



PROPOSED RESIDENTIAL
DEVELOPMENT ON LAND OFF
DYMCK ROAD, LEDBURY

PUBLIC CONSULTATION

YOUR VIEW MATTERS TO US

Thank you for taking the time to read this information leaflet regarding a proposed residential development at Ledbury. This consultation offers you the opportunity to let us know your views and thoughts as we continue to form our proposals. What you have to say means a great deal to us and can influence and shape the future of your community.

We appreciate that people who live within the immediate vicinity of our housing proposals may be concerned about matters such as increased levels of road traffic, loss of views and many other topics. In order to help address these concerns, we have put together a 'your questions answered' section within this leaflet and further information can be found on our dedicated website; the address can be found at the back of this leaflet.

WHO ARE GLADMAN?

Gladman is a family-run business with over 30 years of experience within the land and development industry. We are the most successful land promoter in the UK, obtaining planning permission on over 90% of the sites we promote.



ILLUSTRATIVE PURPOSES ONLY



OUR DEVELOPMENT PROPOSAL

A residential development to include:

- Up to 470 new homes of varying sizes, types and tenures (including up to 40% affordable housing);
- New publicly accessible greenspace, equipped play areas and footpaths;
- We will provide a sustainable drainage solution to manage surface water run off, such as attenuation basins.

AERIAL VIEW



Image © 2017 Getmapping plc © 2017 Google



HOW COULD LEDBURY BENEFIT?

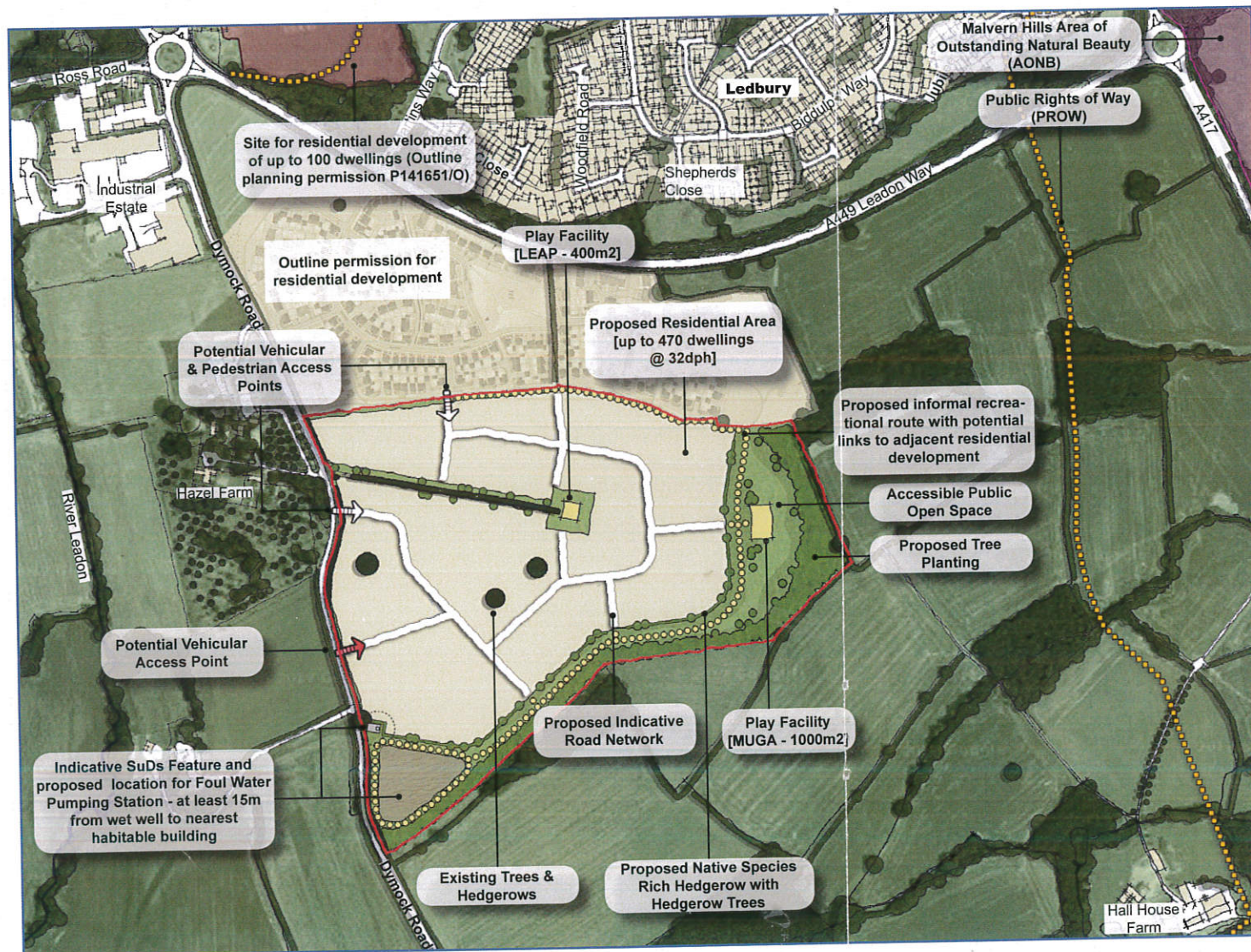
The proposed development has the potential to deliver the following benefits:

- A high quality landscape setting which will be of benefit to both existing and future residents of Ledbury;
- New public open space and footpaths for residents to enjoy;
- Fully equipped play spaces to cater for a range of ages;
- 40% affordable housing (up to 188 units) to help those wanting to get onto the property ladder within your community;
- New high quality housing;
- Potential contributions to existing public facilities within Ledbury; and
- Increased customers and spending to support local businesses.

