

Taylor
Wimpey

Wimblebury Road Cannock

Development Statement

March 2017





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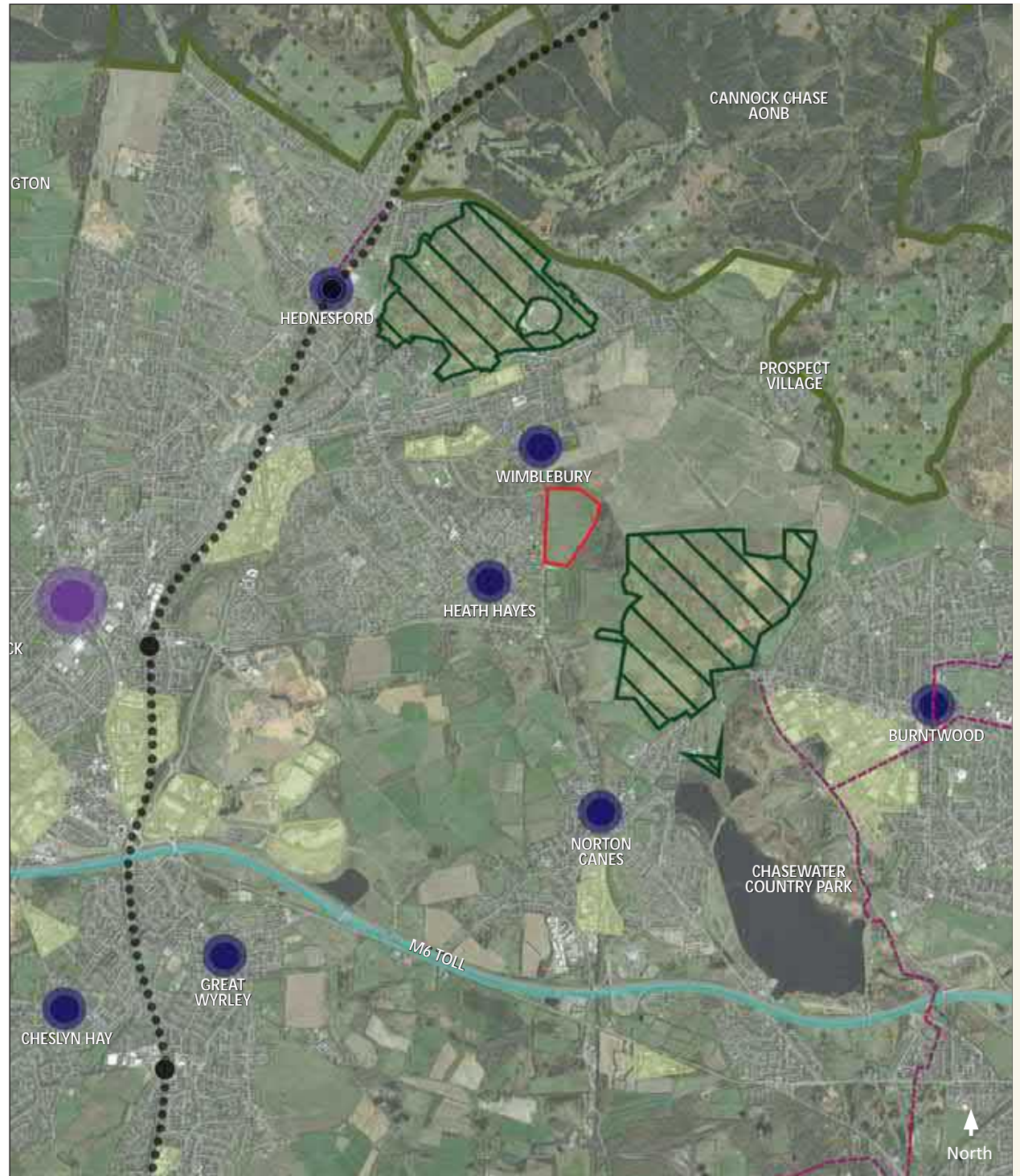
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Executive Summary

This Development Statement has been prepared by Taylor Wimpey UK Limited. It seeks to promote the allocation of land at Wimblebury Road, Cannock for residential development in the emerging Cannock Chase Local Plan Part 2.

The Development Statement demonstrates that:

- There are exceptional circumstances to justify the release of the site from Green Belt;
- Its development would not harm the five purposes of the Green Belt as set out in the Framework;
- The site is entirely appropriate as a residential allocation due to its proximity to services and facilities;
- The site is well contained by the urban area to the west and the existing woodland and Heath Hayes Park to the north, east and south;
- The site has no technical or environmental features that would prevent the development of the site;
- The site would have no adverse impacts which would significantly or demonstrably outweigh the benefits of allocating the site when assessing its suitability against the Framework as a whole; and,
- The Wimblebury Road, Cannock site is the most suitable and deliverable Green Belt site on the edge of Cannock. Its allocation for housing accords with the principles of sustainable development.



Site Context Plan



The proposal



Up to **340** New homes

20% Affordable homes

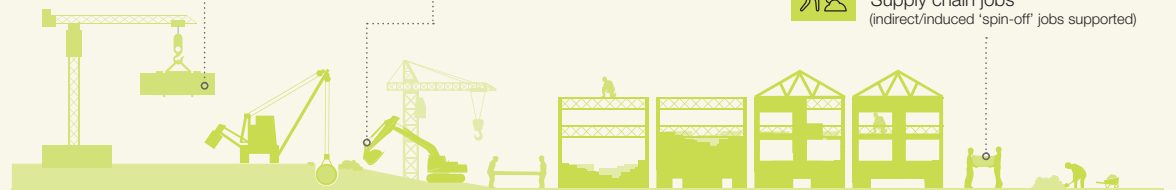
Construction benefits

£32.4m
Construction value
(total construction cost)

£7.3m GVA
Economic output
(additional GVA p.a.)

50 Jobs
Construction jobs
(temporary jobs over the 6.8 year build period)

70 Jobs
Supply chain jobs
(indirect/induced 'spin-off' jobs supported)



Operational and expenditure benefits

£1.9m
First occupation expenditure
(spending to make a house 'feel like a home')

20 Supported jobs
(from increased expenditure in local area)

£3.8m
Resident expenditure
(within local shops and services p.a.)



Local Authority revenue benefits

£1.8m
New Homes Bonus
payments
(over a 4 year period)

£435,000
Council Tax
revenues (p.a.)



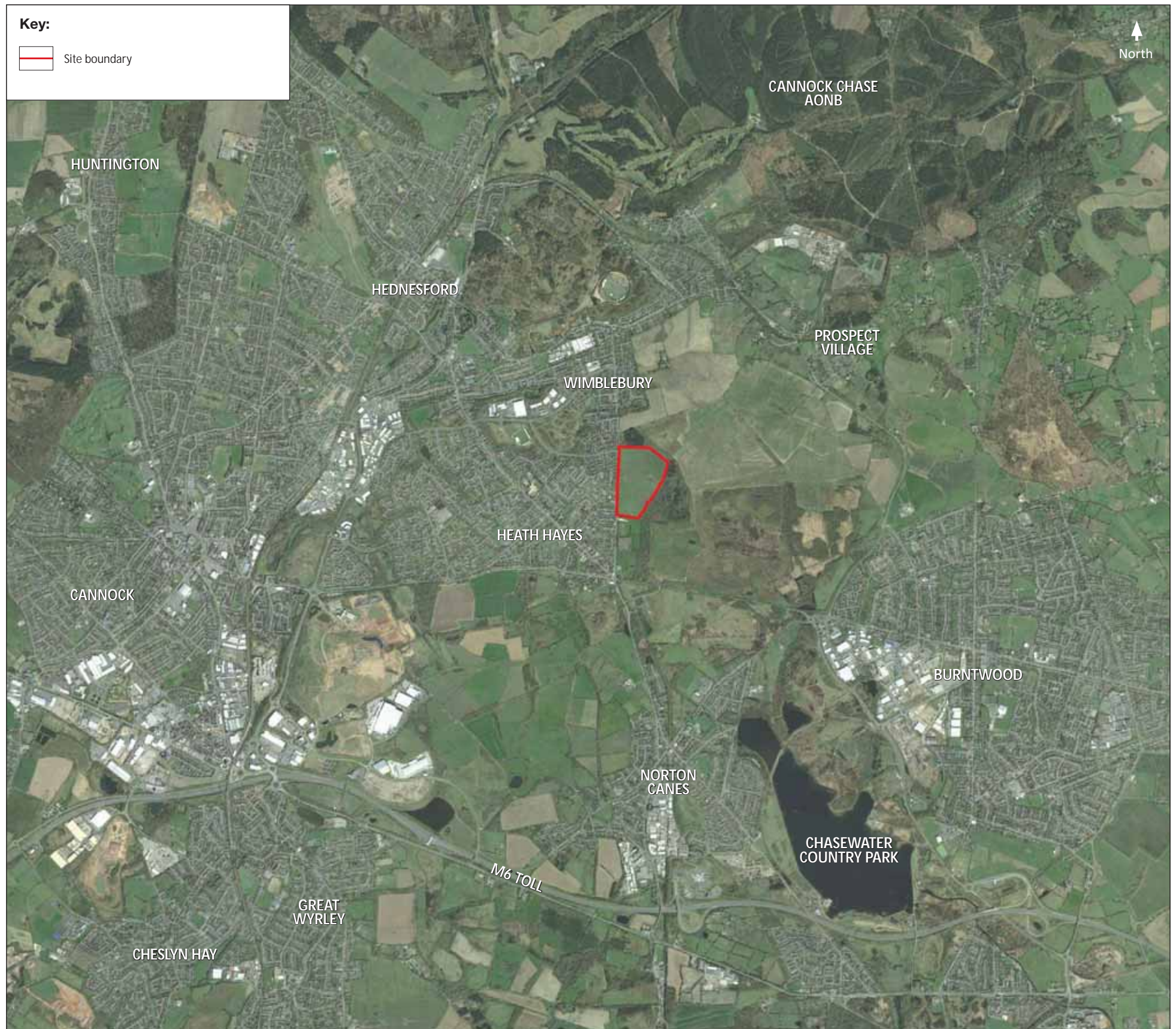


1.0

Introduction



Figure 1: Site Location Plan



1.0 Introduction

The land at Wimblebury Road, Cannock represents an ideal opportunity to create a sustainable, distinctive and attractive development which will help meet the needs of the community for housing. The site is in a sustainable location situated adjacent to the established residential area of Cannock. It is within reasonable walking and cycling distance to a range of retail outlets, services and facilities, and is well located for employment opportunities provided within Cannock and other nearby settlements. Its future development will deliver significant social, environmental and economic benefits to the local community and the District as a whole.

