



Figure. 1: Zoomed in Illustrative Masterplan

Introduction

Welcome to this public exhibition. Thank you for taking the time to attend today. Our team wishes to use this event as an opportunity to inform local residents of our proposals on land at Pershore Road, Evesham.

BFP Developments LLP is preparing an outline planning application entirely for affordable homes.

58 new homes are proposed along with an extensive new area of public space (6.42 hectares) and vehicular access is from Hamilton Road.

Key members of the team are here today to answer any questions you have about the approach we have taken and to discuss the proposals with you.



Figure. 2: New homes sited within the area edged red

What is Affordable Housing?

This proposal comprises entirely affordable housing, with a mix of 15 affordable homes for rent and 43 discounted market sales housing. The National Planning Policy Framework (NPPF) is currently being revised, the proposed NPPF refers to ‘Affordable Housing’ in the Glossary, which includes:

“Affordable housing: housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers)

Affordable housing for rent: meets all of the following conditions:

- (a) the rent is set in accordance with the Governments rent policy, or is at least 20% below local market rents (including service charges where applicable);
- (b) the landlord is a registered provider, except where it is included as part of a Build to Rent scheme (in which case the landlord need not be a registered provider); and
- (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. For Build to Rent schemes affordable housing for rent is expected to be the normal form of affordable housing provision (and, in this context, is known as Affordable Private Rent).

Discounted Market Sales Housing is that sold at a discount of at least 20% below local market value. Eligibility is determined with regard to local incomes and local house prices. Provisions should be in place to ensure housing remains at a discount for future eligible households.”

Affordable Housing Need in Wychavon

Discussions with Wychavon District Council’s Housing Development Officer confirms that as of 16th January 2018, there are **2,062 households** registered who have a need for affordable housing.

43 of the new homes will be available at 75% of the open market value. The sizes of the new homes are:

Discounted Open Market Value				
No. Units	No. Beds	No. Storeys	Sq. ft	Parking
4	2	2	679	1.5
18	2	2	711	1.5
8	3	2	830	2
7	3	2	875	2
4	3	2	917	2
2	3	2	1225	2

It is proposed that 15 of the affordale homes will be available for social low cost rent and provided by a registered provider.

Local Planning Policy

Local Planning Policy also supports the provision of Affordable Housing. The South Worcestershire Development Plan (adopted February 2016) includes the administrative area of Wychavon district, and sets the vision for the area for the plan period 2006 to 2030.

Policy SWDP 15 ‘Meeting Affordable Housing Needs’ states all new residential development of 15 or more dwellings on greenfield land should contribute a 40% provision of affordable housing. This proposal exceeds the requirement for affordable housing as set out in the Local Plan, which should be considered as a benefit to the District.

This site is not allocated for residential development and lies within the Hampton Significant Gap (Policy SWDP2). The proposals conflict with the Development Plan and therefore a planning balance exercise has to be taken between the benefits of the provision of affordable housing and limited development within the ‘Significant Gap’. The proposals will ensure the provision of open space for the public. It is considered the development is discretely sited away from Pershore Road.

