

Brewers Lane, Badsey Village

WELCOME

Thank you for taking time to visit our Public Consultation.

Metacre Ltd is bringing forward proposals for the development of land at Brewers Lane, Badsey, Worcestershire with a sustainable and high quality scheme of up to 75 new homes, open spaces and associated infrastructure.

We are pleased to introduce proposals for residential development of land off Brewers Lane, Badsey. The site is identified below, and forms part of the emerging housing allocation in the South Worcestershire Development Plan known as 'Combination of land at rear of 34 Bretforton Road and Land at Brewers Lane'.

The purpose of the Public Consultation is to explain the background to the proposals, share with you our plans for the site and to give you the opportunity to provide us with feedback that will help shape the proposals as they evolve.

Please take the time to complete a feedback form.



ABOUT METACRE

Metacre Ltd is the applicant for the site at Brewers Lane, Badsey Village and is the strategic land holding arm of Northern Trust Company Ltd. Northern Trust is a family owned private company that was established in 1962. We have a comprehensive track record in property investment, development, land management and regeneration and deliver development projects across multiple sectors, including housing and employment. In recent times we have secured planning permission for the development of some 4,500 new homes and have land with the potential to deliver a further 10,000 dwellings across 60 sites.

Our objective in each and every case is to deliver high quality, sustainable developments that respond positively to their context and create attractive places in which people want to live, work and spend their leisure time. Legacy is important to us, as are the relationships that we build with local authorities, local people and stakeholders.

THE SITE & SURROUNDING AREA

The site is located to the north of Brewers Lane, to the east of the village centre. Existing built form surrounds the site with residential development on its western edge and a plant nursery on its northern and eastern edge. Directly south lies the village recreation ground which is separated from the site via Brewers Lane.

The site comprises two arable field parcels split in half through the centre of the site by a tree / shrub belt. Brewers Lane lies along the southern site boundary, leading to Badsey Community Sports Club, and is open to the site with individual tree planting on a grass verge. Tree and shrub planting and boundary fencing separates the site from existing residential properties to the west and a hedgerow runs along the eastern site boundary, separating the site from an access road, residential dwelling and agricultural sheds. Tree and shrub planting along a field boundary and ditch forms the northern site boundary beyond which is the wider allocation (currently includes a wholesale nursery).



