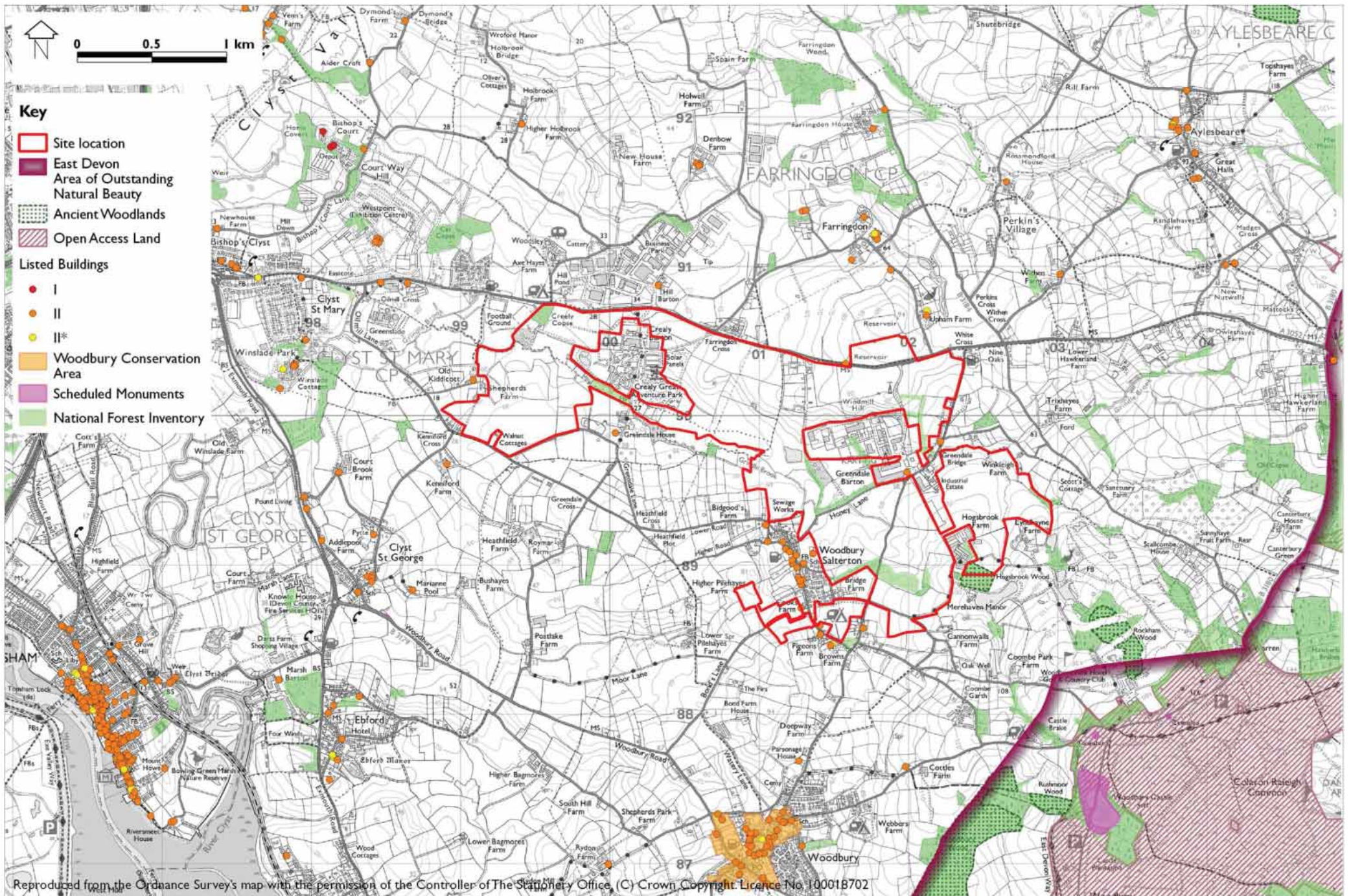
Overall the existing landscape context is rural, but well settled, featuring considerable existing areas of development. It is of varying character but due to the extent of development in the area has a greater capacity for change, relative to the wider valued landscapes of East Devon. The site is within the broad landscape setting of the East Devon AONB, as such great care will be needed with respect to landscape and visual matters. However substantial areas of intervening vegetation, trees and woodland considerably restrict and limit views between the AONB and the site.

Development of the scale proposed would result in substantial landscape change, with associated effects on landscape character. However the site itself is to a large extent well contained and well featured by woodland such that it does, with care, provide some capacity for a high quality development informed by a carefully considered strategic design approach.

At this early visioning stage of the project the proposed illustrative masterplan has recognised and been informed by the overall landscape character, context and key features.

The extent of main development areas is broadly contained on more gentle sloping ground between the existing development associated with Crealy Theme Park (CTP) in the west and Greendale Business Park (GBP) in the east. This generally would minimise effects to; a wider area of more valued rural landscape; the Grindle Brook corridor; and more steeply sloping land. It also focuses development in areas with existing access and infrastructure.

The illustrative masterplan proposes a series of development areas set within a framework of landscape/ GI assets which has sought to build upon the existing features. This would assist in creating distinctive and attractive places.



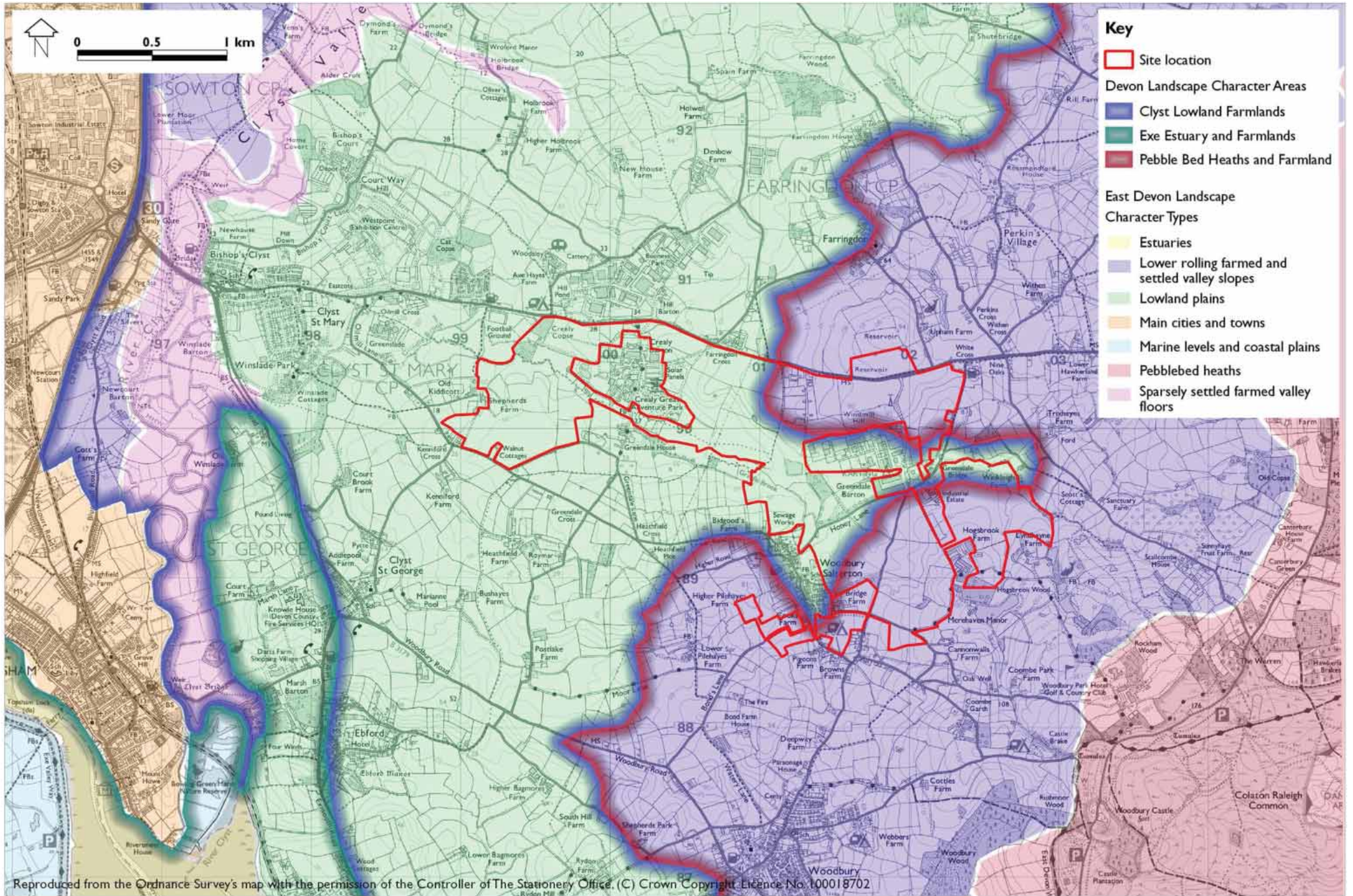
OUTLINE LANDSCAPE STRATEGY

To minimise potential landscape and visual effects and maximise opportunities for enhancements, an initial and broad outline landscape strategy is set out below:

- Undertake further, more detailed landscape and visual, tree and vegetation surveys to identify key specific features and develop protection, retention, mitigation and enhancement strategies.
- Deliver sufficient and meaningful green infrastructure (GI) integrated, within development areas, with commitments to well designed and maintained tree planting.
- Sustainable surface water drainage strategies to ensure the scale, extent and location of such features are designed to integrate into the landscape.

- An early strategy is put in place for large/ landscape scale tree and woodland planting, both within the site and other areas within client ownership/ control. This will; expand GI and GI networks; provide a strong landscape framework; assist with landscape integration; over time, further minimise visual impact; and soften the future settlement edges. Such areas could also provide Suitable Alternative Natural Greenspaces (SANG), support Biodiversity Net Gain, and assist with benefits associated with health and well being.
- Early consideration is given to short, medium and long term landscape management to ensure the establishment of GI assets.

Such a landscape strategy will assist in being sympathetic to the local landscape character and integrating the development proposals into the existing context.



Appendix: Ecology

Preliminary ecological survey work has been undertaken by GE Consulting to identify key constraints and opportunities relating to future development of the site. The majority of the site comprises agricultural cropland and grassland of low intrinsic ecological value. The fields are divided by a network of species-rich and species-poor hedgerows, many with mature trees, which are considered an important ecological asset and are Habitats of Principal Importance. Small blocks of semi-natural woodland are present within the site, particularly notable are the areas along the Grindle Brook corridor, including an area of ancient woodland. Other key habitats include a small number of ponds and mature field trees.