This Development Statement has been prepared by Lichfields on behalf of Taylor Wimpey UK Limited. It seeks to promote the allocation of land at Wimblebury Road, Cannock in the emerging Cannock Chase District Local Plan Part 2 [CCLP2]. Taylor Wimpey UK Limited is one of the leading homebuilders in the Midlands and the UK, and is responsible for building over 10,000 homes annually nationwide.

Taylor Wimpey UK Limited has a strong track record in delivering high quality sustainable development in the region and in Cannock. They take the need for meaningful engagement with local communities seriously, in order to shape the delivery of an appropriate development which responds to the specific needs of residents, and is attractive to customers.

Taylor Wimpey UK Limited considers that the land at Wimblebury Road, Cannock should be allocated for residential development to assist in meeting the District's objectively assessed housing needs combined with the need to meet the shortfall from the Greater Birmingham Housing Market Area [GBHMA].

This Development Statement:

- Identifies that there are exceptional circumstances which necessitate the removal of the site from the Green Belt in accordance with the Framework;
- Explains why the site is appropriate for development, demonstrating that it no longer fulfils the Green Belt purposes and is in accordance with the Council's policy on sustainable patterns of development;
- Provides an analysis of the physical and technical features of the site; and,
- Sets out the overall development vision for the site.

Taylor Wimpey UK Limited is committed to undertaking further technical work as required and to consulting widely with the local community and stakeholders to refine and develop the strategy for the site.

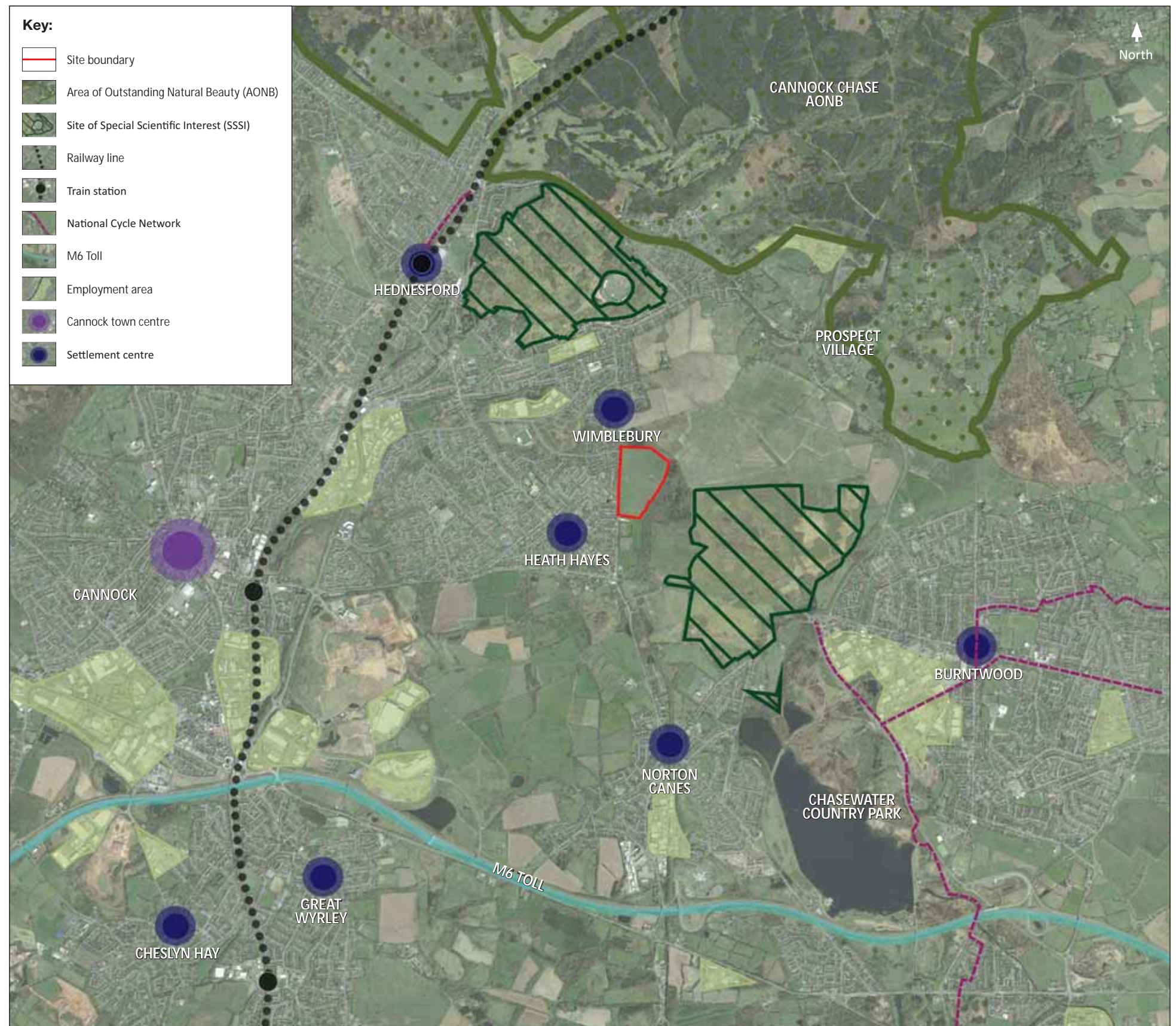


2.0

The Site and its Context



Figure 2: Site Context Plan



2.0 The Site and its Context

Landscape Context

The site is located on the eastern edge of Cannock at Heath Hayes and Wimblebury in the Cannock Chase District of Staffordshire. Wimblebury is a former mining village, consequently the landscape around it and to the east has been shaped by this former activity.

Alongside the northern boundary of the site is Wimblebury Mound, a striking former spoil heap, now vegetated with mature pines, which is managed as a countryside access area by Staffordshire County Council. The mound lies on the summit of a low hill which falls north and north west towards Wimblebury and south across the site to Heath Hayes and beyond to Chasewater (a large canal feeder reservoir).

An area of established wet woodland to east of Wimblebury mound connects to another pine covered mound which frames the eastern edge of the site with a continuous strip of established wet birch woodland at its base along the site boundary.

Wimblebury Road forms the western site boundary. Development along the road includes housing of various ages and styles together with the local primary school. The road is traffic calmed with speed bumps, and for the most part has a footway only on the western side, although there is a length of footway immediately opposite to the school. Development to the north of the school is set back by 11-12 m from the road and properties have direct access to the road with on-plot parking.

The southern boundary of the site abuts Heath Hayes Park, which is an informal park with many natural areas. It contains a children's play area, two football pitches, changing accommodation and a stoned car park accessed off Wimblebury Road, as well as an area of allotments. The Heath Hayes War Memorial Gates mark the park's main entrance at its southern end.

An unsurfaced footpath within a hedged track, runs alongside the southern boundary of the site at the edge of the playing fields and provides access into the woodland along the eastern site boundary. Beyond the woodlands to the east lies an extensive area of former opencast mining which is now restored as a mixture of heath and farmland with public access across it.

The Site

The site covers 17.9ha and comprises three fields. The northern field, visible from Wimblebury Mound, contains a shallow waterbody. It is separated from the two southern fields by a ditch with flowing water, which discharges into a watercourse at the edge of the woodland to the east of the site. There are known to be some mineshafts within the north eastern corner of this field.

The southern fields slope to the south and south west, and are separated by post and wire agricultural fencing with sporadic thorn bushes. A hedge along the roadside along the western boundary is becoming overgrown and filters views into the site from the road.

There are no significant viewpoints overlooking the site apart from those obtained from Wimblebury Mound, and the site is both physically and visually extremely well enclosed by landform and vegetation, road and parkland.