Brewers Lane, Badsey Village

BACKGROUND

PLANNING MATTERS

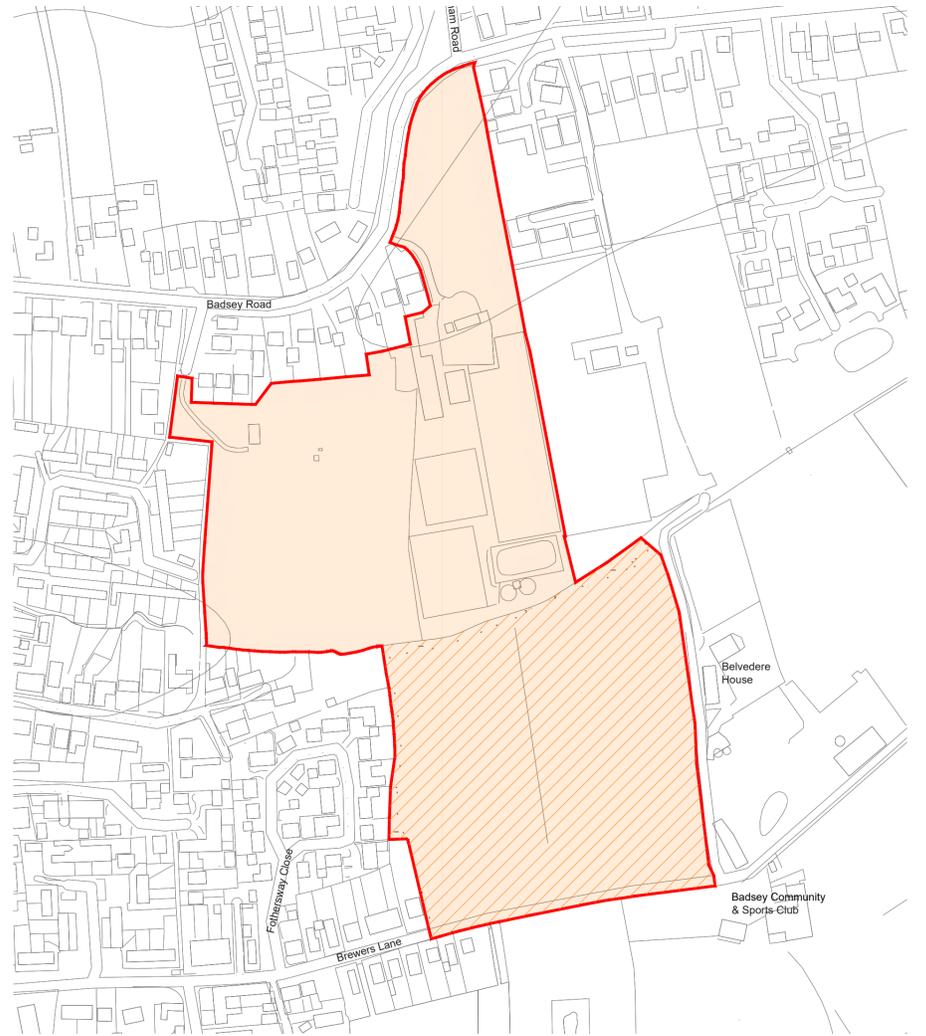
The adopted Development Plan for Wychavon District Council is the South Worcestershire Development Plan (SWDP) (2016). This document outlines a development strategy for the administrative areas of Wychavon District Council, Malvern Hill District Council and Worcester City.

The emerging SWDP (published November 2022) includes draft policies that are currently being considered as part of the SWDP's Regulation 19 Public Consultation, and are of relevance to the residential development potential at the site.

Policy SWDPR54 covers the proposed Wychavon Allocations. Brewers Lane site forms part of the proposed housing allocation ref. WYPHM14 known as the "Combination of land at rear of 34 Bretforton Road and Land at Brewers Lane" which has been allocated for approximately 120 dwellings as part of the South Worcestershire Development Plan Review (SWDPR) Preferred Options Consultation. It is considered that the Land at Brewers Lane under the control of Metacre can deliver up to 75 dwellings.



Aerial photo indicating the SWDP proposed housing allocation WYPHM14



- Proposed housing allocation WYPHM14
- Land under the control of Metacre

APPROACH TO MASTERPLANNING

It is critically important that our proposals for the site are deliverable. To that end, we take steps to ensure that our masterplan is underpinned by appropriate technical assessments, including assessments of the physical and environmental context provided on site and the surrounding area. Much of this technical work has already been done and on the Boards that follow we summarise the results of this work and explain how it has informed our plans for the development.



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SITE CONTEXT

Our assessment of the site and surrounding area has identified several features that present constraints and others that create opportunities. These help us to define a framework within which to work and within which a successful masterplan can be developed. The key features of the site and immediate context are illustrated on the diagram below.



- | | | |
|---|---|--|
|  Site Boundary |  Topography - contours |  Existing Public Right of Way |
|  Existing development |  Views |  Conservation Area Boundary |
|  Existing roads |  Low points of site (possible locations of SuDS) |  Listed Buildings (Grade II and II*) |
|  Existing vegetation |  Potential Access |  Allocation Boundary |
| | |  Potential Footpath / Cycleway connection |



Brewers Lane, Badsey Village

TECHNICAL MATTERS

LANDSCAPE & VISUAL

The site is located towards the east of Badsey and there are various existing developments surrounding the site including residential properties, agricultural buildings and greenhouses. Consequently, the landscape character of the site is much influenced by urban built development.