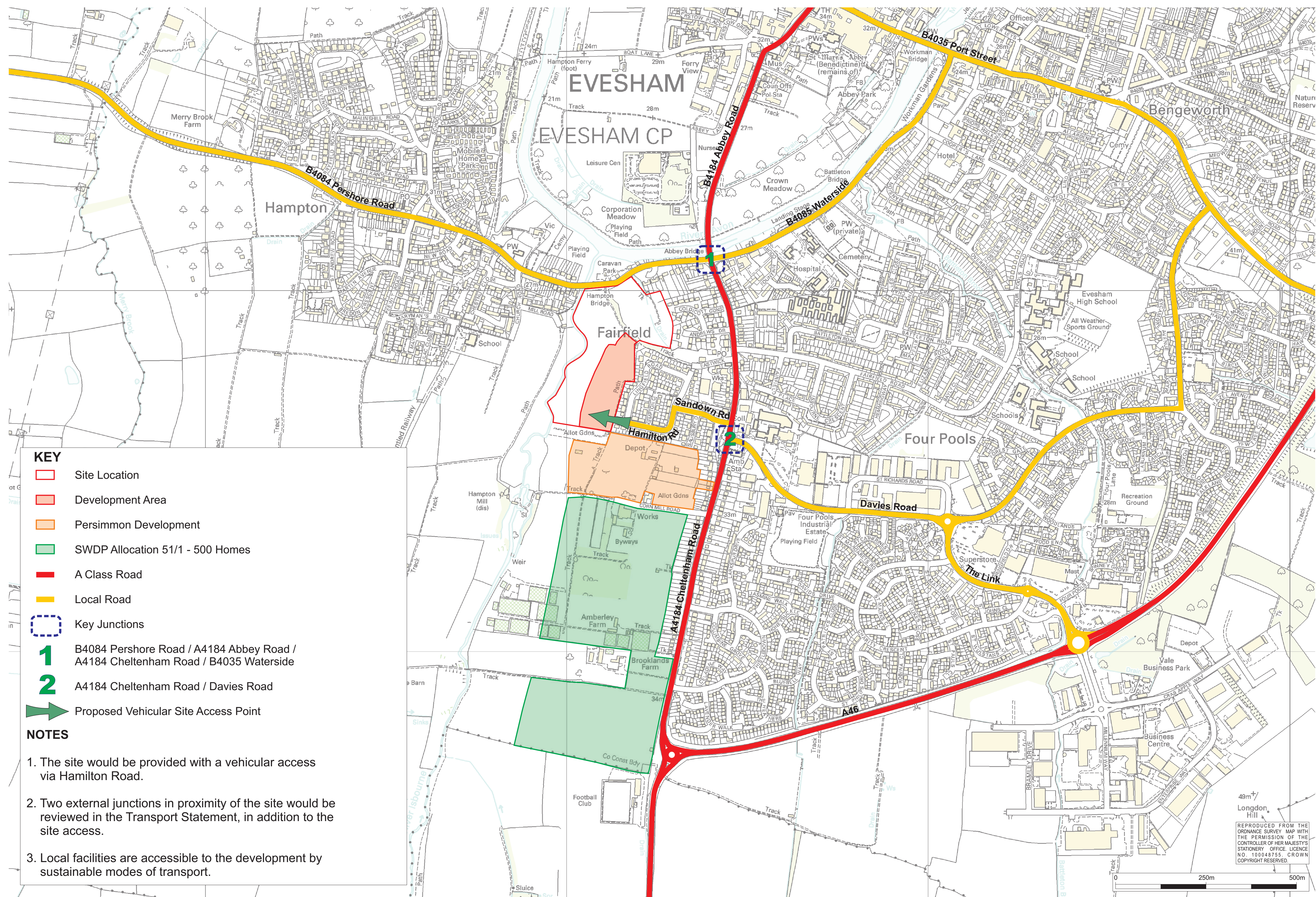
National Planning Policy

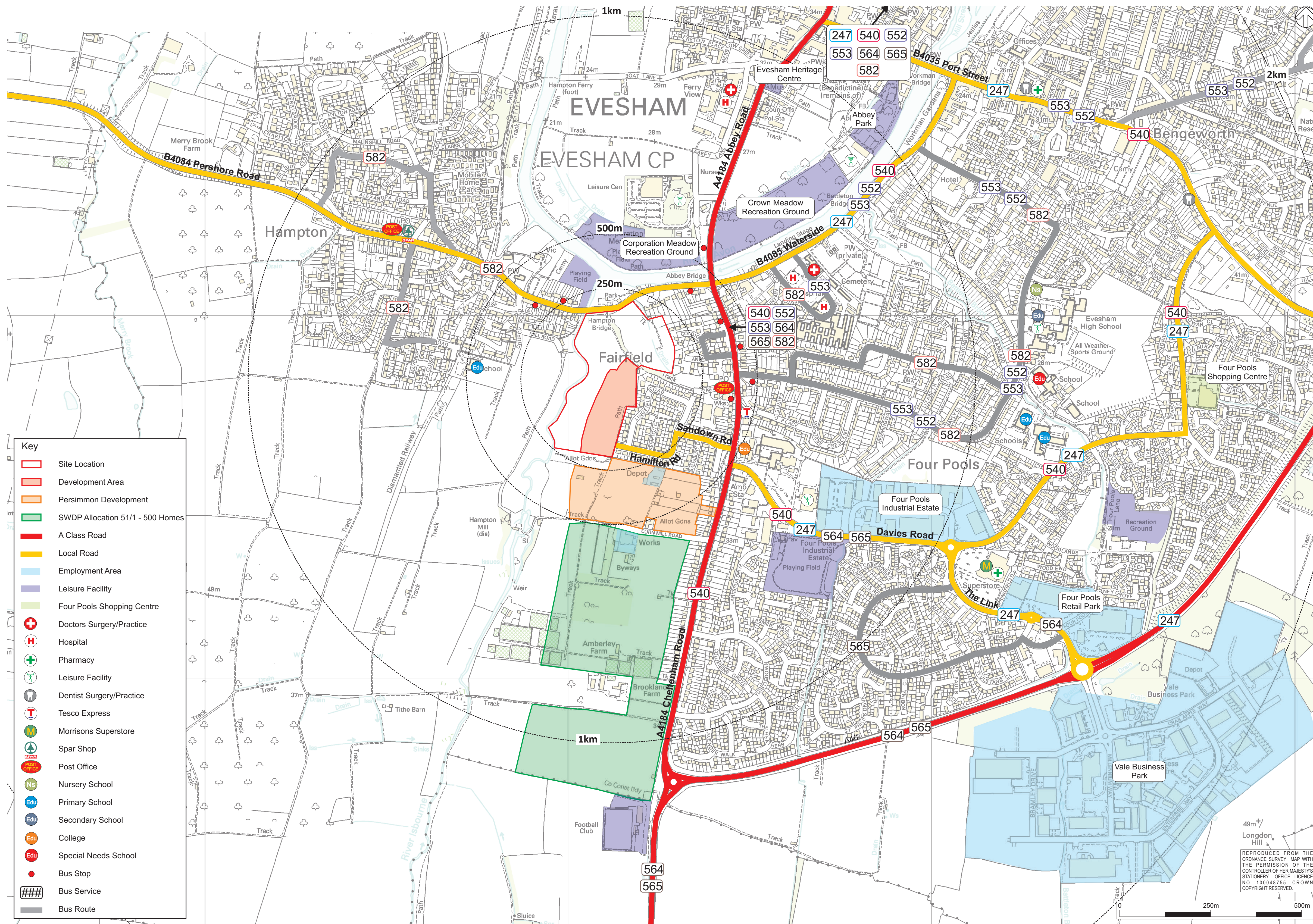
National Planning Policy supports the provision of Affordable Housing. Paragraph 50 of the NPPF states Local Planning Authorities should “plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community”.

In November 2017, the Secretary of State for Communities and Local Government, at the time, Sajid Javid speaking on the housing market stated:

“What we need now is a giant leap. You wouldn’t know it if you listened to some people. Even today, I still hear from those who say that there isn’t a problem with housing in this country. That we don’t need to build more. That affordability is only a problem for Millennials that spend too much on nights out and smashed avocados. It’s nonsense. The people who tell me this – usually baby boomers who have long-since paid off their own mortgage – they are living in a different world. They’re not facing up to the reality of modern daily life and have no understanding of the modern market. The statistics are well-worn but they do bear repeating. Nationwide, the average house prices is now 8 times the average income. The average age of a first time buyer is now 32. People in their early 30s are half as likely as their parents were to own their home. A third of all men in their 30s are still living with their parents – a stat that will send a shiver down the spine of all mums and dads everywhere! Where it once would have taken an average couple 3 years to save for a deposit – 3 years – it will now take a quarter of a century. Assuming, of course, they can afford to save at all.”

The Government remain committed to helping households who are currently priced out of the housing market to buy or rent a home of their own. The ‘Discounted Market Sales Housing’ within the definition of Affordable Housing will have a positive impact on home ownership. Affordable Rented Housing will also broaden the choice for people who seek to rent.





Drainage

Flood Risk

The Environment Agency’s flood map shows that the area proposed for the affordable homes does not lie within the floodplains associated with either the River Isbourne or the River Avon, therefore the risk of flooding to the development area is less than a 1 in 1000 year chance of flooding.

The risk of flooding from other sources, such as surface water and groundwater, is considered low.

Surface Water Drainage

The proposals will follow best practice regarding site drainage to ensure that any surface water runoff from the development is managed by attenuation and controlled discharge to the River Isbourne, which will ensure flood risk is not increased elsewhere.

Sustainable Drainage Systems, likely to include attenuation basins and swales, will be used to control surface water flows from the site. All surface water drainage options will take account of local ground conditions and ground levels and be located outside the fluvial floodplain.