Figure 3: Site Context and Photos

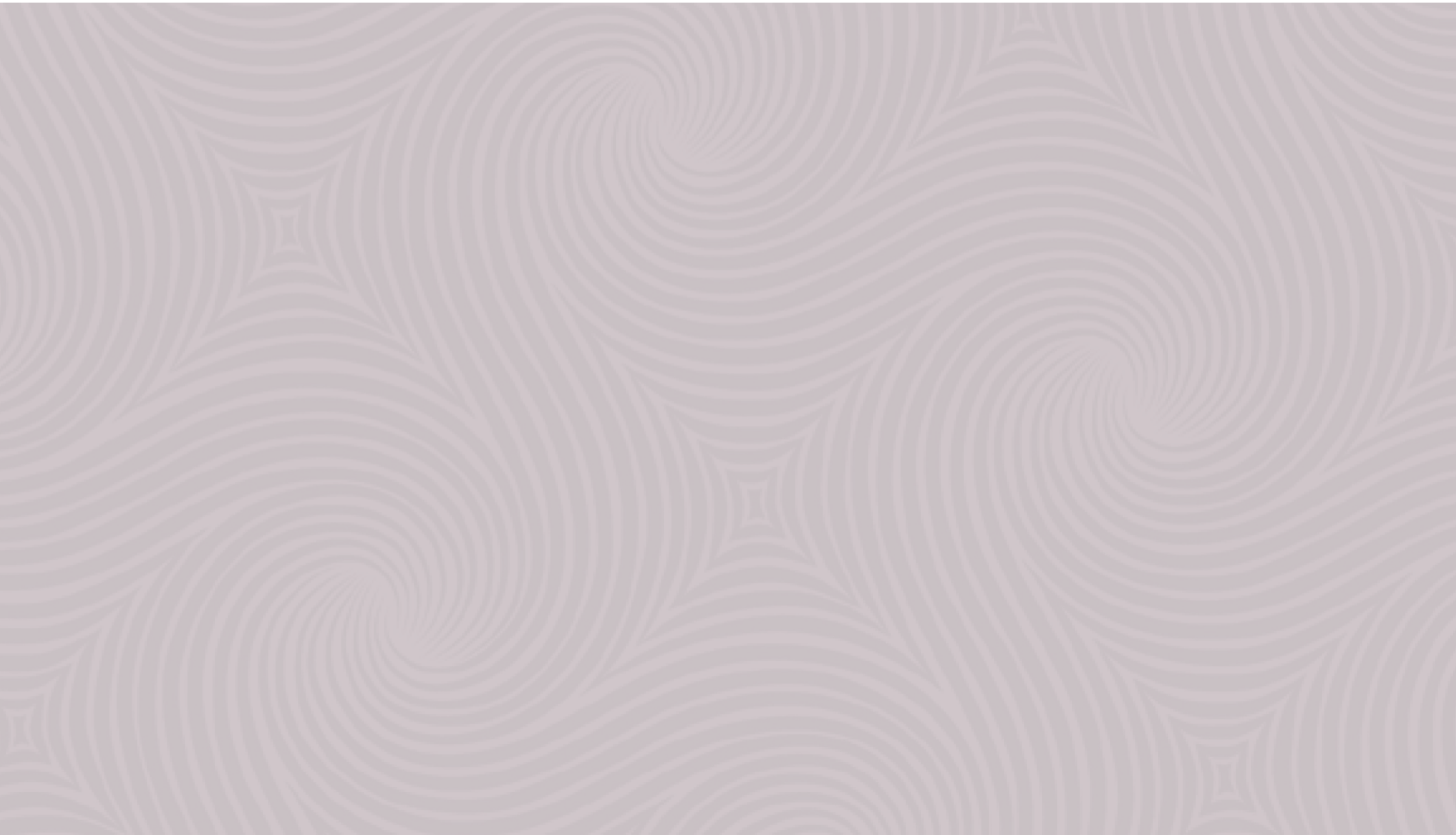






3.0

**Is there a need
for Green Belt
Development?**



3.0 Is there a need for Green Belt Development?

National Policy

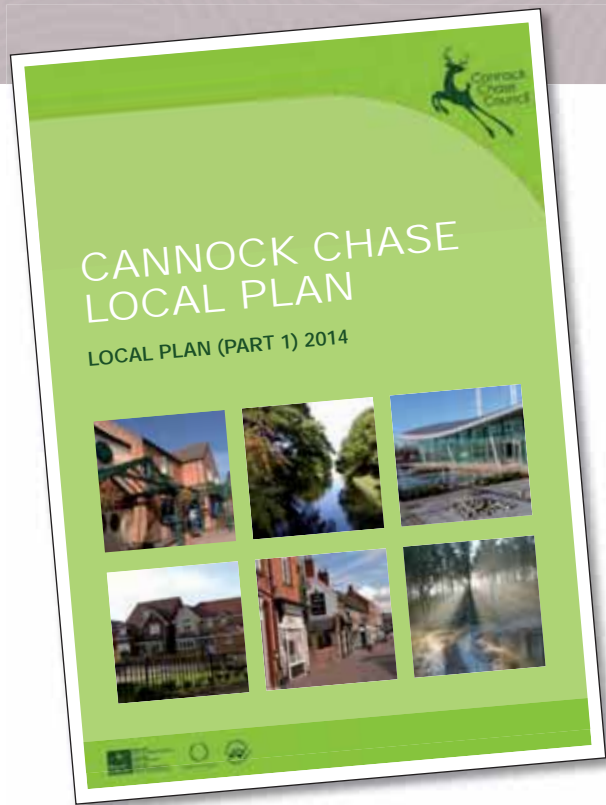
The National Planning Policy Framework [The Framework] states that once Green Belt boundaries have been established they should only be altered in exceptional circumstances and should be 'capable of enduring beyond the plan period' [§83]. The allocation of Green Belt land for residential purposes must first demonstrate 'exceptional circumstances' in order to be acceptable and outweigh any potential harm that would be caused to the Green Belt.

Local planning authorities are currently required by the Framework to positively seek opportunities to meet the development needs of their area [§14]. As set out in the recently published Housing White Paper¹, the Government intends to extend this to also include "any needs that genuinely cannot be met within neighbouring authorities" [Box 2].

In order to demonstrate this, authorities will be expected to prepare a Statement of Common Ground to set out how they intend to work together to meet housing requirements that cut across authority boundaries. The Government also intends to introduce new powers, through the Neighbourhood Planning Bill, for the Secretary of State to direct two or more authorities to work together to produce a Joint Plan.



¹ Department for Communities and Local Government – Fixing Our Broken Housing Market (February 2017)



Local Policy

The Development Plan for the site consists of the Cannock Chase Local Plan (Part 1) 2014 [CCLP1]. The Cannock Chase 2014 Policies Map shows much of the site (northern and eastern portions) as Green Belt [Policy CP1]. The remainder of the site (south-western portion) is Safeguarded Land for possible development post 2028 [Policy CP6].

The CCLP1 sets the strategic context and policies for planning for the District to 2028 and contains details on the distribution and type of development needed across the District including 5,300 new dwellings [Policy CP6] and 88ha of employment land [Policy CP8]. The CCLP1 indicates that urban areas will accommodate most of the District's new housing and employment development, distributed broadly in proportion to the existing scale of settlement. CCLP1 describes Cannock, Hednesford and Heath Hayes together as they form a continuous urban area. The combined population is 63,000 (68% of the District total).

Of the 5,300 new houses to be delivered in the District over the plan period, 1,625 new houses were completed between 2006 and 2012 and 2,350 new homes are to be provided on urban sites identified in the Strategic Housing Land Availability Assessment 2012 [SHLAA]. 66% of the 2,350 new homes are to be provided in Cannock, Hednesford and Heath Hayes. The remainder of the dwellings will be delivered on a strategic urban extension allocation at Pye Green Road (750 dwellings) and an urban extension south of Norton Canes (up to 670 dwellings).

The CCLP1 [§5.8] identified that this level of housing could be delivered without any further development within the Green Belt but that safeguarding of land, suitable for longer term housing development beyond the plan period, would be addressed within the CCLP2.

To inform the preparation of CCLP2, in order to assess sites' suitability for release or safeguarding, CCDC carried out and published a Green Belt Study in March 2016. The Study noted that virtually all of the District that is not already developed is designated as Green Belt, so additional development outside of existing urban areas would require the release of Green Belt land [§1.11]. The Green Belt Study also noted that "the District's identified supply of brownfield land and other land outside the Green Belt is currently maximised as far as possible" [§1.12].

There is only enough land outwith the Green Belt in Cannock Chase to accommodate CCDC's own housing need for the Plan Period but there is an additional identified need to accommodate the shortfall from the GBHMA.

CCLP2 confirms that CCDC is "committed to testing whether it can accommodate around a further 1000 homes as a contribution to addressing the shortfall in the Greater Birmingham Housing Market Area (GBHMA)." The CCLP2 also identifies that this need is for 2011-2031, whilst the LPP2 will run from 2006-2028 and therefore the need is for an additional 1,000 dwellings "both within and beyond the District's plan period" [§5.29].

Using some of the limited flexibility within the current Spatial Strategy to accommodate the additional need, as suggested in the CCLP2 [§5.34], will likely necessitate an early review of the plan which would be contrary to the Framework [§83] and would only postpone dealing with the issue.

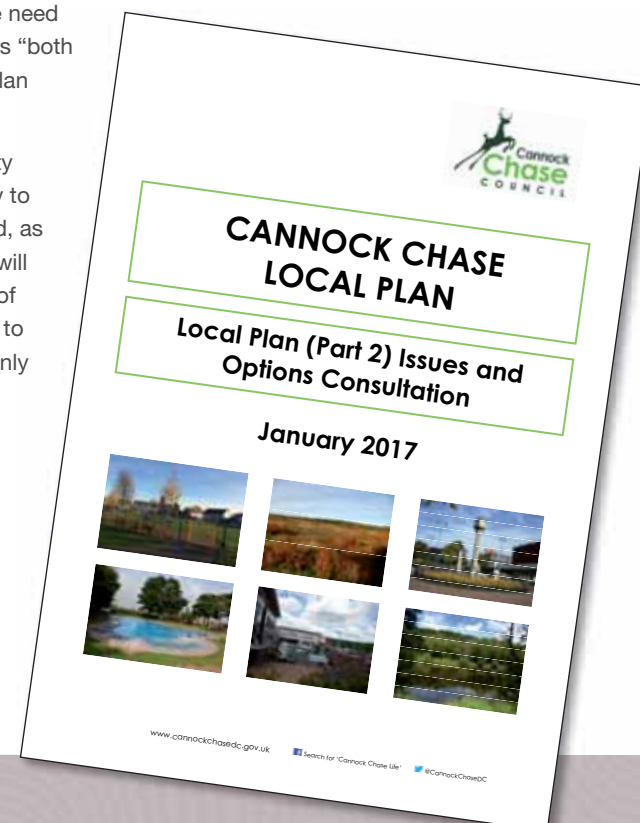
Summary

CCDC must work together with neighbouring authorities to address the shortfall from the GBHMA and must do this now to avoid simply postponing the issue until a future date and being directed by the Secretary of State to produce a joint plan.