Views into and out of the site are restricted due to its location within the village of Badsey combined with a relatively flat topography. Built form and vegetation within the immediate context assists with screening the site. The majority of views of the site are very close range from residents, road users and footpath users adjacent to the site. Views of the site are available from a limited number of receptors, and such views are seen within the close context of existing urban development present along the edge of Badsey, including residential dwellings, greenhouses, agricultural buildings and the Badsey Community and Sports Club.



Photo Viewpoint Location Plan

ECOLOGY & TREES

The site is dominated by agricultural land which is of limited ecological value and what interest it does hold is largely confined to the site perimeter and an internal field boundary. Trees, hedgerows and a field ditch provide foraging and commuting opportunities for local wildlife. The majority of existing hedgerows and trees will be retained and enhanced wherever possible, with new native planting proposed that would more than offset any losses.

Overall, it is considered that there is scope to achieve a biodiversity net gain through enhancement and creation of new habitats.



Sustainable urban drainage - wetland habitat creation



Where feasible existing hedgerows and trees will be retained and enhanced



PHOTO VIEWPOINT 1: View is taken from Brewers Lane at the south western corner of the site



PHOTO VIEWPOINT 2: View from northern site (within the site, not publicly accessible)

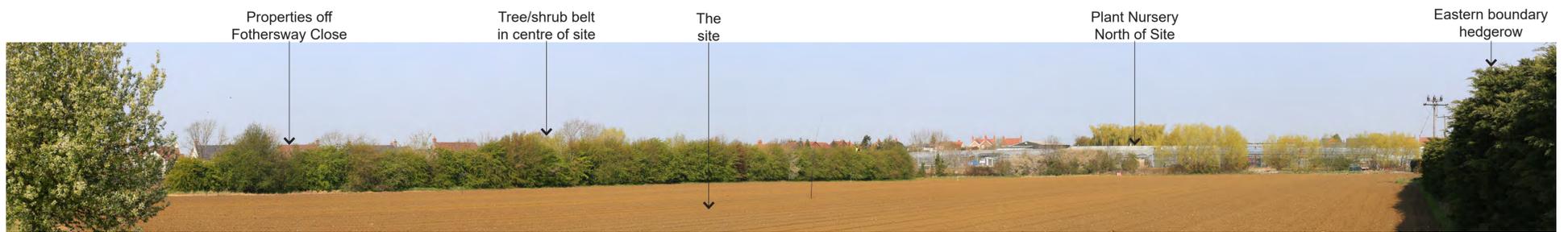


PHOTO VIEWPOINT 3: View from the south eastern corner of the site off Brewers Lane



Brewers Lane, Badsey Village

TECHNICAL MATTERS

TRANSPORT & CONNECTIVITY

An assessment of key services located within Badsey and in close proximity to the site has been undertaken which demonstrates the site's suitability for sustainable, housing development. A range of facilities within the village are located within walking distance of the site. For example these include a SPAR (local supermarket), St James Parish Church, pub / restaurants (Wheatsheaf Inn and The Round of Gras) and Badsey First School (primary school).

In addition, the site sits approximately 3.4 miles from the centre of Evesham, a main town that offers a wide extent of services including three primary schools, two secondary schools, a hospital, four supermarkets, a leisure centre, and a high street containing a number of shops and a range of services. Evesham also contains a train station, providing direct services to Hereford, Malvern, Oxford and as far as London.

The site is well-located relative to the existing and proposed road networks. Brewers Lane, running south of the site, provides a connection to Badsey's High Street; an approximate 4-minute walk. North of the High Street lies the B4035 which provides direct access into Evesham westwards, an approximate 11-minute car journey, and direct access to Chipping Campden if going eastwards, an approximate 16-minute car journey.

A number of bus stops lie within walking distance of the site, the closest being approximately 0.3 km away opposite the Dance Studio. A number of bus services run to Evesham, Willersey, Pershore, Moreton-in-Marsh and Redditch.

Pedestrian access into the site is proposed via an extension of the existing footway on Brewers Lane. The northern side of Brewers Lane has existing footways that are generally circa 1.5m and this will be increased to 2m along the site frontage to provide a continuous connection to the sports centre. Pedestrian and cycleway connections are also envisaged via the land to the north of the site, should that land come forward for development.