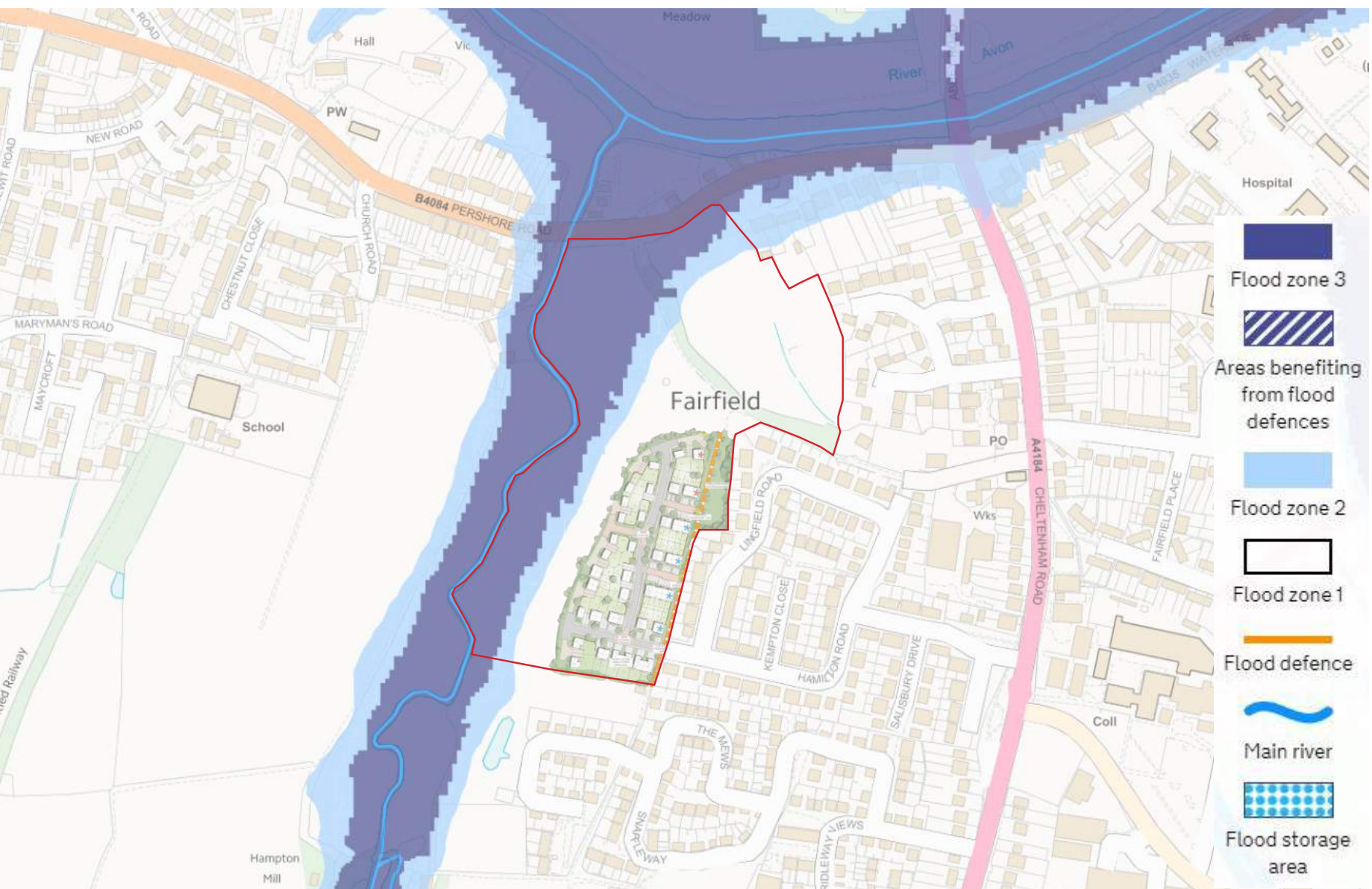


Figure 5: Map showing flood zones and the extent of development



Figure 6: Plan showing the direction of site sections drawings below.

Landscape

The proposed development provides an opportunity to create a substantial area of new public open space with a rural character and distinct sense of place beside the River Isbourne. The proposed meadow parkland would secure the land between Evesham and Hampton as open space for informal recreation and connection with nature.