The site is not subject to any nature conservation designations, but is within the 'Zone of Influence' of East Devon Pebblebed Heaths Special Protection Area (SPA), Special Areas of Conservation (SAC) and Site of Special Scientific Interest (SSSI) and the Exe Estuary SPA and Ramsar site. The site also lies within a consultation zone for the European Protected Species great crested newt.

The site's overarching ecological objectives are to:

- Conserve biodiversity in accordance with the mitigation hierarchy (avoid, mitigate, and as a last resort compensate)
- Demonstrate at least 10% Biodiversity Net Gain through restoration of existing ecological features and creation of new habitats in locations that contribute to enhancing ecological networks
- Provide mitigation for potential impacts to nearby designated sites
- Provide a long-term strategy for the sensitive management of habitats and species.

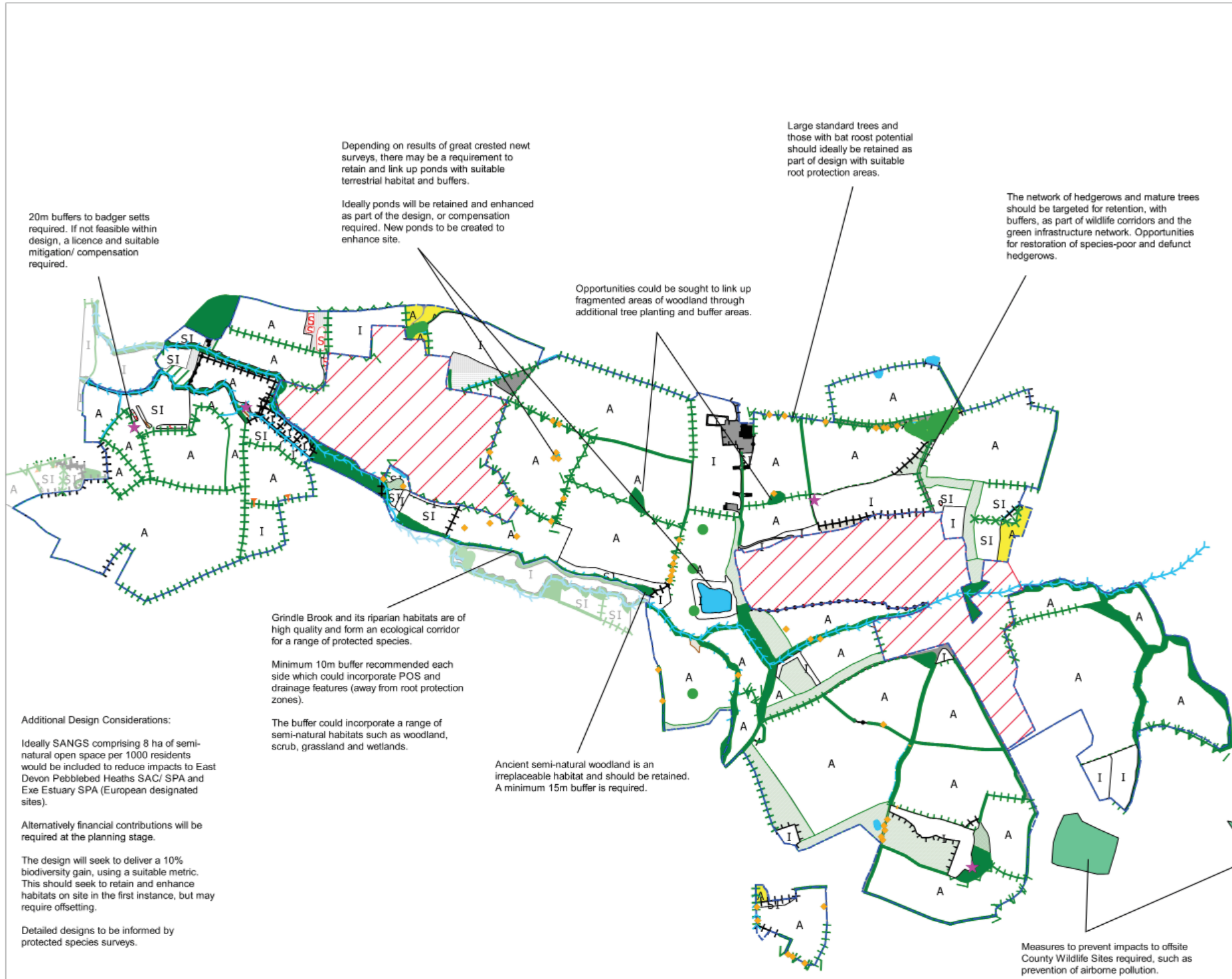
The masterplan delivers these objectives by:

- Retaining the network of hedgerows, woodland, stream and trees, buffering and incorporating them into multi-functional green infrastructure where possible;
- Providing Suitable Alternative Natural Greenspace (SANG) to divert recreational usage away from nearby European designated sites and funding of measures to reduce impacts on the sites themselves. The SANG will include a minimum of 8ha per 1000 new residents, including open space of semi-natural character to appeal to dog walkers;

- Creating and restoring ecological networks, by linking up areas of existing woodland and providing dark corridors for nocturnal wildlife;
- Improving water quality in the Grindle Brook, from the cessation of agricultural practices to the creation of buffers as part of a blue and green infrastructure strategy;
- Providing appropriate buffers to ancient woodland and notable trees;
- Retaining and restoring ponds and providing links between them;
- Securing long-term benefits to nature through a sensitive management plan.

Detailed ecological surveys are being carried out in line with best practice guidance for the following protected species/species groups:

- Bats (activity and roost surveys)
- Dormouse
- Otter and Water Vole
- Badger
- Breeding and Wintering Birds
- Great Crested Newt
- Reptiles



Legend

- Survey Area
- Not Surveyed (Crealy and Greendale Business Park)
- Ancient semi-natural woodland
- Semi-natural Broad-leaved Woodland
- Plantation Broad-leaved Woodland
- A Amenity Grassland
- I Improved Grassland
- SI Poor Semi-improved Grassland
- Tall Ruderal
- S Spoil
- A Arable
- Native Species-rich Hedge
- Species-poor Hedge
- Defunct Species-poor Hedge
- Native Species-rich Hedge with Trees
- Species-poor Hedge with Trees
- Fence
- Standing Water
- Running Water
- Dry Ditch
- Wet Ditch
- Earth Bank
- Mammal Track
- ◆ Tree with Bat Roost Potential
- County Wildlife Site
- Scattered Broad-leaved Trees
- ★ Badger evidence

0 100 200 300 400 m

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Figure 1: Ecological Constraints and Opportunities Plan - Vision Document

Project: Greenhayes New Community

Client: FWS Carter and Sons and Crealy Farms

Date: 15/7/2020	Drawn by: SL
Version: 1	1047-ECOP-F1

Appendix: Access & Movement

Greenhayes is located on at the western end of East Devon, in close proximity to Exeter which is a thriving and vibrant city. Exeter already has high quality transport links to its surrounding areas including East Devon and the Jurassic Coast. Consequently, the proposed community is in a highly advantageous location to enable the use of the sustainable travel options and minimise residents' reliance on the private car.

The transport strategy for Greenhayes, is not based on the traditional methodology of 'predict and provide' due to its tendency to focus on car-based solutions resulting in the provision of resource-hungry infrastructure projects. The strategy follows a 'vision-led' approach in which travel demand scenarios and objectives for the site are identified at the outset, followed by consideration of how these can be best delivered.

By shifting the paradigm in this way, we can be sure that sustainable access is at the heart our proposals and that Greenhayes does not become just 'another car-based development'. In this way, we will establish a blueprint for a community

which is reflective of what people need from the places in which they live and work, so that the right quality of development is delivered in the right location and residents can access the facilities and services they require in a sustainable manner.

ACCESS STRATEGY PRINCIPLES

Greenhayes is already situated at the heart of a thriving employment, retail and leisure area and the residential development provides a juxtaposition of complementary land uses, maximising the potential for the use of non-car modes of transport, as residents have the opportunity to work, shop and play close to where they live.

In developing the access strategy in line with this vision-led model, we will work through our integrated approach forecasting the potential impact of movement associated with the new community at each stage as part of an iterative review process.

Deliver - we will design the new community so that the actual need to travel is reduced. Greenhayes residents will be encouraged to stay on site through provision of links to complimentary land uses, home/local working provision and local facilities.