The additional identified need from the GBHMA must therefore be accommodated within the CCLP2 by allocating additional sites for housing. These sites must be released from the Green Belt as there is insufficient available land within the urban areas to meet the requirement.

There are "exceptional circumstances" which justify the removal of the land at Wimblebury Road, Cannock from the Green Belt including:

- **The housing need in Cannock Chase;**
- **The additional need to accommodate some of the GBHMA's need for housing; and,**
- **That there is insufficient land within the urban area.**





4

4.0

Is the Site Appropriate?



Figure 4: Greenbelt Assessment Plan



4.0 Is the Site Appropriate?

Local Green Belt

The Cannock Chase Green Belt covers around 60% of District and dates back to the adoption of the West Midlands Green Belt in 1975. The existing Green Belt boundary has remained relatively unaltered, with a few exceptions, for a considerable period of time.

The West Midlands Green Belt plays an important role in containing the urban areas and preventing the sprawl of Birmingham, Wolverhampton and Coventry, preventing the merging of surrounding towns and encroachment into the surrounding countryside. It also encourages regeneration, at a strategic level, by directing development to brownfield sites within the major urban areas.

The Green Belt in Cannock Chase has several purposes, including assisting urban regeneration by encouraging the recycling of land and to stop the unrestricted sprawl of large built up areas. However, there is now an acknowledgement that there is insufficient land within the existing urban areas to meet the long term development needs of the District and the identified shortfall from the GBHMA. As a consequence, in order to meet the District's social and economic needs Green Belt land must be released for development through the development plan process. This will ensure there is sufficient land to meet the needs of the existing community for houses and jobs as well as attracting new residents into the District.

Compliance with 5 Green Belt Purposes

The Wimblebury Road, Cannock site should be tested against the five purposes of the Green Belt in order to ascertain its suitability for Green Belt release. These five purposes are:

- To check the unrestricted sprawl of large built up areas;
- To prevent neighbouring towns from merging into one another;
- To assist in safeguarding the countryside from encroachment;
- To preserve the setting and special character of historic towns; and,
- To assist in urban regeneration by encouraging the recycling of derelict and other urban land.



To Check the Unrestricted Sprawl of Large Built up Area

The proposed development site at Wimblebury Road, Cannock has clearly defined and durable boundaries and is substantially contained by built development and other permanent features. The site is bound to the:

- North and east by an unbroken stretch of existing mature woodland. The Woodland comprises Wimblebury Mound, a former spoil heap now vegetated with mature trees, connected to another pine covered mound by an area of wet woodland on lower ground. Wimblebury Mound is managed as a countryside access area by Staffordshire County Council;
- South by Heath Hayes Park, which contains a children's play area, two football pitches, changing accommodation and a stoned car park accessed off Wimblebury Road, as well as an area of allotments; and,
- West by Wimblebury Road for its entire length. The western side of Wimblebury Road is occupied by housing of various ages and style together with the local primary school.

All four sides of the site are therefore contained by strong, defensible boundaries, restricting the extension of further future development outside of the urban area and preventing future encroachment and sprawl. Given the strong defensible boundaries of the site, it is concluded that the removal of this site from the Green Belt will not result in the unrestricted sprawl of large built up areas.

The removal of the site from the Green Belt will not result in the unrestricted sprawl of Cannock. The site is well contained on all sides, providing a strong defensible boundary to future development.

To Prevent Neighbouring Towns from Merging into One Another

The removal of the site from the Green Belt will not result in the merging of neighbouring settlements. The parcel lies to the east of Cannock with the nearest settlements being Prospect Village to the north-east and Burntwood to the south-east.

The narrowest separation distance between Cannock and Prospect Village is currently 800m. The nearest part of the site is approximately 1.3km from Prospect Village and therefore the development of the site will not result in the narrowing of the gap between the two settlements.

The narrowest separation distance between Cannock and Burntwood is currently approximately 1.7km. The separation distance between the south-eastern part of the site and Burntwood is also approximately 1.7km. Therefore the development of the site will not result in the narrowing of the gap between the two settlements.

Furthermore, the indicative Masterplan shows an extensive area of open space in the north-east of the site, the closest part of the site to Prospect Village and an Open space buffer around the entire northern and eastern boundaries. The nearest built development on the site would therefore be further from Prospect Village and Burntwood than boundaries of the site.

The removal of the site from the Green Belt will not result in the merging of neighbouring settlements. The proposed site has strong defensible boundaries and therefore the integrity and function of this part of the Green Belt is not affected.

To Assist in Safeguarding the Countryside from Encroachment

The presence of strong boundaries is an important factor in protecting the open countryside from encroachment. The site is substantially contained by built development or other strong physical boundaries to the north, south, east and west.

The release of the proposed development site would result in the natural extension of the existing built up area of Cannock and would be well contained on all sides. The release of this site from the Green Belt will have no impact on the wider open countryside to the north and east of Cannock.

The removal of the site from the Green Belt will not contravene the purposes of the safeguarding the countryside from encroachment due to its existing physical boundaries.



To Preserve the Setting and Special Character of Historic Towns

Whilst Cannock is a nationally recognised historic town, the site does not sit within or border any Conservation Area within the town. The Green Belt Study recognises this fact and also states that it is not possible to see into the historic core of Cannock from the parcel or vice-versa. In addition, the residential properties and other buildings such as the school located immediately to the west of the site have no historic or architectural importance. The nearest listed building is around 1.5km away from the site in the built up area of Cannock

The removal of this site from the Green Belt will not contravene the purpose of preserving the setting and special character of Historic Towns.



To Assist in Urban Regeneration by Encouraging the Recycling of Derelict and other Urban Land

The Green Belt Study acknowledges that all of the Green Belt makes a strategic contribution to urban regeneration by restricting the amount of greenfield land available for development and encouraging developers to seek out and recycle derelict / urban sites. On this basis, all Green Belt sites within Cannock are adjudged by the Council to make an equally significant contribution to this purpose.

By removing and /or identifying land for removal from the Green Belt in the CCLP1 and emerging CCLP2, the Council has acknowledged that there is insufficient derelict and other urban land to meet the District's own housing needs. The release of the Wimblebury Road, Cannock site from the Green Belt would therefore not prevent the recycling of derelict land and other urban areas.

The Council has acknowledged that there is insufficient available development land within the urban area. The removal of the Wimblebury Road, Cannock site from the Green Belt will not affect urban regeneration in the District and the recycling of derelict and other urban land within Cannock Chase.



It is evident that the removal of the land at Wimblebury Road, Cannock from the Green Belt will not compromise the five purposes of the Green Belt. The site is well contained on all sides, the boundaries of the site are strong and defensible and will have permanence beyond the plan period.

The removal of the site from the Green Belt will not result in unrestricted sprawl of Cannock but will remove a site that is well contained and well related to the residential built up area of Cannock. The development of the site will provide an opportunity to establish a strong landscaped boundary to Cannock and will not result in the merging of neighbouring settlements.

The site does not fulfil any strategic Green Belt function and its loss will not lead to any issues of coalescence. In conclusion, it is evident that the removal of the site from the Green Belt and its allocation for housing will not harm any of the five purposes of the Green Belt set out in the Framework [§80].

In addition to not harming the five Green Belt purposes, the Framework [§84] makes clear that when drawing up or reviewing Green Belt boundaries, local planning authorities should take account of the need to promote sustainable patterns of development. The sustainability of the site is examined at Section 5 of this document.