Features include:

- Retention of all existing tree groups in a parkland setting;
- Retention of existing public footpaths within open space with improved surfacing and lighting;
- New footpaths will provide choice of a riverside walk or a path with views towards Breedon Hill;
- Play space for both young and older children;
- A community orchard containing traditional varieties of fruit trees;
- Hedgerow creation to restore the traditional field pattern;
- A strongly vegetated edge around new housing to improve the appearance of the edge of Evesham;
- Habitat creation including meadows, native tree and shrub planting and improved riverside habitat management;
- Swales and sustainable drainage basins will manage surface water runoff and provide wildlife benefits.

The illustrative Landscape Strategy is shown on Board 8.

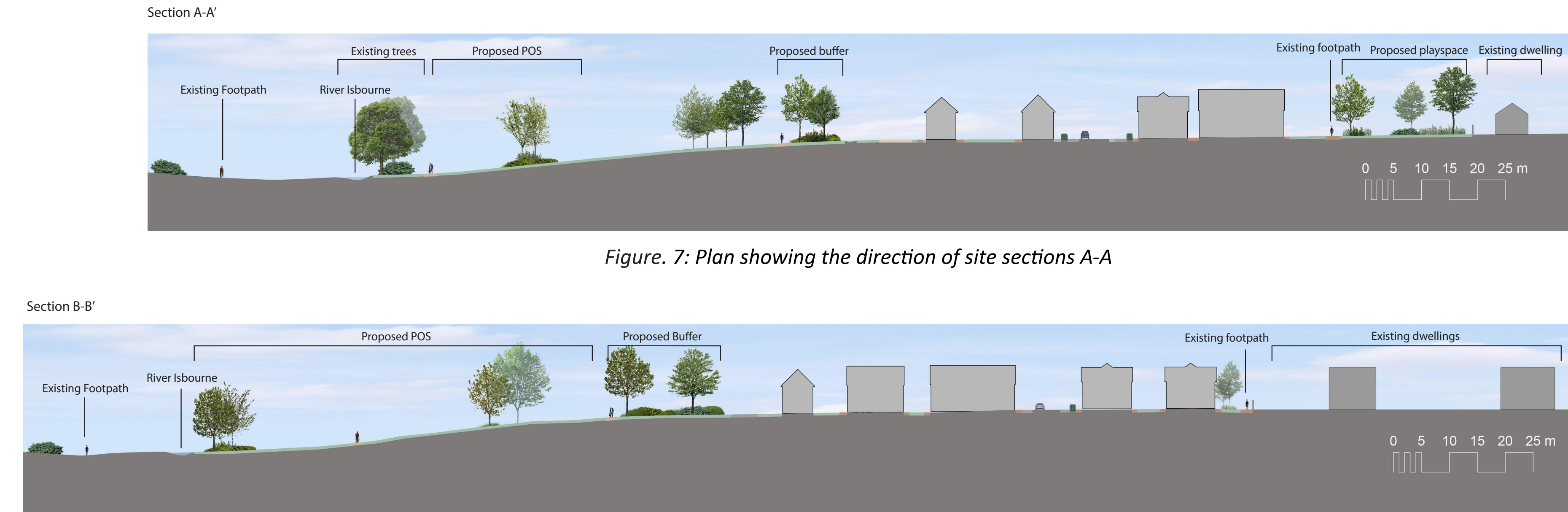


Figure 8: Plan showing the direction of site sections B-B



Figure. 9: Indicative Masterplan

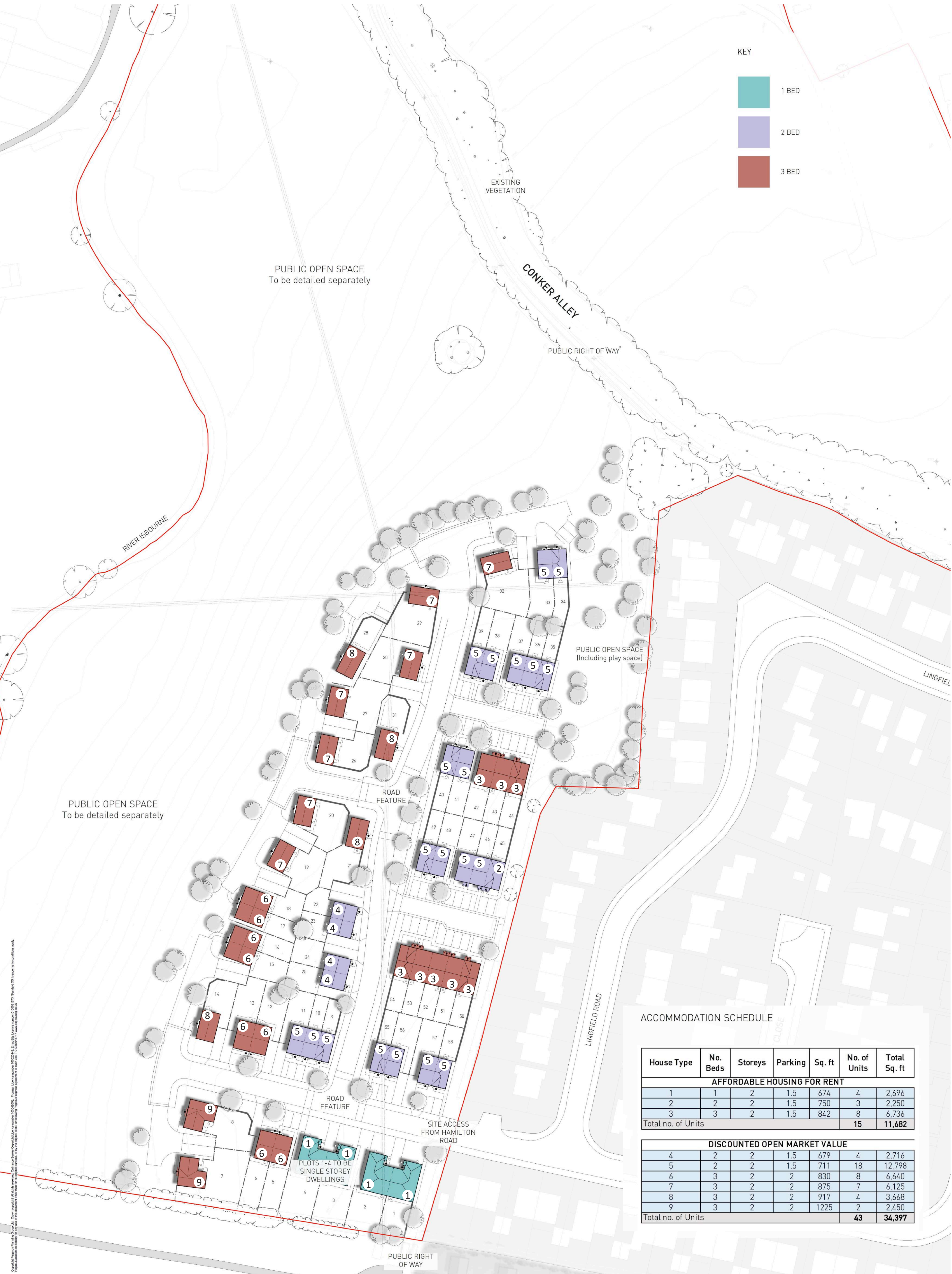


Figure. 10: Affordable Housing



What Happens Next?

We welcome your comments on these proposals and would ask you to complete and return a comments form if you wish to express an opinion on the proposals at this stage. All comments received will be compiled and submitted to Wychavon District Council (WDC) in a Statement of Community Involvement.

It is proposed to submit an outline planning application to WDC and this will be accompanied by a full range of supporting documents and technical reports. When submitted WDC will announce receipt of the application, and make the details publically available via the Council's website. Following submission to WDC there will then be a determination period. During this period comments can be made formally to the local planning authority on the application.

If the Local Planning Authority grant planning permission for the affordable homes, BFP Developments would sell the site to a housebuilder to provide the new homes.

A Section 106 Agreement will bind the development to the provision of affordable homes only.

Any comments you may have can be submitted via our website at <http://www.framptons-planning.com/projectsandconsultations>.

Thank you for visiting this exhibition and for any feedback you would like to give.

If you are potentially interested in an affordable home on this site, please speak to Natalie Dunkley who is here today.

If you require further details or wish to keep in contact with the progress of this proposal please contact Natalie Dunkley at Framptons on **01295 672310** or email enquiries@framptons-planning.com



Fig. 12: New homes sited within the area edged red