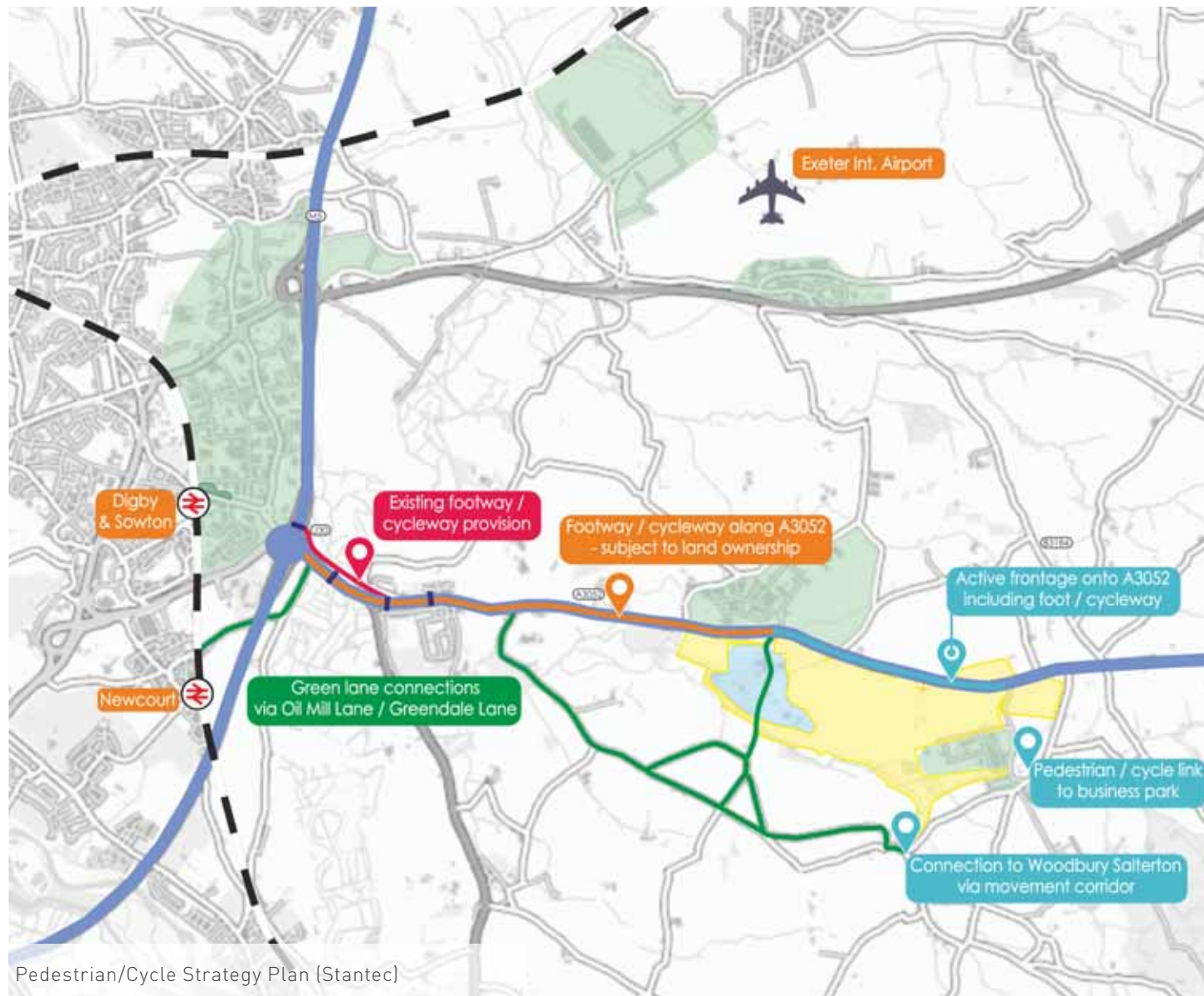
Maximise sustainable travel - we will design the new community so that the impact of movement to and from the site the is as limited as possible. Movement associated with Greenhayes will be made by the most sustainable modes as a priority and maximum provision will be made for non-car travel, so these sustainable options become Greenhayes residents' default choice.

Mitigate - we will mitigate any residual vehicle trips on the local highway network to ensure that the new community does not have a severe impact on existing conditions. We will ensure our mitigation proposals take a balanced approach so that the there is no overprovision of unnecessary infrastructure solutions.

DELIVER

For Greenhayes the key element of the 'manage' aspect of the access strategy will be to retain trips within the site, making walking, cycling and other forms of micro-mobility the default choice for residents accessing the range of complementary land uses to be provided in and around the new community including the nearby leisure and employment opportunities. We will achieve this through a combination of extending green corridors on key desire lines through the site, managing vehicle permeability to enhance the attractiveness of these routes, providing micro-mobility solutions for local journeys and the implementation of a site-wide Travel Plan to make sure future residents are fully informed of their on-site travel options.

It is estimated that with the carefully considered mix of on-site facilities, including high-speed broadband, work hubs, retail and other services provision as well as a primary school, sports facilities and leisure opportunities, that the off-site trip generation potential of Greenhayes could be reduced by up to 30%.



MAXIMISE SUSTAINABLE TRANSPORT

In order to minimise the impact of movement to and from the new community, in the first instance the access strategy will focus on the provision for the most sustainable modes of walking and cycling before working down the hierarchy through public transport, shared vehicle solutions before seeking to mitigate the residual impact of vehicle trips on the surrounding highway network.

To facilitate and encourage travel by foot and cycle to and from Greenhayes, the access strategy for the new community could include the following elements:

- Footway/cycleway connections with the existing provision at Clyst St Mary, which in turn connects to the existing network around M5 J30 and beyond which will also be protected for potential future connected autonomous vehicle (CAV) network use
- 'Green lane' routes via Oil Mill Lane and Greendale Lane, providing additional choice for leisure users

- A new pedestrian/cycle crossing on the A3052 to facilitate pedestrian/cycle access to existing network within Clyst St Mary
- Provision of Movement corridor to Woodbury Salterton to provide local connections and accommodate existing desire lines between the village and Greendale Farm Shop
- Enhancement of the existing pedestrian/cycle link between Greendale Business Park and Greendale Farm Shop
- Provision of high-quality pedestrian/cycle facilities to connect to local leisure and employment opportunities including Crealy, Hill Barton Business Park and Westpoint including new pedestrian/cycle crossing of A3052.

To facilitate and encourage travel by public transport to and from Greenhayes, the access strategy for the new community could include the following elements:

- Enhancement of the existing bus services on the A3052 including increased frequency and upgrades to vehicle fleet.

- Provision of a tree-lined central street though the new community to enable a new or existing bus service to be routed through the site
- A new Park & Ride to be delivered in consultation with DCC as a shared facility combined with Crealy's relocated parking area
- Provision of a dedicated bus link with Greendale business park to increase opportunities for bus circulation through the site and surrounding facilities
- Pedestrian/cycle links with Digby & Sowton station to allow park & change journeys via Devon Metro

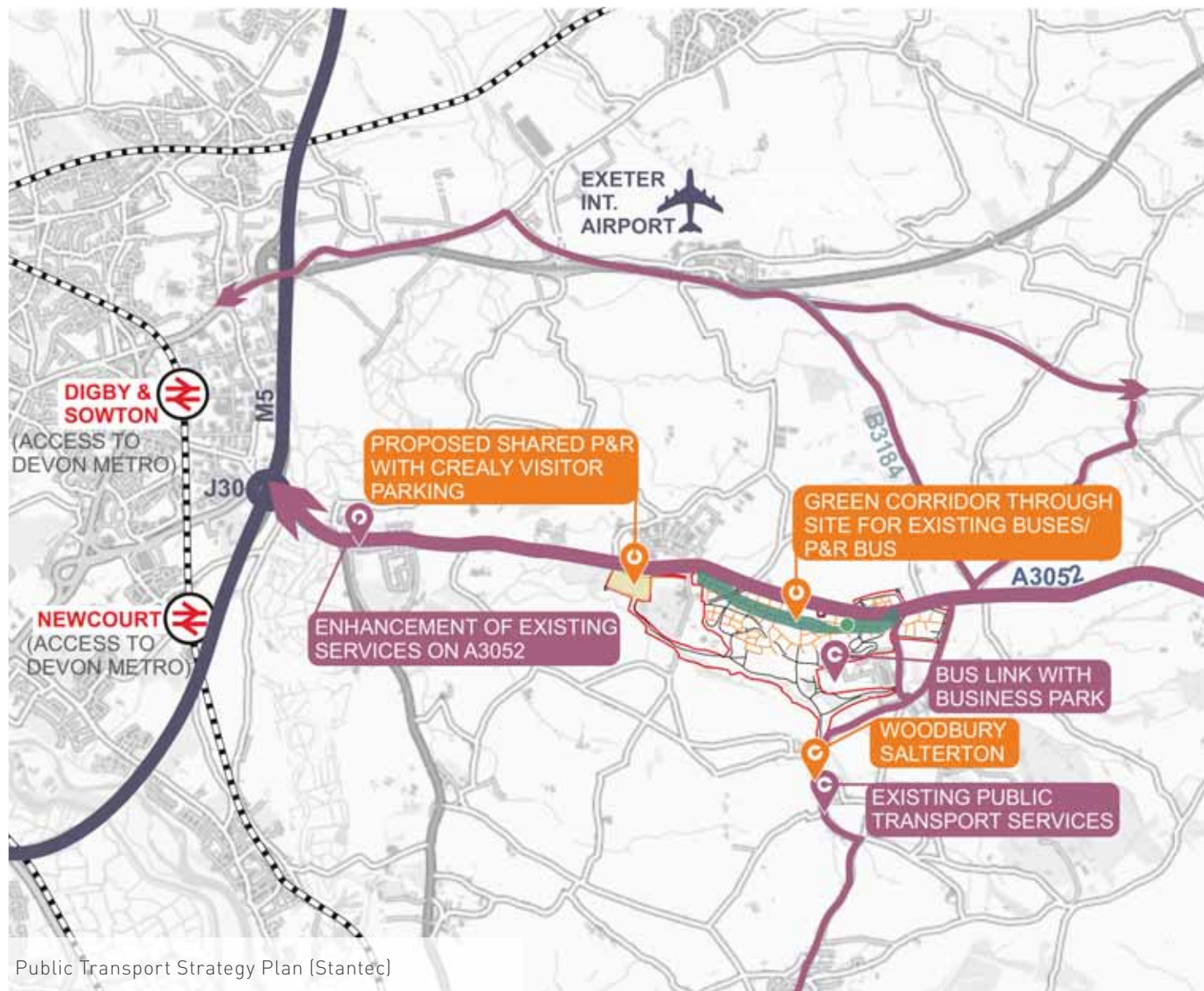
In addition to these proposals to ensure the infrastructure is in place to allow as many journeys as possible to be made by non-car modes of transport, we will also develop a comprehensive Travel Plan for the site which could include the following elements:

- A detailed pack of information for each household providing information a range of transport opportunities at the new community
- Bespoke web and app-based technology solutions to provide dynamic travel information to residents including real time passenger information and travel and traffic updates as well as integrated

ticketing options (linked with Exeter's new single integrated ticketing platform (MaaS))

- An offer of vouchers to purchase cycle equipment or bus season tickets to incentivise residents to try our new modes of transport which they may not have otherwise considered
- A dedicated Travel Plan Co-ordinator manage the implementation of the Plan, provide advice to residents and liaise with DCC following each monitoring period
- Regular travel induction sessions and travel surgeries to allow residents to engage with the Travel Plan and ask any questions regarding their travel options.

Through the provision of infrastructure to prioritise the requirements of non-car users combined with travel demand management measures to be delivered via the Travel Plan, we envisaged that Greenhayes residents will have a choice of sustainable transport options to satisfy their primary travel requirements. This will allow challenging but achievable Travel Plan targets to be set for the new community in order to lock-in this low-car usage as a localised cultural norm.



This type of cultural shift is being sought by Devon County Council throughout East Devon as well as the wider Exeter area. Greenhayes' commitment to providing an accessible development focussed around maximising the use of non-car modes will support the local highway authority to deliver a sustainable transport strategy for Devon as whole, with particular benefits for the locality of the site and the associated key transport links.

MITIGATION

The 'deliver' and 'maximise' stages of the access strategy process will reduce the need for movement off-site, whilst ensuring that those trips which are made are focussed around sustainable modes of transport through enhanced transport choices and greater connectivity.