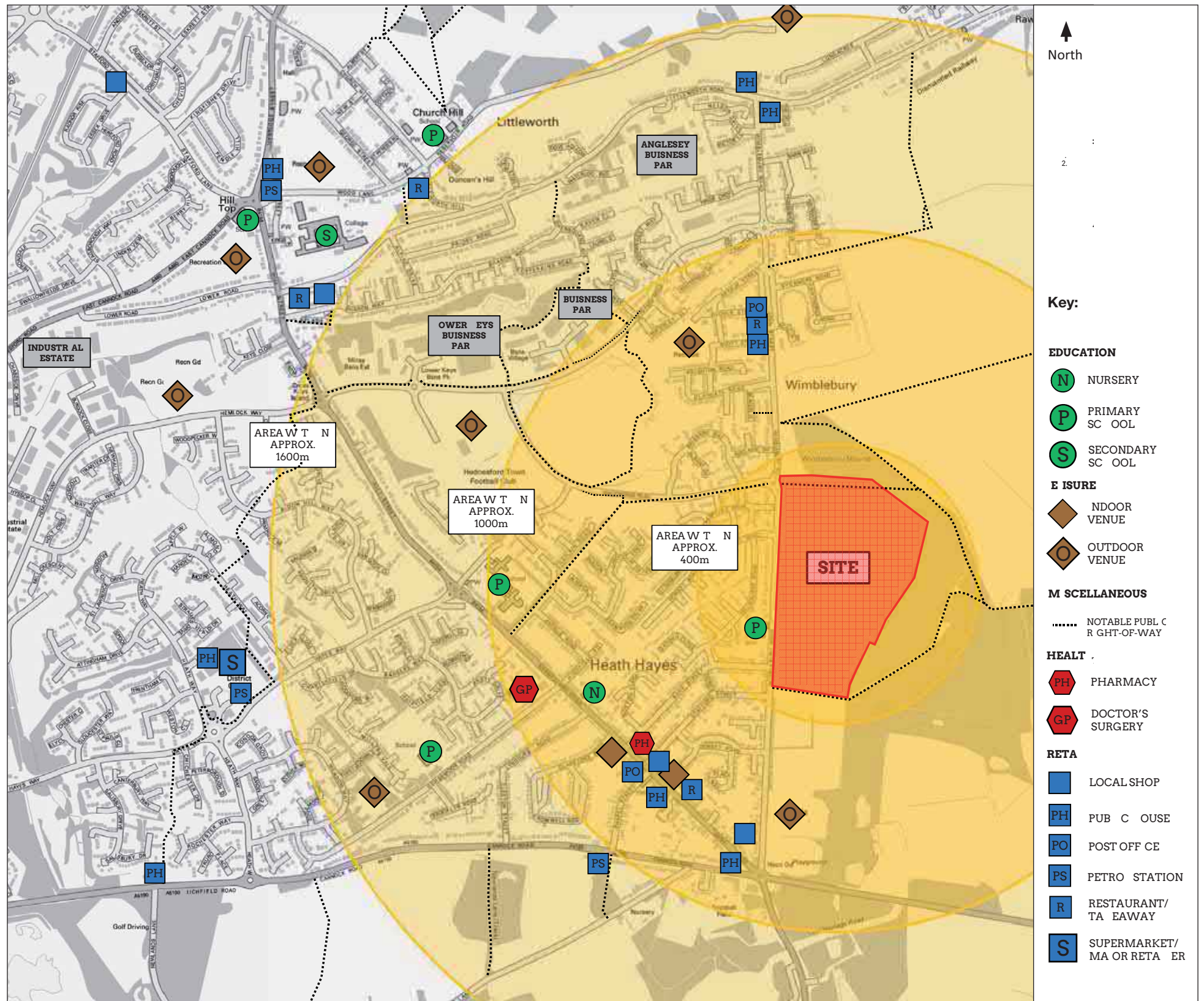


5.0

Is the Site Sustainable?



Figure 5: Sustainability Plan



5.0 Is the Site Sustainable?

The Framework [§84] makes clear that when drawing up or reviewing Green Belt boundaries, local planning authorities should take account of the need to promote sustainable patterns of development.

Policy CP6 of the CCLP1 identifies that the southern part of the site (land east of Wimblebury Road), was safeguarded under the 1997 Local Plan and will continue to be safeguarded for potential development beyond the plan period. The sustainability credentials of this part of the site and the location in relation to the surrounding areas and Cannock have therefore already been established. This section however, examines the sustainability of the site in detail in relation to its location and the three strands of sustainable development set out in the Framework [§7].

Is the Site in a Sustainable Location?

CCLP1 describes Cannock, Hednesford and Heath Hayes together as they form a continuous urban area. The combined population is 63,000 (68% of the District total) and the majority of employment opportunities for the District are located within this area. As would be expected of the largest settlement in the District, there are several services and amenities in close proximity to the site. The Sustainability Plan (opposite) shows the location of these in relation to the site.

Key facilities and amenities are located north and south of the development area with a primary school (Heath Hayes Academy) located immediately adjacent to the site and on the western side of Wimblebury Road. To the north of the site (approximately 600m walking distance

from the centre of the site) a public house, post office and takeaway can be found. To the south of the site (approximately 1km walking distance from the centre of the site) various facilities including shops, takeaways, public houses, a pharmacy and a post office are found. Further afield along Keys Park Road and Littleworth Road several business parks are available providing employment opportunities.

The Framework does not specify specific walking distances however the National Travel Survey England (2014), found that walking constitutes 22% of all journeys made in a year, and that approximately 4 out of 5 (76%) of walking trips were under a mile (1.6km). On that basis there are sufficient facilities and amenities within a reasonable walking distance of the proposed development.

Public transport services are present along Wimblebury Road, Melbourne Road and Hobart Road (19, 20 and 61 services) to the west of the site, providing access to Cannock and Lichfield every 30-60 minutes, Monday to Saturday. The majority of the site is within 400m of bus stops for these services and is therefore located within a suitable walking distance with a good level of service available. In addition, the Five Ways roundabout junction with the A5190 and B4154 lies approximately 500m south of the site along Wimblebury Road and is served by the 3, 3A, 60, 61A and 835 services providing twice hourly services to Walsall, Lichfield, and a daily rush-hour service to and from Stafford.

No formal National Cycle Routes are located within close proximity of the site however cycling can be conducted on the local highway network with the roads immediately to the west of the site comprising low vehicle speeds and numbers. Improvements to cycle infrastructure within and adjacent to the site will be investigated and provided as required to improve linkages to existing infrastructure.

Access

Access to the site can be achieved from Wimblebury Road which is located along the western boundary of the site. Wimblebury Road is subject to a 30mph speed limit and is approximately 6m wide with a footway on the eastern side.

Two vehicular access points will be provided along Wimblebury Road to serve the development. The northern access will be provided through the creation of a fourth arm off the Brickworks Lane/Wimblebury Road roundabout with a southern vehicular access taking the form of T-junction provided from Wimblebury Road near to the existing primary school.

Pedestrian access into the site will be achieved from the proposed access points and other locations along Wimblebury Road. Pedestrian crossing points will be provided to safe pedestrian movement to and from the site. A number of Public Rights of Way provide access to Keys Park Road and B4154.

The positioning of the southern access has the opportunity to enable movements from the site to avoid trips directly past the school with trips north and west utilising the northern access and south bound movements utilising the southern access.

All access junctions can be accommodated within the highway or land under the control of Taylor Wimpey UK Ltd.

Would the Site Represent Sustainable Development?

The allocation of the Wimblebury Road, Cannock site will have positive economic, social and environmental benefits and therefore constitutes sustainable development in accordance with the Framework [§7].

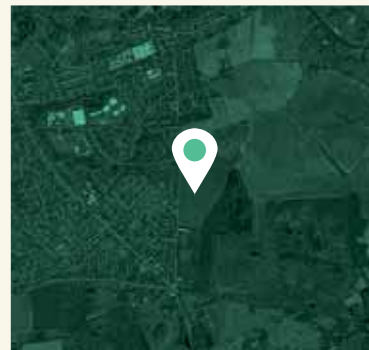
Economic Role

The allocation of the site will contribute towards building a strong, responsive and competitive economy. In particular, the proposal will bring a number of economic and fiscal benefits in terms of job creation, additional monies to the Local Authority and increased expenditure in the economy.

The Council has aspirations to increase employment and attract new business investment into the District. Housing supply can play a key role in the flexibility of the local labour market which itself is an important component in local economic competitiveness. This is because a shortage of housing or lack of affordability can act as a barrier to people accessing employment opportunities or result in long distance commuting with adverse transport and environmental impacts.

The delivery of high quality housing on the Wimblebury Road, Cannock site will:

- Help businesses to improve, grow and take on more staff by attracting people to move to the area through the provision of high quality family housing;
- Improve the skills of local people to enable them to take advantage of employment opportunities. Taylor Wimpey UK Ltd will provide apprenticeships and training opportunities as part of housing developments that will continue beyond the lifetime of the construction phase;
- Seek to use local construction firms and suppliers in the construction of the development to the benefit of the local economy; and,
- Provide fiscal support to the Council through the Homes Bonus and Council Tax payments.



The proposal



Up to **340** New homes

20% Affordable homes

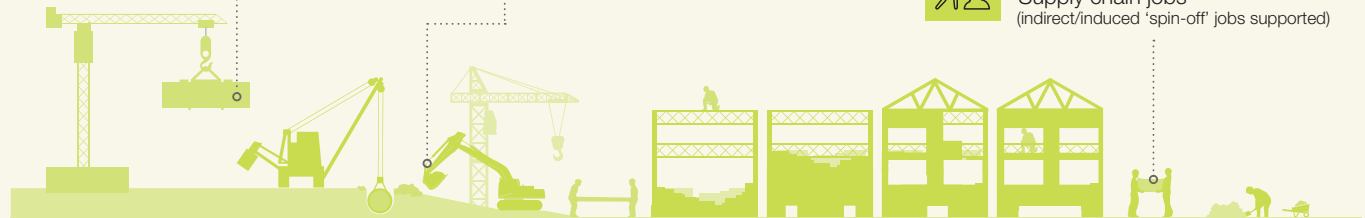
Construction benefits

£32.4m
Construction value
(total construction cost)

£7.3m GVA
Economic output
(additional GVA p.a.)

50 Jobs
Construction jobs
(temporary jobs over the 6.8 year build period)

70 Jobs
Supply chain jobs
(indirect/induced 'spin-off' jobs supported)



Operational and expenditure benefits

£1.9m
First occupation expenditure
(spending to make a house 'feel like a home')

20 Supported jobs
(from increased expenditure in local area)

£3.8m
Resident expenditure
(within local shops and services p.a.)



Local Authority revenue benefits

£1.8m
New Homes Bonus
payments
(over a 4 year period)

£435,000
Council Tax
revenues (p.a.)





Social Role

The proposed allocation of the site will support the creation of a strong, vibrant and healthy community by increasing the supply of housing of a type and tenure to meet the needs of the area in a sustainable location. The proposed development will comprise a high quality built environment and has been designed to complement the character of the surroundings. The allocation of the Wimblebury Road, Cannock site will:

- Provide a suitable range of open market housing comprising various types to meet the needs of the local community;
- Provide affordable housing of a range and type to meet identified local need and comply with adopted policies;
- Establish a mixed and sustainable community through the provision of a variety of house types, sizes and tenures;
- Enhance the overall quality of the area by creating an attractive place to live;
- Facilitate the use of non-car modes of transport especially cycling and walking; and,
- Provide public open space for future residents in accordance with CCDC policy requirements. The open space facilities will also enhance the facilities available to the existing residents in the area.