We believe that a development should provide an opportunity to improve the range and quality of services that are available in Ledbury. We would be very interested to hear your views on any additional services or improvements that would be of value to your community.

PROPOSED DEVELOPMENT FRAMEWORK

The illustrative Framework Plan shows how the site could be brought forward and incorporates the constraints and opportunities identified through our initial assessments.



ILLUSTRATIVE PURPOSES ONLY

YOUR QUESTIONS ANSWERED...



Why Ledbury?

The proposed site is a suitable and sustainable location for new development. We believe that new homes will enhance the town and support its existing services and facilities. You could use this consultation as a means to shape how the proposal will progress and influence the growth of Ledbury.

Will our roads be able to cope?

There are sometimes concerns associated with an increase in traffic as a result of a proposed development. Our specialist highways consultants work with your local highways authority to ensure that the development can be accommodated, taking into account any proposed improvements.

Access to the site could be taken directly from Dymock Road, or through the approved scheme to the north. The access location will be determined in a subsequent reserved matters application.



What kind of housing will be provided?

The proposed development will be a mix of sizes, catering for all members of the community. Alongside market housing, the development will also provide up to 40% affordable homes, which will allow those such as first time buyers greater scope to remain in the area. The range of affordable homes, as defined by government, is expected to be shared ownership, discounted open market and rented homes. The exact mix of house sizes and tenures will be agreed in negotiation with your local authority housing team.

YOUR QUESTIONS ANSWERED...



Will our local services be able to cope?

Local businesses such as shops and public houses are likely to benefit from the additional custom that the development will generate; therefore, boosting the local economy and ensuring the future viability of these services.

Will it increase the risk of flooding?

We conduct in-depth research into the risk of flooding and mitigate any risk that is identified. The site lies in Flood Zone 1 which is identified as being at low risk of flooding.

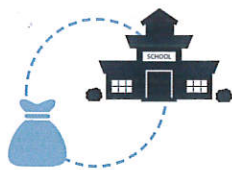
Our surface water strategy is to ensure that no more water runs off the site post development than currently is the case. This will be achieved through creating a basin on site to hold surface water run-off, before controlling the release of this water into the existing water network.



What would this mean for the local economy?

After some preliminary research, taking into account the increase in people working from home, the proposed development could lead to a significant boost in local spending and a potential reduction in commuter levels to surrounding employment areas. There is an indication that the gross spending power of the new residents could be in excess of £3.7 million each year, a proportion of which will be spent in the locality.

YOUR QUESTIONS ANSWERED...



Will our services be able to cope?

Often people are concerned that the proposed new development will put pressure on the local services. As a result, financial contributions will be made where there is a need to increase capacity in these services, such as the local schools and GP surgery.

The need for and quantum of such contributions will be ascertained as the proposals progress through the application process. For example, if it is deemed the school does not already have sufficient capacity and planning permission is granted, a contribution will be paid to the local education authority to ensure that sufficient school places are made available through the provision of new classrooms.

What impact will it have on our environment?

The site is currently agricultural land and is therefore home to very few species of plants. It is accepted by wildlife experts that suburban gardens, balancing ponds and green spaces on new developments provide a home to a vastly greater range of wildlife and flora than any farmed field. Therefore the range of biodiversity will be greatly increased by our proposals.



A specialist ecology consultant has been appointed to survey the proposed site for protected species. To ensure that we have comprehensively evaluated the site for ecology and wildlife, additional surveys will take place prior to the determination of the planning application. Whilst the additional surveys may identify that there are protected species on-site, the development proposals will provide adequate mitigation, and wherever possible enhancement, to ensure these species are protected.

As part of our proposals we aim to increase the biodiversity through the introduction of green infrastructure. This will comprise of new publicly accessible greenspace, including equipped play areas, recreational paths, and the retention of trees and hedgerows.

WHAT HAPPENS NEXT?

We are in the early stages of preparing a planning application for Ledbury and this consultation is part of that process. We will carefully consider your responses and use these to finalise our proposals.

A range of assessments and reports on matters such as ecology, heritage, flooding, highways and landscape will further help shape our proposals.

There will be an opportunity for you to make formal representations to Herefordshire Council once an application has been submitted and before a decision on the proposal is made.

YOUR VIEWS ARE IMPORTANT TO US

You can keep up to date on our progress using our dedicated website which includes an online feedback form for making comments:

Submit your comments and find out more on our website:
www.your-views.co.uk/dymockroad

Alternatively, contact us by email: comments@your-views.co.uk
(please use "Dymock Road" as the subject line)

Or, write to us:

Your Views; Dymock Road
Gladman House,
Alexandria Way,
Congleton,
Cheshire,
CW12 1LB

Please note that all of the information we are providing to you in this document and on our website is in draft form and will be refined and updated as part of the entire consultation exercise. Not only will our proposals be shaped by your responses, we also cannot be as knowledgeable as local people who have lived and often grown up in Ledbury, so if we have made errors or omissions in our work to date we will be grateful for help in correcting these.





www.your-views.co.uk/dymockroad

www.gladmanland.co.uk

01260 288800

Gladman consider all correspondence received and our response to the issues raised will be set out in a Statement of Community Involvement (SCI). As part of a planning application, Gladman submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted. As the SCI forms part of the formal application documents, the Council may publish it online, subject to their own Data Protection policies. Should the application be the subject of an appeal, the same information will be forwarded to the Planning Inspectorate. If further consultation is carried out as part of the planning process, Gladman may use your details to make you aware of this and to ask for your views, but will not use this information for any other purpose.