To enable vehicle travel to and from Greenhayes, the access strategy for the new community could include the following elements:

- Enhanced junction at the western extent of the site frontage on the A3052 site to create

a gateway feature for westbound traffic, incorporating access to Crealy, Hill Barton Business Park and the proposed Park & Ride site, as well as the tree-lined central street through the new community

- Enhanced junction at the eastern extent of the site on the A3052 site to create a gateway feature for eastbound traffic, incorporating access to Greendale Business Park and the land parcel to the north of the A3052 as well as the tree-lined central street through the new community
- A reconfigured priority junction with the A3052 providing access to Greendale Farmshop and other facilities within the proposed local centre.
- Use of gateway features, road markings, active frontage and increased levels of side friction to enhance the feeling of place-over-movement on the stretch of the A3052 on the boundary of the site in order to increase the desirability for non-vehicle users and encourage drivers to modify their behaviour accordingly.

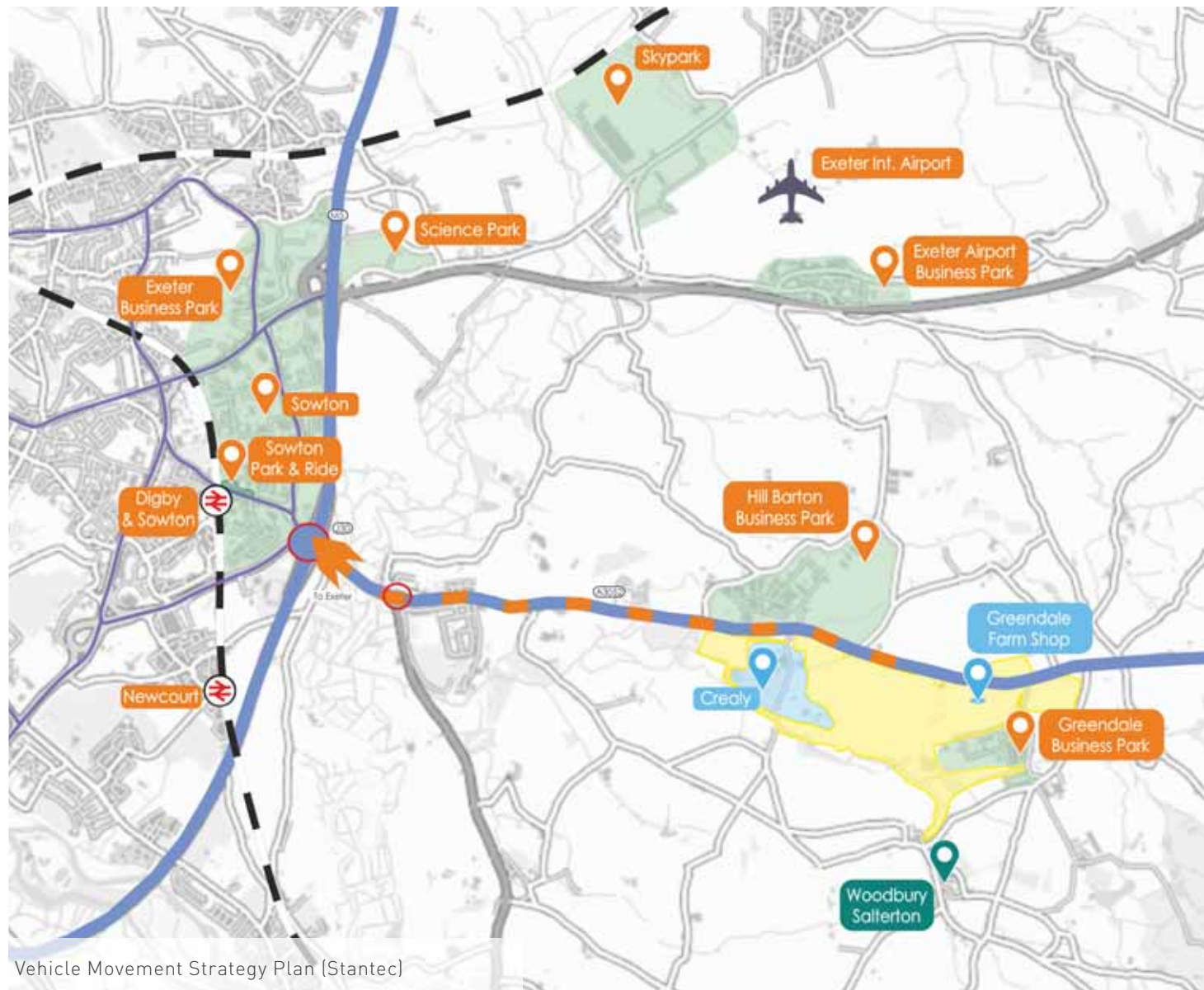
As well as providing for the movement of vehicles to and from the new community the Travel Plan will include a number of measures designed to encourage more sustainable car-use which could include:

- Provision of an on-site car club vehicles which reduces the need for 2nd and 3rd car ownership, with free or subsidised membership for residents
- Promotion of carsharedevon.com and blablacar.com, connecting drivers and passengers for frequent, short journeys or longer one-off trips, as well arrangement of 'car share coffee mornings' or other introductory events to enable car-share matches to be made
- Provision of on-site high-speed EV charging facilities, potentially within the local centre to allow time spent while vehicles are charging to be captured in undertaking domestic administration
- Education of residents in relation to eco-driving techniques in order to minimise

emissions and vehicle wear and tear made by everyday car journeys.

Provision of these elements will ensure that the necessary infrastructure to enable safe and appropriate vehicular access to the new community is in place, whilst also ensuring the impact of the vehicle trips which do need to be made by residents are as sustainable as possible. However, further mitigation works are also likely to be required to offset the impact of the presence of additional vehicles trips associated with the new community on the A3052 corridor.

The proposed Park & Ride will act as an important form of mitigation as this high-quality frequent service be not only be accessible to Greenhayes residents, but also those already travelling to and from Exeter via the A3052. Park & Ride services offer an opportunity for drivers to break their journey and shift to a bus service which could shorten their journey time, remove the need to park at their destination and potentially allow them to accomplish tasks while they travel.



Building on the Park & Ride proposals, we also envisage that further highway mitigation measures may be required on the approach to the M5. These must balance the demand from new development against the hierarchy of transport needs to ensure that priority is given to sustainable modes of transport.

We believe that the A3052 corridor should be better controlled through the provision of series of traffic signals through Clyst St Mary through to M5 J30. This would prioritise public transport walking and walking modes of transport. The existing roundabout between the A3052 and the A376 should also be signalised which would allow the location of the existing vehicles queues to be managed and partially displaced on to the dualled section of the A376 between the Clyst St Mary and Clyst St George Roundabout. Management of the existing vehicle queues would allow one of the existing westbound lanes between the Clyst St Mary Roundabout and M5 J30 to be repurposed as a bus lane which would allow all public transport services, include those serving the Park & Ride facility to achieve faster and more reliable journey

times, by bypassing peak hour congestion on the approach to Exeter.

Prioritisation of bus movements in this way, will further increase the attractiveness of public transport as a mode of travel for residents the new community, which in turn will lead to greater modal shift away from private car. The impacts of this scheme are likely to be further reaching in that existing travellers on the A3052 such as those commuting from Exeter to Hill Barton and Greendale Business Parks and those travelling into Exeter from outlying towns such as Sidmouth and Seaton may also change their choice of mode of to make use of the increased reliability and speed of public transport services, including the Park & Ride.

This envisaged wider modal shift towards public transport will be supported by the introduction of employee Travel Plans at Greendale Business Park and Crealy in order to maximise the transference of existing trips away from private car is envisaged to bring about sufficient 'trip credit' on the A3052, Clyst St Mary Roundabout and M5 J30 to

offset the impact of the vehicle trips associated with the new community and ensure there is no significantly detrimental effect on the existing local and strategy road networks associated with the delivery of Greenhayes.

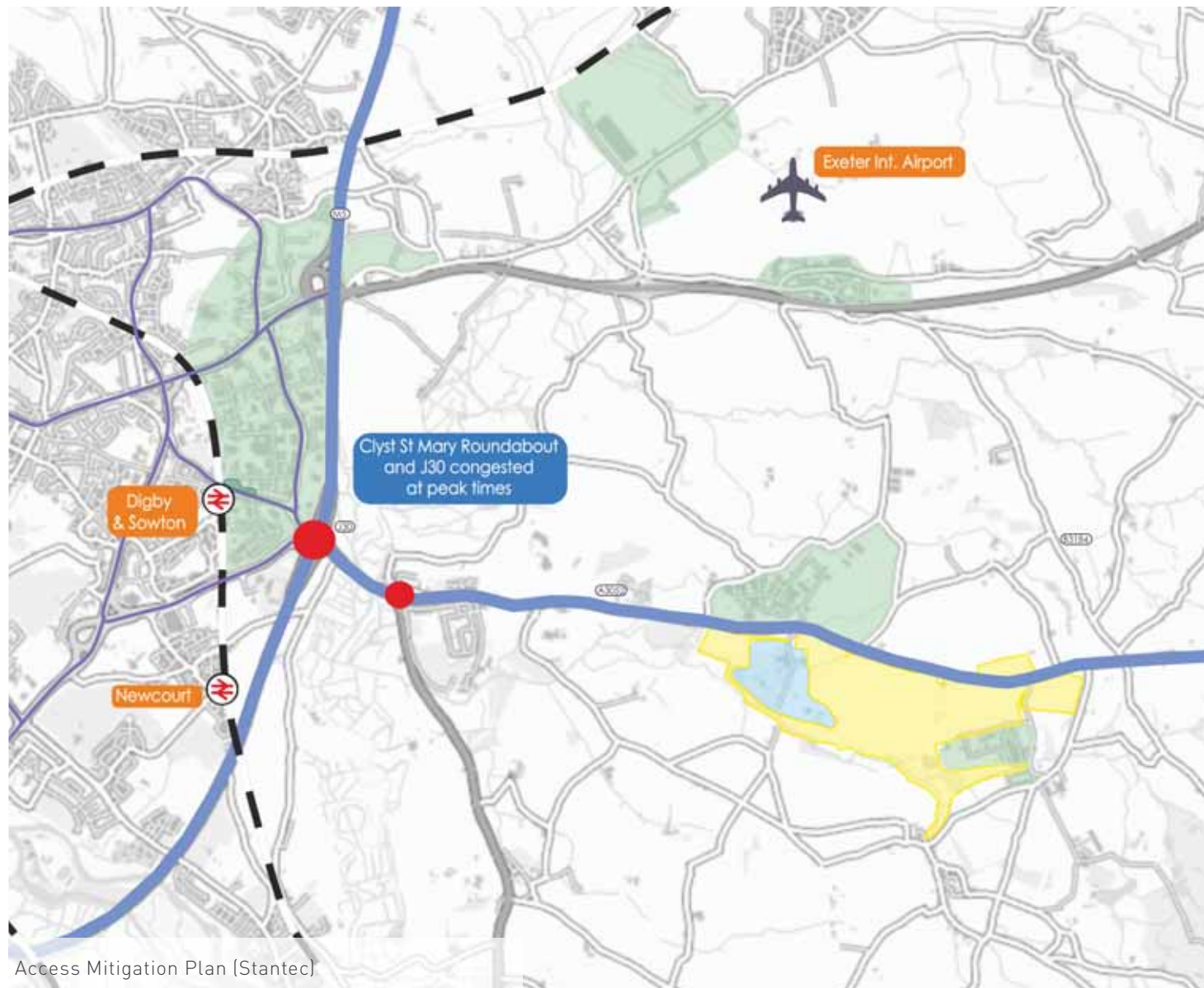
SUMMARY

This vision outlines some of the ways in which the access strategy for Greenhayes will maximise the location advantages of the site ensure that the new community does not have a detrimental impact on the operation of the existing highway and strategic road networks.