Environmental Role

The site is currently in agricultural use and as such has limited ecological value. Although the proposed development would result in the loss of greenfield land it will retain, enhance or mitigate the ecological features of value on the site. Existing hedgerows, trees and water courses will be retained and incorporated within the proposed development and suitable ecological mitigation will be incorporated where possible within the site. It is anticipated that the proposed development will have a net ecological gain given the provision and enhancement of habitats suitable for native species of the area and extensive onsite landscaping.

Taylor Wimpey UK Limited has undertaken an evaluation of the technical and environmental features that could prevent or restrict development of the site. The findings of these assessments are set out below:

- **Ecology** – There are no known ecological constraints preventing the development of the site and appropriate mitigation will be provided where necessary. Equally, there is an opportunity to enhance its setting and ecological diversity through the provision of greenspace and extensive areas of landscaping as well as buffer zones creating a network of green infrastructure connecting with the surrounding woodland and countryside.
- **Archaeology** – The site does not contain any Scheduled Monuments or features of significant archaeological importance.
- **Listed Buildings** – The nearest listed building is around 1.5km away from the site in the built up area of Cannock. Development of the site would not impact on this or any other listed buildings.
- **Flooding** – The entire site is located within Flood Zone 1 and therefore has a low probability of fluvial flooding. The nearest Main River identified on the Environment Agency Flood Maps is over 2.1km to the west of the site.

- **Noise & Air Quality** – There are no noise or air quality constraints preventing the development of the site.
- **Contamination** – As the land has been in agricultural use, the risk of significant contamination being present is relatively low. Some mineshafts are present in the north-east part of the site but the built development will avoid these.
- **Transportation** – A number of suitable access points can be secured to the development.
- **Infrastructure** – Adequate foul and surface water drainage can be secured for the proposed development. There are no utility restrictions on the development of the site.
- **Drainage** – The provision of a SuDS system will minimise waste and support new habitats and ecosystems.
- **Landscape** – The site is not designated for any landscape reason. The proposed development and provision of significant open space within the site would provide an opportunity for new green infrastructure which would contribute to the strategic network, with links to the wider landscape to the north, east and south.

The development of the site would deliver the three dimensions of sustainable development performing a positive economic, social and environmental role in accordance with the Framework [§7]. The site is located in a sustainable location, relating well to the urban area of Cannock, benefitting from nearby services and facilities and within close proximity to the strategic road network and public transport links.



6.0

Is the Site Deliverable?



6.0 Is the Site Deliverable?

Available

The site will make a valuable contribution towards meeting the quantitative and qualitative needs of the community for market and affordable housing. It will deliver around **340** high quality family houses.

The site is under the control of a national housebuilder who can deliver the proposed residential scheme. Taylor Wimpey UK Ltd is seeking to develop the site at the earliest opportunity following the adoption of the emerging CCLP2. Therefore the site could be brought forward for development within the first five years of the plan period.

Taylor Wimpey UK Limited supports the safeguarded area of land to the east of Wimblebury Road for housing development, However, it is considered that there are 'exceptional circumstances' which justify the release of the entire site from the Green Belt to be allocated now to meet the acute needs of the Borough and accommodate the additional need resulting from the shortfall in the Greater Birmingham Housing Market Area [GBHMA]. Should there be a need to develop the safeguarded land prior to the adoption of the CCLP2, the illustrative masterplan has been designed in a way that would allow a first phase of development to be delivered on that part of the site.

Suitable

Proximity to Services and Facilities

The land at Wimblebury Road is well related to the existing urban area. The site benefits from being within walking distance of a number of services and facilities such as schools, shops, medical facilities and recreation opportunities which can contribute to the well-being and health of the community.

No Technical or Environmental Constraints

Due to the site's relationship with the existing urban area the sites development will not have a significant detrimental impact on the form and character of the settlement. Aside from Green Belt, the land is not subject to any policy constraints, ecological, environmental or landscape designations. The entire site is located within Flood Zone 1 and therefore has a low probability of fluvial flooding and any risks of surface water flooding could be managed by sustainable drainage measures (SuDS).

Strong Transport Links

The site benefits from the being in close proximity to a variety of sustainable transport links, providing access to Cannock, Lichfield, Walsall and Stafford. The site can be easily accessed by vehicles and pedestrians via multiple locations on Wimblebury Road.

Relationship to Surrounding Area

The site is well contained on all sides by strong, defensible and durable boundaries and directly adjoins the residential area of Cannock. The site would constitute a suitable extension to the existing built up area.

Cannock, Hednesford and Heath Hayes form a continuous urban area with a combined population of approximately 63,000. This equates to over two thirds of the District's population and as such the majority of employment opportunities for the District are located within this area and consequently in close proximity to the site.

Achievable

The Framework [S47] states that for a site to be achievable there should be a reasonable prospect that housing will be delivered on the land within five years. Taylor Wimpey UK Ltd has undertaken an evaluation of the technical and environmental constraints that could prevent or restrict the development of the site. This work has identified that there is no overriding constraint that will impede its delivery, and the proposed allocation will not harm the natural, built or historic environment.

The Masterplan illustrates that the site could deliver around 340 dwellings and will therefore contribute towards meeting the housing needs of the area. It is envisaged that Taylor Wimpey will develop the site using 1 outlet and based on past experience in the Cannock Chase market would deliver approximately 50 units per annum.

Taylor Wimpey UK Limited has reviewed the economic viability of the proposals in terms of the land value, attractiveness of the locality, level of potential market demand and projected rate of sales; as well as the cost factors associated with the site including site preparation costs and site constraints. Where potential constraints have been identified, Taylor Wimpey UK Limited has considered the necessary mitigation measures and required investment in order to overcome any deliverability barriers.

Taylor Wimpey UK Limited can therefore confirm that the development of the site is economically viable and is confident that residential development can be achieved within the first five years of the plan period.

The Wimblebury Road, Cannock site is within the control of a major housebuilder. It is not subject to any significant technical or environmental constraints that will prevent it coming forward for housing. There is therefore excellent prospect of the site being delivered within the first five years of the plan period.



7.0

**What is the
Vision for the Site?**



7.0 What is the Vision for the Site?

“An investment in the local community, meeting its needs through the creation of an attractive, distinctive and enjoyable place to live in a high quality new home.”

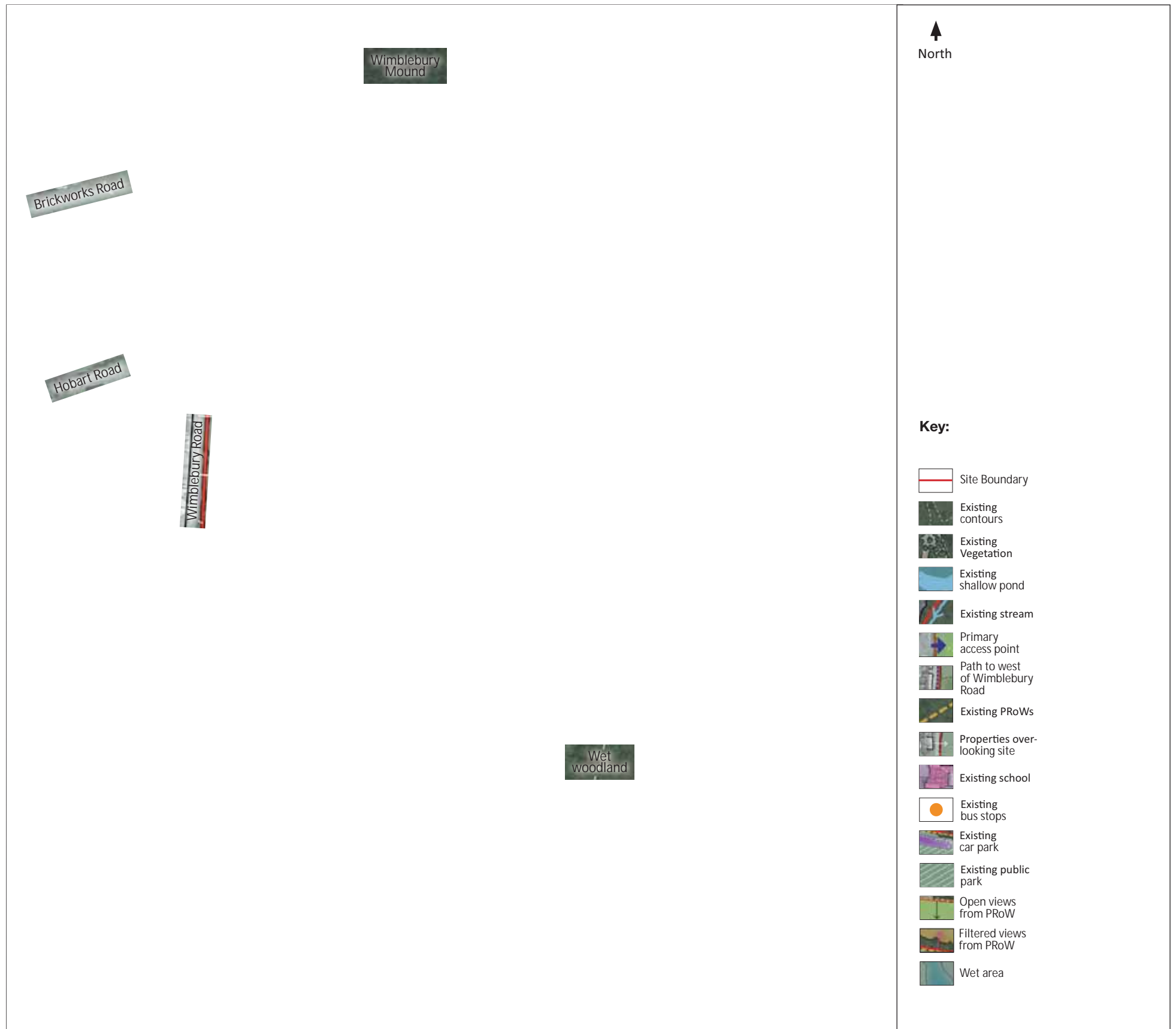
Taylor Wimpey's vision for the site seeks to meet the following goals:

- Delivery of quality new family homes which make best use of the land and meet the needs of Cannock;
- Achieve a choice of housing with a mix of house types, tenures and size to meet identified local needs;
- Respect the character and setting of Heath Hayes and Wimblebury;
- Provide high quality, accessible, green space for the benefit of existing and future residents which complements and extends the local provision;
- Facilitate cycle and pedestrian links to community facilities and green spaces;
- Invest in the community with the creation of additional direct and indirect employment both during and after the development. Taylor Wimpey UK Limited will also employ staff locally through the construction of the development;
- Create a safe and desirable place to live with a safe and attractive environment that builds upon the strength of the local community;
- Provide high quality design which will complement and enhance the existing environment and create a good standard of amenity and living environment;
- Protect existing residential amenity; and,
- Capitalise on the natural assets around the site such as the framing woodlands.