Vehicular access into the site is again envisaged via Brewers Lane via an extension of the existing road. It is acknowledged that there is a pinch point at the end of Brewers Lane and a number of ideas are being considered to

As described above the site is within walking distance from a number of services and facilities, and a bus stop that provides regular service to larger settlements such as Evesham and Redditch. Cycle and pedestrian access to the wider area would also be possible via Brewers Lane.

As part of the planning application, a Transport Assessment will be submitted. This will set out the effects of the development proposal on the local highway network, and measures to accommodate the development.

In addition, a Travel Plan will be prepared. The aim of the Travel Plan will be to reduce vehicle trips associated with the development through a series of measures to encourage walking, cycling and public transport use.

HERITAGE ASSETS

A Heritage assessment of the land off Brewers Lane, Badsey has been undertaken. The assessment considered the significance of any recorded heritage assets within a 1km radius of the site boundary, together with an assessment of any potential impacts, in line with the requirements of National Planning Policy Framework.

Modern residential development separates the land parcel from the historic Medieval hub of the village that is now designated as a conservation area. The intervening built form and lack of intervisibility between the site and listed buildings within the study area, prevents the site from contributing to the historical setting of these assets. It is considered that residential development proposed within the site will cause no harm to the significance, within setting, of designated heritage assets within the study area.

FLOOD RISK & DRAINAGE

Information held by the Environment Agency indicates that the site lies within Flood Zone 1. Accordingly, there is minimal risk of flooding to the development from any nearby fluvial sources, or from local drainage infrastructure. Notwithstanding this, we are looking carefully at how the development would be drained and will incorporate a Sustainable Urban Drainage System (SUDS).

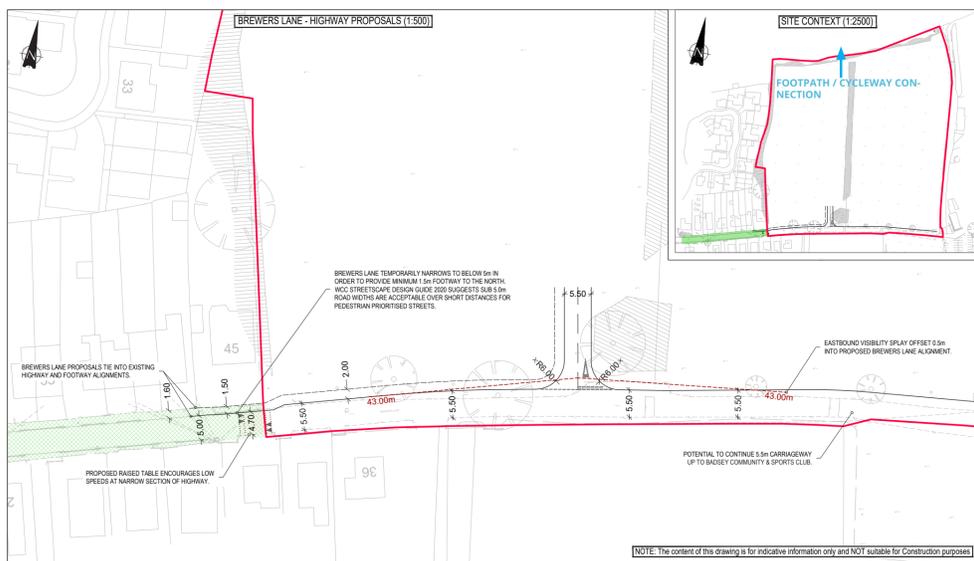
This is likely to involve a combination of:

- at source controls designed to limit the volume of water entering the drainage network;
- pre-treatment infrastructure such as ditches or swales designed to remove pollutants;
- retention through the use of a pond; and
- infiltration where ground conditions allow.

Further details of our SUDS scheme will be provided when a detailed scheme for the site is designed at the Reserved Matters stage.