We will achieve this by seeking to manage the travel demand from the site by enabling many of the Greenhayes residents trip purposes to be satisfied on site by the provision of complementary land uses and high-quality local facilities within an accessible and primarily walkable and cyclable community, with additional consideration of micro-mobility opportunities. The use of sustainable modes of transport will be prioritised for trips which do need to be made off site, through the

provision of appropriate supporting infrastructure and Travel Plan measures, to ensure that these become the default choice for residents' everyday trips and the traffic generation is minimised. Finally, we will mitigate the impact of residual vehicle trips generated by the new community through the provision of a new Park & Ride service and the introduction of a public transport priority measures on the most congested parts of the network to improve bus journey times and reliability.

Greenhayes New Community will be delivered as a vibrant and forward-thinking new community which has connectivity and accessibility built into the heart of the development, delivering the sustainability aspirations of EDDC and DCC and providing high-quality outcomes for future residents of the site.



Access Mitigation Plan (Stantec)

Appendix: Heritage

Initial heritage assessment has been carried out by Cotswold Archaeology. This early work has examined all aspects of the historic environment, including the potential for below-ground archaeological remains within the site; the evolution of the historic landscape; and the role of the land in the 'setting' of historic buildings and monuments.

HISTORIC CONTEXT AND NON-DESIGNATED HERITAGE ASSETS

The local landscape has been settled from the prehistoric period, and evidence for this is known from major monuments such as Woodbury Castle, an Iron Age hillfort, around 1.5km to the south-east, to smaller settlement enclosures, field systems and possible burial sites.

No such remains are known within the site, although archaeological investigations have found possible settlement to the south (south of Crealy Adventure Park) and north of the A3052 at Hill Barton Business Park.

Excavations at Hill Barton also found evidence for Roman settlement on the north side of the A3052, which preserves the line of the Roman road between Exeter, and evidence for fields of the same date has been found in investigations to the south of Crealy Adventure Park. It is therefore possible that the Study Area formed part of the field systems associated with the rural settlement at Hill Barton.

In the medieval period (Fig. X1), the Study Area was located across four parishes, namely Woodbury; Farringdon; Clyst St Mary; and Sowton. Woodbury Salterton, to the south of the study area, is a medieval village, and several older buildings in the area (such as Greendale Farm, Upham Farm, and Hill Farm) were medieval farms. Kiddicott (to the west of the study area) may have been the site of Ashmore Manor.

There is no evidence for medieval settlement within the study area, although mills may have been sited at Windmill Hill and south of Greendale Business Park. The study area includes some possible parts of the former medieval open fields,

as well as likely former meadow along the Grindle Brook, and late medieval fields enclosed from former woodland or common. Most fields were rationalised in the post-medieval period, with removal of many former boundaries. Most of the remaining hedgerows are defined as 'important' under the Hedgerows Regulations 1997.

Windmill Hill is located in the northern part of the study area. This local small hill is one of several possible locations of a battle between Royalists and rebels following the 1549 religious reforms, including the introduction of the Book of Common Prayer.

Authors based at the University of Leeds produced a report for Devon County Council in 2009 ('Battlefields of the Prayer Book Rebellion: an Archaeological Resource Assessment') which noted that 'it is not possible on present evidence to provide a certain identification of the battlefield'. There is indeed no physical evidence for the battle, and the documentary evidence (which has been examined for the heritage assessment) is scant.

DESIGNATED HERITAGE ASSETS

No designated heritage assets lie within the study area, including listed buildings, Scheduled Monuments, Registered Parks or Gardens or Conservation Areas. The village of Woodbury Salterton, to the south of the study area (Plan opposite, 10), contains some twenty-one historic listed buildings. Several further listed buildings lie in the environs of the study area, including Kiddicott (2), Greendale Court (3), Greendale Barton (11), Greendale Farm (12), Upham Farm (9), and Hill Farm (10).

More distant designated heritage assets include the aforementioned Woodbury Castle Hillfort, and several Scheduled prehistoric barrows on Colaton Raleigh Common, and the designated Conservation Area at Woodbury village.

HERITAGE INFLUENCE IN THE MASTERPLAN

The objective of carrying out early heritage assessment has been to inform the masterplan and to 'minimise heritage harm and maximise heritage

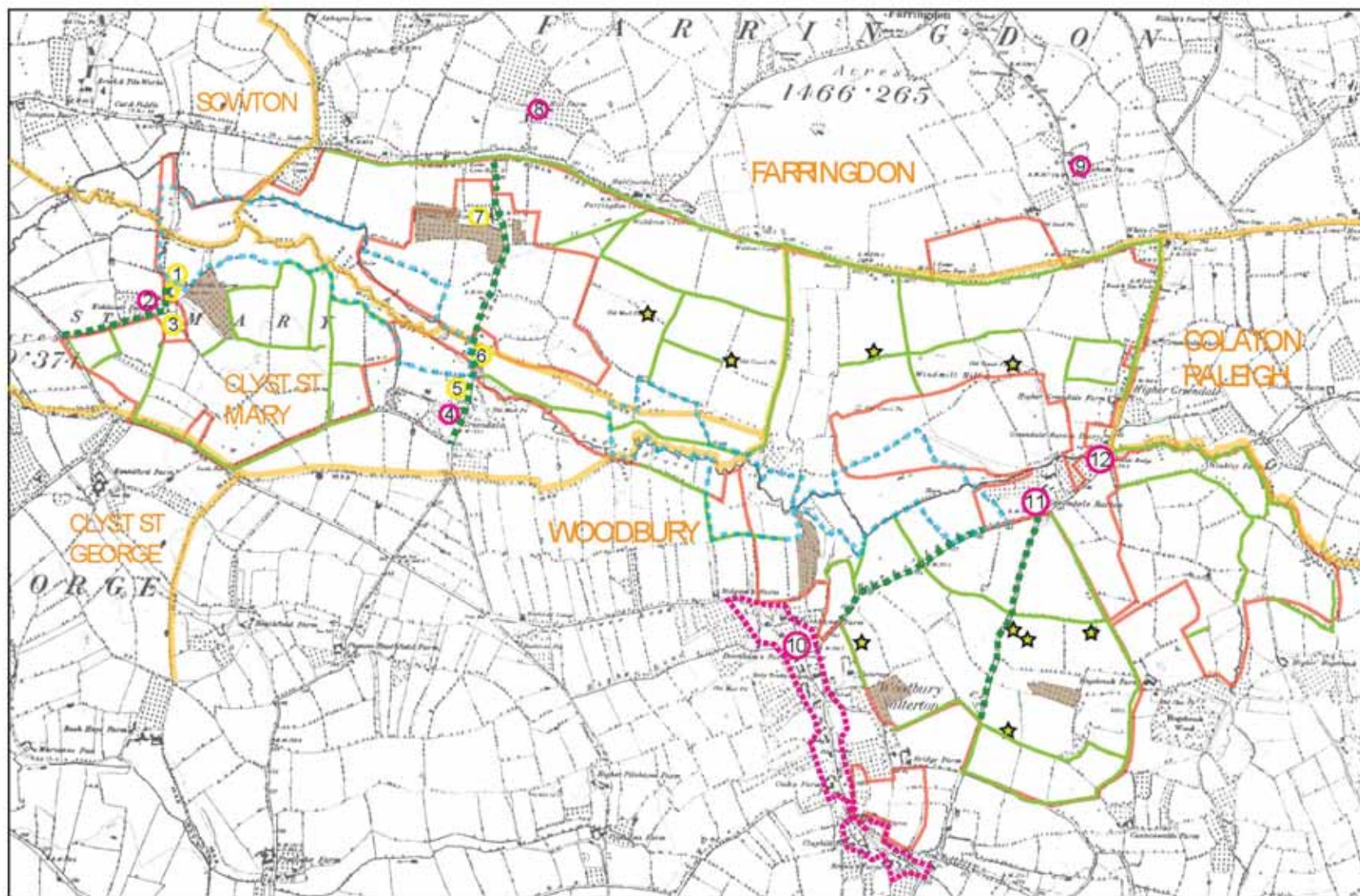
enhancement' in accordance with heritage best practice. The masterplan has therefore been informed by analysis of potential below-ground archaeological remains, the evolution of the historic landscape and field systems, and the 'setting' of heritage assets.

A key heritage measure is the emphasis on green space creating a corridor along the Grindle Brook. This land is likely to have formed meadow from the medieval period, and borders remnant open-fields to its south. Built development north of this occupies generally later field enclosure, of lesser heritage value. This 'green corridor' also provides open space in the vicinity of Greendale Court (4), and links to the open land incorporated around Windmill Hill to the east. Although the evidence for a battle at this site is scant, the provision of green space ensures that the hill remains appreciable – and indeed greater access will be afforded to it than at present. A 'green link' is also provided between Windmill Hill and the A3052, to frame views of the hill. These measures thus have a strong rationale in measures to preserve heritage values, and improve local appreciation and use.

The masterplan includes measures to reflect the evolved field system, including the established historic parish boundaries. The key boundary is that between Farringdon and Woodbury parishes, and the plan incorporates this hedge and alignment through the centre of the site, linking with the green corridor at the Grindle Brook. The design also emphasises retention of historic hedgerows.