Taylor Wimpey has developed a visionary masterplan for the site which meets these objectives and is shown in this section. It demonstrates how the design and form of development will respond sensitively to the characteristics of the site and the wider area, and explains the contribution that the site could make to Cannock. It is intended that these ideas will evolve further in consultation with the local community and key stakeholders at the appropriate time.



Figure 6: Site Analysis Plan





Approach

Site Constraints and Opportunities

The masterplan layout for the site derives from a careful analysis of the characteristics of the site, its context, and the opportunities and constraints which arise.

The site comprises 17.9 ha of land which is currently set-aside. There are some mine-shafts in the north east corner but the land is otherwise unconstrained.

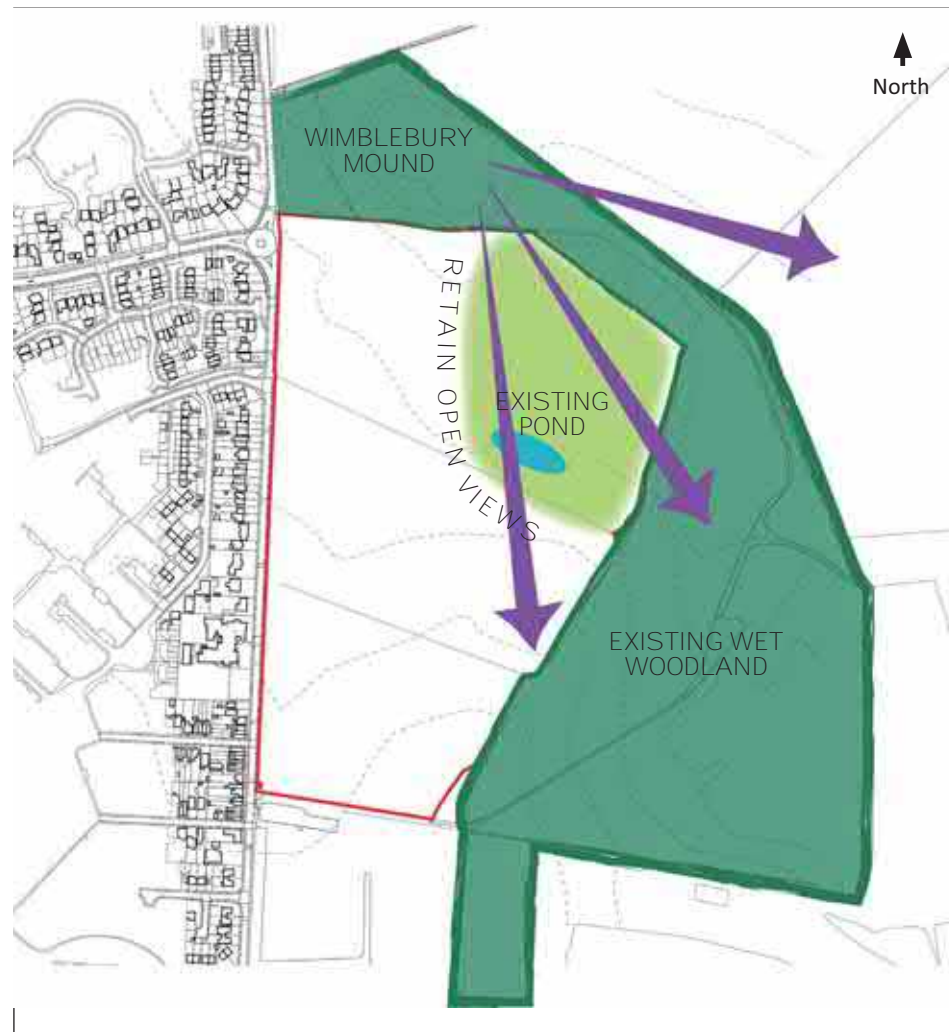
The strong framework of trees and landform around the north and east sides of the site creates physical and visual enclosure, but the north east corner of the site is overlooked from Wimblebury Mound and to some extent provides a setting and context to this former spoil heap.

Wet woodland abutting the eastern site boundary and the local watercourse provide opportunities to complement this natural area with sustainable urban drainage features.

Figure 7: Concept Sketches

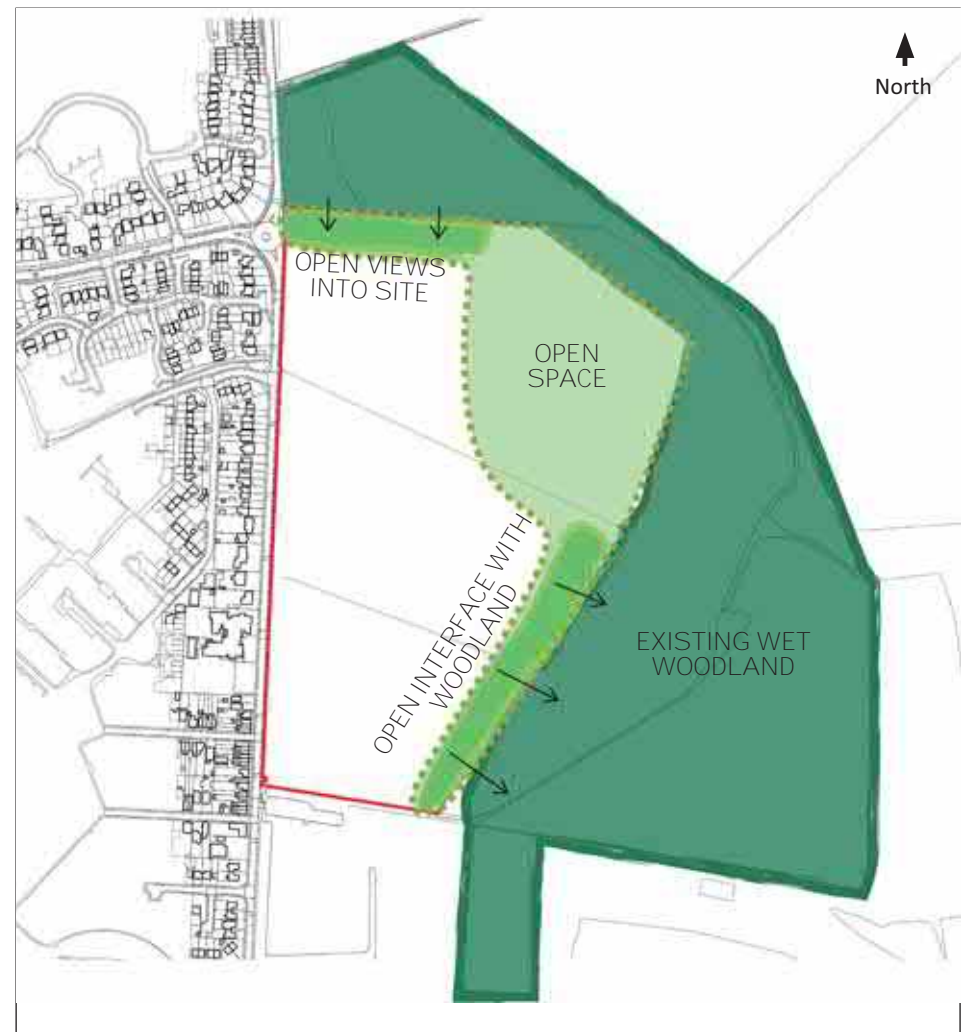
The Masterplan

Four key concepts are embedded in the masterplan layout and are a direct response to the opportunities and constraints of the site.