SUSTAINABLE CONSTRUCTION

Any new homes built on the site will endeavour to respond to climate change by reducing carbon emissions through appropriate sustainable construction that will consider, amongst other things: dwelling orientation; building insulation; renewable energy; waste reduction; water conservation and low carbon heating. New homes will be required to comply with the government's 'Future Homes' standard, which aims to achieve low carbon heating and high levels of energy efficiency.



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THE PROPOSALS

The technical work that we have completed confirms that the site is largely free of constraints. There are, however, a number of matters that need careful consideration and a number of design principles that we believe need to be adhered to in order to deliver the kind of sustainable and high quality environment that we aspire to.

These are:

- To deliver a high quality scheme comprising up to 75 new homes, open spaces and associated infrastructure;
- Due consideration of the wider allocation (SWDP proposed housing allocation WYPMH14) will be made to ensure that both schemes work well together and provide a successful development for the village;
- Retaining existing trees and hedgerows where possible and enriching these with additional native species and areas of habitat creations to deliver an overall biodiversity net gain (BNG);
- Incorporating high quality, soft landscaping and tree planting within the development, creating SUDS in the lowest part of the site and landscape buffers along the site perimeter;
- Minimise impact upon the character of the local landscape and existing settlement. Landscape buffers designed to assist in creating an acceptable relationship between existing settlement and the proposed development. These buffers will include a mix of native tree and shrub planting, along with species rich meadow grassland;
- Creating a series of well designed and well connected green spaces that offer areas for play and relaxation;
- The proposed development will be designed to enhance connectivity both to the existing settlement and the wider allocation. A main vehicular access would be provided off Brewers Lane, along with recreational walking and cycling routes connecting onto Brewers Lane. Circular routes for walking and cycling would be created through the proposed development and also linking to the wider allocation to the north.



Illustrative Masterplan

KEY

- Site Boundary
- Existing Vegetation to be Retained
- Proposed Residential Development (upto 75 dwellings)
- Indicative Rear Garden Boundary Fencing
- Proposed Main Vehicular Access off Brewers Lane (subject to detailed design)
- Indicative Main Street (5.5-6m width)
- Indicative Secondary Street (5.5m width)
- Indicative Private Drives (4.8m width)
- Proposed Parking Bays
- Proposed Shared Surface Feature
- Proposed Footway / Cycle Link to Northern Allocation
- Proposed Footway / Cycle Route (3m width)
- Proposed Footpath Route
- Potential Equipped Play Area - LEAP (400m2) with 20m offset
- Potential SUDS Basin
- Proposed Tree Planting
- Proposed Structural Native Shrub Planting



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NEXT STEPS

Thank you for viewing our proposals at this public consultation event

We now want to hear what you think of the proposals you have seen. Your comments will be used to inform a planning application.

Please complete a comments form and post it in the box provided. Alternatively, you can email us at the address below.

The proposals can also be viewed at:

www.ridge.co.uk/brewerslanebadseypublicconsultation where there will also be comment forms available.

Please can you ensure that all comments are returned no later than **7th April 2023** by email to: hayleymacfarlane@ridge.co.uk

or by post to:

Ridge and Partners LLP
3rd Floor, Regent House,
65 Rodney Road,
Cheltenham,
GL50 1HX



WHAT HAPPENS NEXT?

Following this event, Metacre and its team of consultants intends to:

- Collate and review feedback received from this event;
- Continue to develop the proposals, with consideration of feedback;
- Continue to engage with Wychavon District Council and the promoters of land within the remainder of the proposed housing allocation to the north of the site working towards the submission of an outline planning application in spring 2023; and
- If the application is successful, detailed design of the development will be reserved for approval by Wychavon District Council.

Data Protection: Metacre and Ridge have a commitment to protecting personal information and treating this in accordance with the Data Protection Act. All completed questionnaires that we receive will be processed and submitted within a Statement of Community Involvement as part of a planning application to the respective council. All personal details will remain confidential and will not be passed on, sold or used for any other purpose. By supplying personal details you are agreeing that we may hold this information.