The masterplan provides significant green space to the north of the historic village of Woodbury Salterton. This land, along the Grindle Brook, displays evidence of early medieval open-field use in its boundaries: its retention as green space retains its historic landscape character, as well as tying-in with the broader 'green corridor' and preserving the setting of historic buildings within the settlement, particularly on its northern side.

The masterplan thus restricts any heritage harms to a low level, with notable enhancements such as improved public access. The heritage assessment identifies further archaeological surveys which may be carried out in a staged manner to provide additional information on below-ground remains.



-  Former orchard/woodland
-  Listed buildings
-  Historic settlement
-  Other historic places referred to in the text
-  Parish boundaries
-  Former gravel/marl pits
-  Former orchard/woodland
-  'Important' hedgerows
-  Lanes with 'important' hedgerows
-  Recorded as 'meadow'

Appendix: Flood Risk & Surface Water Drainage

FLOOD RISK

Environment Agency (EA) mapping indicates that the majority of the site lies within Flood Zone 1 (the Zone with the lowest flood risk from rivers and the sea – less than 0.1% probability of flooding each year). However, some areas associated with the Grindle Brook are located within Flood Zone 2 (between 0.1% and 1% probability of flooding each year) and Flood Zone 3 (greater than 1% probability of flooding every year). These Flood Zones do not take account of the impacts of climate change.

Based on present planning policy stated in the National Planning Policy Framework (NPPF) and accompanying Planning Practice Guidance (PPG) “Flood Risk and Coastal Change”, all types of development are permitted in Flood Zone 1, whilst lower risk land uses (e.g. sports pitches or public open space) are permitted in Flood Zones 2 and 3. The masterplan for the site has been developed in accordance with this guidance, which is referred to as following “the sequential approach”.

The EA has also produced mapping indicating areas of surface water flood risk (i.e. the source of flooding is precipitation and not from a watercourse). This mapping indicates that the risk of surface water flooding across the site ranges from “Very Low” to “High”, but that areas of high surface water flood risk generally correspond with the Flood Zones. Therefore, by developing the masterplan using the sequential approach and implementing a Sustainable Drainage Strategy, surface water flood risk to future occupants should be mitigated.

Regarding risk of flooding from reservoir, EA mapping indicates that lower lying areas of the site are at risk of flooding in the event of a reservoir breach. These flood extents appear to be associated with a reservoir location south-east of Hogsbrook Wood, to the east of Woodbury Salterton. Importantly, these extents closely match those of the Flood Zones and therefore, by following the sequential approach should be kept clear of development (i.e. will form part of the development’s Public Open Space).

No other sources of flood risk (e.g. groundwater, sewers) have been identified on site.

SURFACE WATER DRAINAGE

A key requirement of surface water drainage on site is to not increase flood risk on site and downstream. The potential to increase flood risk is generated by the replacement of natural ground with roofs and hardstanding, which when compared to the pre-development condition will result in increased rates and volumes of surface water runoff. In addition, the loss of natural surfaces also removes the process by which pollutants are naturally removed from rainfall.

Regarding water quality, the requirements of the Water Framework Directive (WFD) should also be considered. The site lies within the Upper Clyst catchment which was recorded as “Poor” in its most recent assessment (2016) and this was primarily due to the “Poor” ecological quality of the catchment rather than chemical. Nonetheless, improved water quality discharge from the proposed development could contribute

to improving the ecology of the Upper Clyst catchment, as good water quality is a pre-requisite for providing a suitable freshwater habitat for biodiversity.

To seek that flood risk and water quality are not adversely affected (as a minimum requirement), the NPPF recommends the use of Sustainable Drainage Systems (SuDS), unless there is clear technical evidence that this would be inappropriate. This is also in accordance with local planning policy and guidance. SuDS, when designed appropriately, can also improve public open space placemaking, improve amenity value of areas within the site, improve biodiversity (potentially contributing to the aims of Biodiversity Net Gain) whilst contributing to reducing the overall carbon impact of the development (through reduced embodied carbon in materials used and carbon sequestration where vegetated systems are used).

The overall philosophy of SuDS is to mimic, as closely as possible, the natural drainage processes of a site prior to development. Initially, the means of discharging surface water should

be determined based on the following hierarchy (outlined in the NPPF, Building Regulations Part H and CIRIA C753 "The SuDS Manual"):

- 1: Infiltration; then
- 2: Discharge to a surface water body, then
- 3: Discharge to a surface water sewer, highway drain or other drainage system; finally
- 4: Discharge to a combined sewer.

Based on the underlying geology, the existing topography and existing drainage assets on site, surface water runoff will be discharged into existing water bodies on site, principally the Grindle Brook. To seek that flood risk is not increased downstream, discharge rates and volumes from the development into surface water bodies will not exceed the pre-development greenfield conditions.

To drain surface water on site, a SuDS "management train" should be developed, as this will better mimic natural processes than a conventional piped system would. The management train should form a holistic part of the development proposals, integrating into both the urban and public open space realms and forming an encompassing

site-wide Blue-Green Infrastructure Strategy. By adopting this approach, SuDS will (as mentioned previously) manage water quantities, improve water quality, enhance amenity and improve biodiversity as part of multi-functional, multi-benefit spaces.

A SuDS Management Train consist of the following elements

- 1: Source Control
- 2: Conveyance
- 3: Site Control

Source Control is an overarching term for SuDS that manage rainfall at source and best replicate the properties of natural surfaces, which makes them an effective and valuable tool for managing water quantity and treating water quality at source. Examples include: permeable paving systems and bioretention (also referred to as rain gardens and also includes tree pits). Both of these examples should be incorporated into the development proposals, as they are critical to success of the management train whilst having minimal land-take. Furthermore, the vegetated nature of

bioretention systems provides a great opportunity for amenity and biodiversity enhancement.

Conveyance features (e.g. swales, ditches and rills) primarily move runoff from one place to another. These conveyance measures, being open and often vegetated, will inherently provide more water quality treatment when compared to a conventional piped system and can provide an attractive feature alongside linear transport routes such as cycle/footways and roads.

It is recommended that conveyance features are integrated into Blue-Green Corridors throughout the site, which should utilise different features depending on their setting. For example, Blue-Green Corridors within the development plots themselves will likely have a more “urban” form to reflect the surrounding built environment, whereas in open spaces within and along the fringes of the development plots these corridors can be more “rural”; softer and vegetated, given the surrounding green space.

Site control features provide the strategic means of ensuring that the management train meets the flood risk objectives for a site. They are often open depressions that temporarily store surface water runoff to manage the difference between the higher rate of inflow from the urbanised development and the controlled outflow designed to match the pre-development condition. As such, these are sometimes referred to as balancing ponds.

The plan indicates initial suggested locations and sizes for site control features which could consist of detention basins (i.e. a dry pond) or ponds and wetlands. The type of site control features used will depend on the upstream SuDS used and public open space and ecological aims of the site, however they should complement these aims and be fully integrated within the development proposals.

SUMMARY

The site lies predominantly within Flood Zone 1, the Zone with the lowest flood risk from rivers and the sea. Whilst there are areas of Flood Zones 2 and 3 present on site, these areas are at lower lying elevations and are associated with the Grindle Brook. The masterplan for the site has been developed in accordance with the NPPF and PPG, applying the sequential approach for allocating land uses within the site.

Similarly, the site is demonstrated to be predominantly at a “Very Low” risk of surface water flooding. Some areas of “High” flood risk are present on site, although these generally correspond with the Flood Zone extents and therefore the masterplan accommodates these areas.

Lower lying areas of the site are indicated to be at risk of flooding in the event of a reservoir breach, with these extents appearing to be associated with a reservoir located south-east of Hogsbrook

Wood. By applying the sequential approach to mitigate risk flood risk from the Grindle Brook, the masterplan does not propose development within the reservoir breach flood extents.

No other sources of flood risk have been identified on site.

In accordance with the NPPF and local planning policy and guidance, it is recommended that a surface water drainage strategy using Sustainable Drainage Systems (SuDS) is implemented. SuDS seek to mimic natural drainage processes as closely as possible and therefore provide the opportunity to not only manage water quantity (runoff rates and volumes), but also improve water quality, provide amenity and enhance biodiversity. When integrated with the wider development proposals, in particular open space and street scene proposals, SuDS form part of an encompassing Blue-Green Infrastructure Strategy providing efficient, multi-functional and multi-benefit spaces.

An effective SuDS system consists of three elements; Source Control, Conveyance and Site Control, and when these utilised together they form what is referred to as a "SuDS Management Train".

Source Control features are any drainage features that manage rainfall at source (e.g. permeable paving, rain gardens) and are the most effective means of removing pollutants from runoff.

Conveyance features (e.g. swales, ditches and rills) simply transport runoff around a site. Being open and often vegetated means that these conveyance features will inherently improve water quality, but can also provide attractive features alongside linear transport corridors (e.g. cycle/footways).

Site Control (e.g. detention basins, dry ponds) and ponds or wetlands, provide the strategic levels means of managing water quantity by balancing the inflow of runoff from the development before discharging off site. A plan indicating initial locations and sizes for site control features is provided in this document.

Based on the site's geology and topography, it is unlikely that infiltration will be a viable means of discharging surface water runoff, although this will be confirmed by a ground investigation in the future. Therefore, to maintain the existing drainage pathways on site, it is proposed that surface water, after being managed within the Blue-Green Infrastructure of the site, will be discharged into the Grindle Brook.

Appendix: Energy & Sustainability

Stantec has prepared an Outline Energy Masterplan for Greenhayes. This provides an initial vision for a sustainable energy masterplan, considering opportunities that exist within the site and wider area.