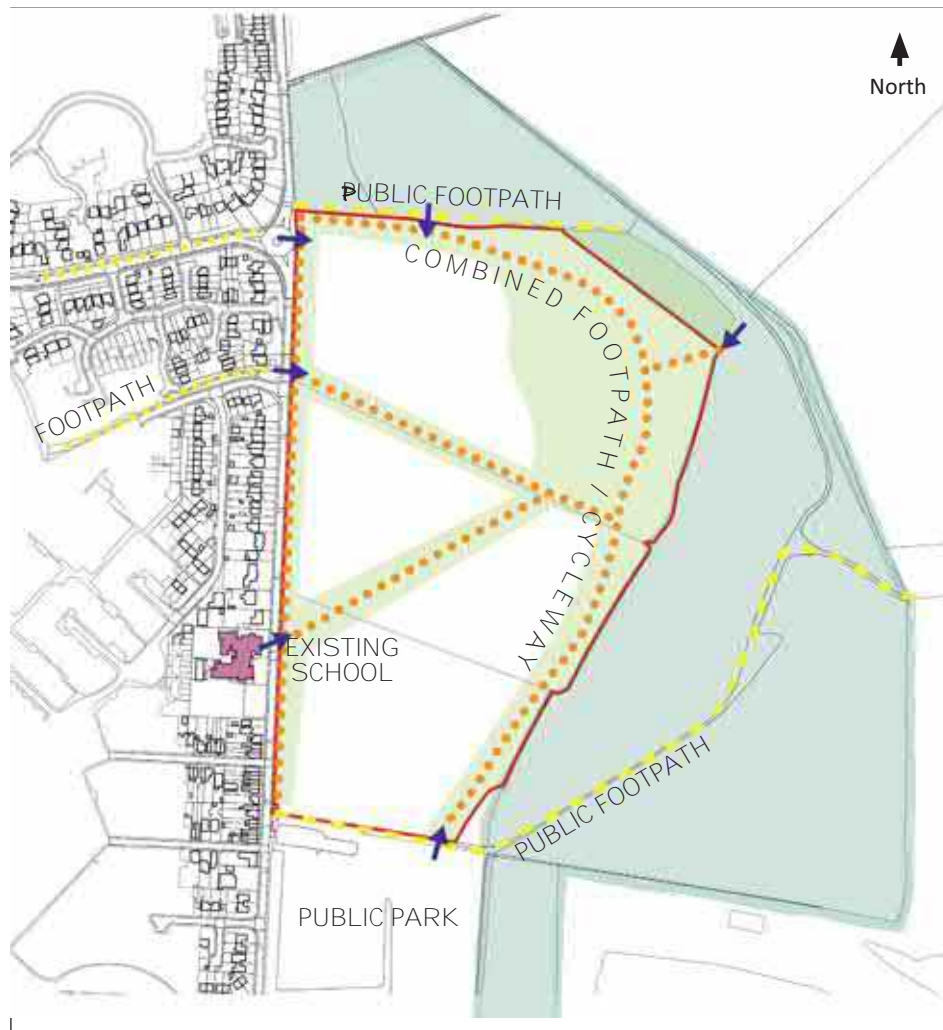
Concept 1

Maintain existing open views from Wimblebury Mound, including those over the field pond, by creating an area free from development in the north-eastern corner of the site.



Concept 2

Provide 'green edge' at interface with existing woodland to form continuous green corridor along the northern and eastern site boundaries.



Concept 3

Provide connections between existing public rights of way and other routes outside of the site. Provide pedestrian access between the eastern green corridor, the school and the existing public park.



Concept 4

Create primary loop road linking two new vehicular access points off Wimblebury Road. Create outward-facing development blocks that overlook open spaces.

Figure 8: Illustrative Masterplan





The masterplan retains the land at the northeast corner of the site (which is overlooked from Wimblebury Mound) as an area of open space to be laid out as an extension of the accessible countryside access area around the mound. It will provide habitat and wildlife areas as well as an extension of the recreational footpath network in the area and an extensive area of high quality, useable public open space.

Along the eastern boundary, an open greenspace corridor will provide for SUDs and will further extend the recreational trails from the north of the site to Hayes Heath Park in the south.

A high quality residential scheme is proposed with its primary access from the Wimblebury Road roundabout junction with Brickworks Road. The scheme will deliver the following key features:

- Up to 340 high quality new homes appropriate to current requirements of Cannock and suited to the Hayes Heath and Wimblebury locality with a mix of housing types, tenure, and sizes;
- An attractive landscaped frontage to Wimblebury Road with new footways and improved pedestrian crossings, with potential improvements to the existing bus stop and a new drop-off area opposite the school;
- Delivery of a safe and attractive country park on the north and east sides of the development, managed for its wildlife and habitat and connecting to the established greenspace and footpaths in the vicinity and including a 'semi-natural' buffer to the woodland;
- Local areas within the open space, laid out to offer kickabout space, a children's play area, picnic space and new walks, which will complement the established recreational offer;
- A series of attenuation ponds within the greenspace corridor provide sustainable drainage for the development. The existing field pond in the northern field and will be improved to enhance its ecological and amenity value and will form the main focus of the county park;
- Cycle/footpath linkages through green corridors within the development providing access to the country park areas, the school on Wimblebury Road, and connections to the established routes towards the other facilities within Heath Hayes;
- Road and block pattern which provides a sense of place with varied building orientations, public views towards the greenspaces, and potential to develop areas of different character within the site; and,
- Incorporation of existing and new planting using locally found species to provide sense of place and connection to the wider landscape.

The masterplan demonstrates that the site is capable of delivering a high quality scheme which will complement the wider area and deliver some significant benefits.

Figure 9: Character Areas



Development Character

Character Area 1: Northern Entrance

A new access point will be taken from the existing roundabout. A new landscaped frontage will create a welcoming entrance to the development, including formal tree and hedge planting, ponds and ornamental shrub planting.

Tree planting and focal buildings will combine to create a formal gateway into the development with new homes looking outward onto Wimblebury Road forming an active development edge.

The existing hedge along the site boundary will be removed and replaced with formal tree planting which will both open up the boundary and soften views of the built form. New homes will be set back from Wimblebury Road to provide a linear open space including a segregated footpath between the highway and the development.

Housing will generally be at a medium density, with a range of house types provided in a style which emulates the existing built form to the west of Wimblebury Road.



Illustrative sketch and location



Precedent illustrative sketches

Character Area 2: Southern Entrance / Primary School

A new access point will be taken off Wimblebury Road forming a new T junction. There is potential to provide a new lay-by to the western edge of the road to provide a drop-off area for the school and to improve the existing bus stop facilities.

Development will be set back from the road opposite the school to provide a wide amenity area between the road and new homes, and will accommodate new pedestrian connections. New tree planting within the open space will soften the development edge and encourage access into the site and the new open space network.

Feature buildings either side of the access provide a gateway into the development. New homes will overlook the open spaces and provide a regular edge to reflect the character of the existing built form to the east.



Precedent illustrative sketches



Illustrative sketch and location

Character Area 3: Green Corridor to Northern and Eastern Edge & Country Park

A combined footpath / cycleway will provide pedestrian access around the outside edge of the development, with other footpath links providing connections to the residential areas. Scattered tree planting, wildflower meadow grassland and wetland grass around the pond creates an informal landscape character.

The country park will form the central amenity and ecological area within the open space network. The park comprises a pond, a natural equipped play area, informal kick about space and a semi-natural interface with the existing woodland at the perimeter of the site.

New homes will actively front onto the country park and will be arranged informally along the open spaces with some slight variation in building orientation. Housing in this area will generally be at a lower density. With a high proportion of detached homes.



Illustrative sketch and location



Precedent illustrative sketch and image

Character Area 4: Greenways

The greenways will provide pedestrian links through the development areas, connecting Wimblebury Road and the public open space concentrated to the eastern boundary, and will offer opportunities for informal play and recreation. The northern greenway follows the existing hedge and ditch, the southern greenway follows the desire line from the existing school and the new country park.

Combined footpath / cycleways will run through the greenways offering safe off-road routes encouraging sustainable modes of travel. Greenways will include occasional informal tree planting with areas of wildflower meadow.

Private drives will front onto the greenways with new homes overlooking the open space creating active frontages and casual surveillance over the footpaths. New homes fronting the greenways will be a mix of detached and semi-detached houses and will form a generally regular edge to reinforce and frame long views through the development.



Illustrative sketch and location



Precedent illustrative sketches

Character Area 5: Primary Road

The journey around the primary road establishes the first impression of the character of the development.

Proposed development will actively front onto the primary road to provide a well-overlooked streetscene. Homes will be accessed directly from the primary road and via the secondary roads which stem from it.

Tree planting alongside the road will enhance the streetscape demarcating the primary streets and will frame views of focal buildings and the wider open space network.



Illustrative sketch and location



Precedent illustrative sketch and image



8.0 Conclusion



8.0 Conclusion

It is considered that the Wimblebury Road, Cannock site should be removed from the Green Belt and allocated for residential development in the emerging CCLP2. The site could accommodate up to 340 dwellings, with associated landscaping and open space. The allocation of the site meets the principles of sustainable development and is fully deliverable in accordance with the policies of the Framework.

Taylor Wimpey UK Limited is seeking to deliver an integrated, desirable, high quality residential development which meets the needs of the local community. High quality family and affordable housing will be provided, creating an enjoyable place to live with access to jobs, schools, and health facilities.

The Wimblebury Road, Cannock site is located on the eastern edge of Cannock. The land at Wimblebury Road provides a unique opportunity to deliver the high quality housing vital to attract the aspirational families required to help deliver the Districts growth aspirations. Furthermore, the land at Wimblebury Road is well contained on all sides by strong, durable boundaries, which will have permanence beyond the plan period, and is well served by the existing services, facilities and infrastructure within the urban area.

In summary, the Wimblebury Road, Cannock site should be allocated for residential development because:

Suitable

- There is insufficient development land available within the urban area to meet the housing needs of the district as well as the additional housing requirement of Birmingham, therefore justifying “exceptional circumstances” for the site to be released from the Green Belt;
- The site is well contained on all sides, has strong defensible boundaries and development of the site would represent a sustainable urban extension to the residential area of Cannock;
- The land does not contribute to the five purposes of the Green Belt as defined in the Framework; and,
- Development of the site will not result in unacceptable harm or loss of important natural, built or historic environment assets.

Sustainable

- The proposed development offers significant economic, social and environmental benefits and meets the Government’s objectives for the creation of sustainable development.

Deliverable

- The Wimblebury Road, Cannock site is within the control of a major housebuilder with a strong track record of delivery in the region and Cannock Chase specifically. The land is not subject to any technical or environmental features that will prevent it coming forward for development. There is therefore an excellent prospect it can be delivered in the first five years of the plan period;
- The Council has acknowledged that there may be insufficient development land available within the urban area to meet the future housing need of the District and the additional requirement of the GBHMA also needs to be accommodated; and,
- Cannock Chase District Council should be proactive in bringing forward the Wimblebury Road, Cannock site, as it can provide high quality development which will meet the needs of the local community and help deliver the economic aspirations of the District and the Region.