KEY ENERGY TARGETS

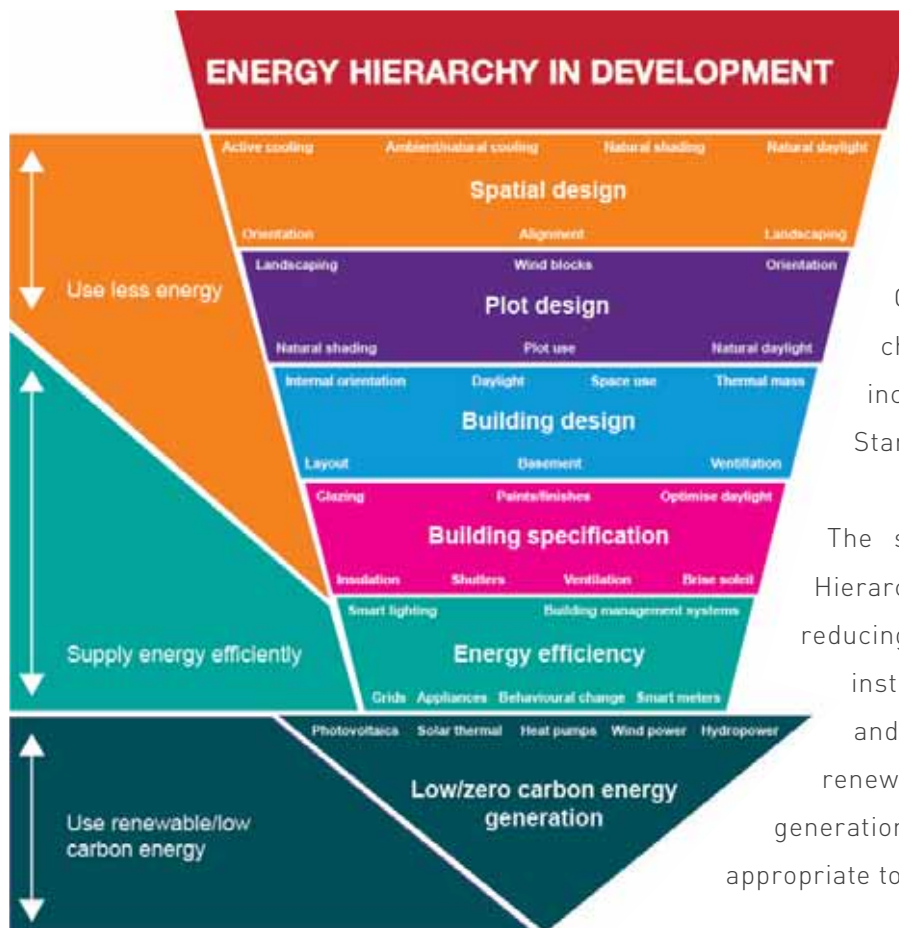
Key energy targets have been identified to inform the strategy. These policies are subject to changes in the national regulations (Part L) and adoption

of new policies at the local level which are likely to come forward during the timeline for this project and should be continually reviewed going forward. Consideration is given to the changing national context, including the Future Homes Standard.

The strategy follows the Energy Hierarchy. This places emphasis on reducing energy demands in the first instance, using energy efficiently and, only then, providing renewable and low carbon energy generation technologies where it is appropriate to do so.

A series of master planning principles have been identified to passively reduce the energy demands of the proposed development. These principles have been informed by the local micro-climate and consider issues such as green/blue infrastructure proposals to counter the urban heat island effect (providing evaporative cooling and shading), plot design to facilitate natural ventilation and passive solar design.

More detailed, building-specific demand reduction measures (both 'passive' and 'active') have been identified, which should be considered as the development progresses. 'Passive' measures are design features, which can include building orientation, appropriate internal layouts and building fabric selection, that inherently reduce the buildings' energy requirements. 'Active' measures are building services design features that will increase the efficiency of the energy used, and therefore also reduce the energy demand requirements.



An appraisal has been undertaken to identify potential renewable and low carbon energy technologies for the site (at both a 'multi-plot' and 'building specific' level). An electric-led strategy is likely to be favoured and offers strong carbon reduction potential that could support towards achieving a "net-zero emissions" development.

Preliminary engagement with Western Power Distribution (WPD) shows that there are electrical grid constraints in the area and some form of reinforcement is likely to be needed to support the development. This is likely to be compounded by the national policy direction of electric-led heating strategies and future electric vehicle (EV) charging infrastructure requirements.

MULTI-PLOT ENERGY TECHNOLOGIES

Ambient loop communal heat networks (also referred to as '5th generation heat networks') have been identified as a potential solution for the site. Other potential 'multi-plot' technologies that could support such an approach have been identified: battery storage and gas peaking plants / a Short Term Operating Reserve (STOR) scheme.

There are two existing heat networks in the area. Due to the distance of these networks from the Site (each between 3 – 4 km), connection to these networks may not be a viable option. In addition, there currently no plans to extend these networks towards the site that we are aware of.

However, it is recommended this opportunity is explored further going forward and engagement with the heat network operators is undertaken to understand the viability of a potential connection. The proposed development could also consider 'future-proofing' with appropriate technology to allow for connection if viable in the future.

There are also two Anaerobic Digestion (AD) plants in the vicinity of the site, both owned and operated by the applicant. There may potential for this "green gas" to be utilised in a heat network. However, the current scale of these operations is unlikely to be sufficient to support the proposed development. Heat losses between these facilities and the site would also have to be considered. Nonetheless,



Anaerobic digestion plant at Greendale Business Park, one of two in the vicinity of the site

these options should not be discounted and should be subject to further techno-economic appraisal going forward.

Subject to further techno-economic appraisal, other potential 'multi-plot' energy technologies could include a solar farm outside the site boundary (e.g. through a land swap or similar arrangement) and centralised ground/water source heating systems.

RENEWABLE & LOW CARBON TECHNOLOGY

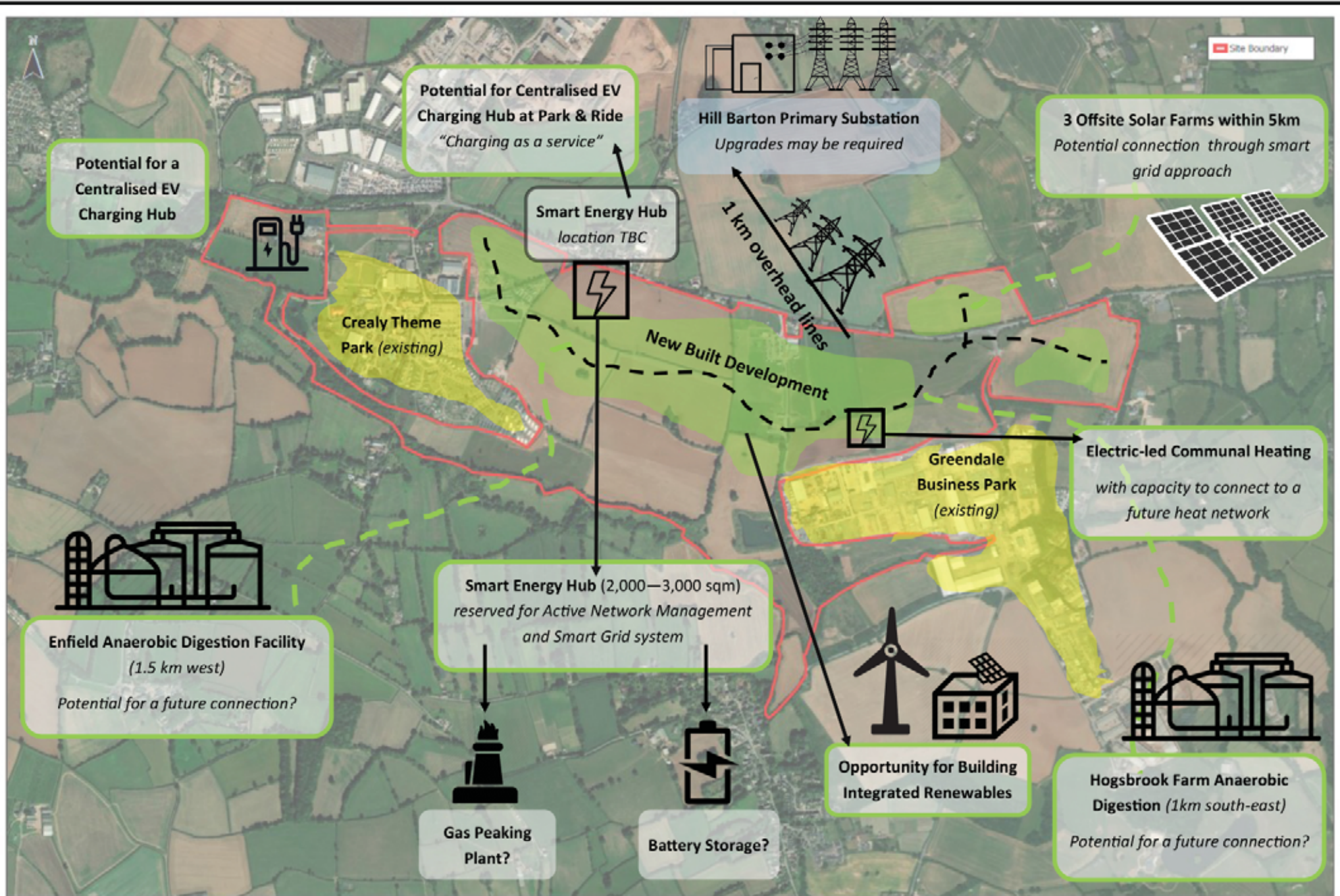
Potential building-integrated renewable and low carbon technologies have been identified, including roof-mounted photovoltaics, heat recovery systems and air source heat pumps. There may also be opportunities for solar water heating systems, medium-scale pole-mounted wind turbines (5 – 6 kW) and small ground / water source heating solutions.

Collectively, small-scale renewable generation on the scheme could contribute towards a wider Distributed Energy Resource (DER) approach.

There are also opportunities to integrate and manage all potential renewable and low carbon energy technologies that may be employed at the proposed development using emerging 'smart' energy infrastructure to help manage peak electrical demands (which is particularly important in the context of local grid constraints) and potentially support a "net-zero emissions" approach. This includes Active Network Management (ANM), and broader exploration of 'smart' energy concepts and potential collaborative opportunities with local off-site renewable energy developments.

FLEXIBILITY

As this is a large development that will progress over several years, the energy strategy needs to be flexible and able to respond to regulatory changes, market forces and technological advances. Therefore, the comments given above may be superseded over time.



	Client	GREENHAYES GARDEN VILLAGE	Opportunities		1:10,000 @ A3	Date: 13/07/2020
	Study Area			<small>World Imagery: Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community</small>	Drawn: TL	Checked: FP
				Figure 01	Rev A	

Appendix: Garden Village Principles Audit

The landowners aspirations are to create a truly outstanding and distinctive Garden Community. Throughout the masterplanning process, careful consideration has been given to how the Garden City principles can be interpreted and applied to inform the shape and form of the development.



The new settlement will provide opportunities for local food production and green recreation



Greenhayes will be shaped by the Garden Cities principles to create a distinctive development

A) CREATE DISTINCTIVE, LOCAL IDENTITIES THROUGH STRONG VISIONS

It is the objective of the landowners to create a genuinely distinctive Garden Village which combines the vernacular of the East Devon villages with a layout and mix of uses which support modern, sustainable lifestyles. In so doing the proposals for Greenhayes bring together the positive rural character and charm of a village environment with a wide range of benefits arising from a new, purpose-built community.



A genuinely distinctive Garden Village is proposed drawing on the traditional East Devon vernacular

B) ENSURE WELL DESIGNED, VIBRANT, MIXED USES PLACES INCLUDING A RANGE OF LOCAL FACILITIES

It has been highlighted throughout this Vision Document that one of the great advantages of Greenhayes as a location for a Garden Community is the ability to deliver new homes around the existing local facilities. There is on site a thriving farm stop which sells a wide range of locally sourced Devon produce and a successful café / restaurant. As self-sustaining businesses, they generate sufficient revenue to remain prosperous based upon the passing trade alone. From the very outset therefore the residents of the new community will have local facilities on their doorstep.



From the outset the residents of the New Community will have local facilities on their doorstep

The proposals for Greenhayes include the relocation and expansion of the existing Farm Shop and café to create a vibrant mixed-use commercial heart. In so doing, these facilities will serve not only the residents of the new community but will continue to meet the needs of the residents of Woodbury Salterton, surrounding towns and villages and the existing passing trade.

The landowners recognise that the design and appeal of the community hub is of crucial importance to the success of Greenhayes. It is for this reason that the concept has been developed further and the details provided within this Vision Document.



A vibrant mixed-use heart will be delivered at Greenhayes for residents and visitors

C) SUPPORT HEALTHY LIFESTYLES & PROVIDE LOCAL HEALTHCARE FOR EVERYDAY NEEDS

The health and well-being of residents has been at the forefront of the masterplanning for Greenhayes. There are a wide range of leisure and recreation uses proposed throughout the proposals designed to meet a range of needs and forms of recreation. For example, informal recreation opportunities will be created along the Grindle Brook, connecting the green infrastructure within the site into the wider network of the proposed Clyst Valley Regional Park. A range of formal recreation provision has also been incorporated, including playing pitches, a measured running circuit, children's play equipment, and outdoor gym facilities.

These leisure and recreation opportunities, and indeed the wider facilities within the site, are connected through a Green Infrastructure network. This will encourage active travel within the community and to the significant employment (Greendale and Hill Barton Business Parks), recreation (Crealy Theme Park) and travel

(proposed new Park & Ride) designations nearby.

In addition, it is envisaged that the neighbourhood hub will include a community building within which there will be healthcare facilities for the future residents in the form of a GP surgery.

D) PROVIDE A VARIETY OF HIGH QUALITY & FLEXIBLE AFFORDABLE & MARKET HOMES

The Greenhayes proposals include a range of house types and sizes to meet local demand from larger family homes to smaller properties. Throughout the development there will be a variety of affordable housing tenures to meet the needs of those household unable to afford to buy or rent housing on the open market, as well as a number of serviced plots for those wishing to build their own home.

The precise mix of housing types and tenures will be based upon an understanding of housing needs at the time of a future planning application.



Significant green infrastructure will provide healthy recreational opportunities, including allotments



Leisure and recreation opportunities will include active travel within the Garden Community



A range of house types will be provided to meet local demand and reflect the East Devon vernacular

E) DELIVER APPROPRIATELY PHASED & DESIGNED INFRASTRUCTURE WHICH PLAYS A POSITIVE ROLE IN PLACE-MAKING & BUILDING COMMUNITIES

The proposed community hub (which will include a replacement Farm Shop and café along with a range of other commercial uses and community space) at the heart of Greenhayes will provide an attractive and vibrant heart to the new community.

A key objective of the landowners is to deliver a community hub which will not only provide the mix of uses needed by the future residents but to do so in an attractive environment which encourages social interaction and fosters a community spirit.

The landowners wish to create a place which the residents are proud to call home and the creation of a community hub which achieves this ambition is an essential part of creating the place.

The development can afford to do this because of two key factors. First, the proposals for Greenhayes are not reliant upon the delivery of

major new pieces of infrastructure – for example, there are no major new roads or railway stations which the development relies upon. Second, the existing Farm Shop and café (which is owned and managed by FWS Carter & Sons) is already a viable and thriving local business based upon passing trade alone.

The community hub, which will have the new Farm Shop and café at its heart will therefore be viable from the outset and come forward at a very early stage in the delivery programme, setting the tone and character, and helping to foster a strong community spirit.



The Farm Shop and café, alongside other commercial and community uses will sit at the heart of the village



The community hub will help create a place residents are proud of and foster a strong community spirit

F) SUPPORT A WIDE RANGE OF ACCESSIBLE, LOCAL JOBS & PROVIDE THE EDUCATION & SKILLS TO SUPPORT LOCAL EMPLOYMENT

One of the unique attributes of Greenhayes is the accessibility of local jobs. Located on the land between two of the largest employment areas within East Devon and the seasonal employment at Crealy Theme Park, residents of the community would be within walking reach of circa 3,600 jobs. There is also an ambition to increase the level of employment at the Greendale Business Park and to incorporate employment opportunities within the proposals themselves through a range of measures.



Greenhayes will be within walking reach of several major employment areas

A recently installed Jurassic Broadband Fibre Network traverses the site and provides high-speed broadband connectivity sufficient to support home working for even the most bandwidth intensive needs. This caters for those who work from home already with a reliable service and presents an opportunity to encourage further home working, harnessing the new ways of working that have arisen as a result of the Coronavirus Pandemic.

In order to further support both home workers and small scale start up businesses, the development proposals incorporate a 'work hub'. Located within the community hub, the ground floor is designed to provide a sociable environment for those working from home to use as and when required,



The proposals incorporate a 'work hub' supporting home workers and small scale start-up businesses

with shared communal facilities, including a café, bookable meeting rooms, IT and printing facilities. The upper floor provides office space for those businesses wanting to have a permanent workspace but with the flexibility to grow as the business expansion demands.

Also located within the heart of the community will be a new primary school. Scaled to meet the needs of all future residents, the school will provide a modern teaching space for children of Greenhayes where trips to school can be combined with those to other facilities in the community hub.



A primary school will be located at the heart of the community, providing a modern teaching space

G) ENHANCE THE NATURAL & HISTORIC ENVIRONMENT & PROVIDE COMPREHENSIVE GREEN INFRASTRUCTURE, FACILITATING & ENCOURAGING RECREATIONAL USE

The Greenhayes proposals are designed to sit within the landscape, protecting and enhancing the natural environment and avoiding harm to heritage assets. Creation of informal Public Open Space along the Grindle Brook, and linking the site with the wider Clyst Valley Regional Park, will provide a valuable amenity for future residents as well as those living in the local area.

There are no heritage assets within the development land, and the impact upon those outside has been minimised through careful design. There are opportunities to enhance heritage and historical understanding of the site and the landscape incorporated into the proposals.

As explained in response to criterion (c) the proposals include formal and informal recreation space set within an extensive Green Infrastructure network. This links different parts of the site and

provides active travel connectivity for residents. It also links to locations outside such as the adjacent Business Parks, Crealy Theme Park, the proposed Park & Ride, the village of Woodbury Salterton and the expanded Clyst Valley Regional Park.

H) ENSURE THAT ALL NEW RESIDENTIAL, EMPLOYMENT & COMMERCIAL DEVELOPMENT WILL DELIVER NET ZERO CARBON EMISSIONS & IS RESILIENT TO THE EFFECTS OF CLIMATE CHANGE

The landowners are committed to developing a sustainable energy strategy with the target of achieving net zero carbon emissions for Greenhayes.

Renewable energy is not a new concept for the landowners, both of whom are currently generating renewable electricity from anaerobic digestion plants within their land. Indeed, the adjacent Greendale Business Park which is owned and operated by FWS Carter & Sons is powered entirely on the renewable electricity generated by the anaerobic digestion plant located on Greendale Farm at the southern edge of the Business Park.



The proposals will protect and enhance the natural environment and avoid harm to heritage assets



Active travel links will be delivered to key locations outside the site including Clyst Valley Regional Park



The anaerobic digestion plant at Greendale Farm, a sustainable energy strategy will be delivered

I) DELIVER HIGH QUALITY, INTEGRATED, MULTI-MODAL & LOW CARBON TRANSPORT OPTIONS

A key objective of Greenhayes is to minimise the need to travel. In this respect, the site is extremely well located. With substantial existing and proposed future employment within the locality, there are a large number of residents who would be able to travel by active modes for employment purposes.

This objective is further supported by the mix of uses within the site. At the heart of the development will be a community hub incorporating a new, expanded and enhanced Farm Shop and café / restaurant. As it will serve the new community as well as passing trade, this will be much larger and will contain a wider range of products, than a local convenience store that would ordinarily be promoted in a local centre within a new development. The community hub will also contain a range of services sufficient to meet the everyday needs of the residents, minimising the need to travel off-site.

It is recognised that not all employment, recreation and shopping needs will be available on site. For journeys off-site a comprehensive package of sustainable travel measures has been devised to support and prioritise low carbon transport.

At the centre of this package is a new Park & Ride on the A3052 served by a high quality, high frequency bus service. Park & Ride facilities often result in one way 'tidal' flows, with many bus services having high levels of patronage in one direction at the morning peak hour and the other direction during the evening peak hour. By combining the Park & Ride with the proposed community and locating it in walking distance from the circa 3,600 jobs and major leisure destination of Crealy Theme Park, a high frequency service will be supported by strong levels of patronage in both directions throughout the day and throughout the year.

Not only will the Park & Ride and associated high frequency bus service provide for the needs of the residents but it will enhance the low carbon transport options available to and from the key destinations close to Greenhayes.



The Farm Shop will contain a wide range of products and serve the new community and passing trade



Integrated active travel routes will be provided within attractive movement corridors



A new Park & Ride on the A3052 will be served by a high quality, high frequency bus service

J) ENSURE DEVELOPMENT IS FUTURE PROOFED & RESILIENT TO CHANGE

Amongst the work undertaken to inform the Masterplan for Greenhayes is a flood risk and drainage strategy. This strategy has led to the integration of a sustainable drainage solution into the masterplan proposals which will ensure that the development and properties downstream of the site are protected from the effects of climate change.



A sustainable drainage solution is integrated into the proposals to future-proof the development



The surface water attenuation will also provide attractive features which benefit biodiversity

pad

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