



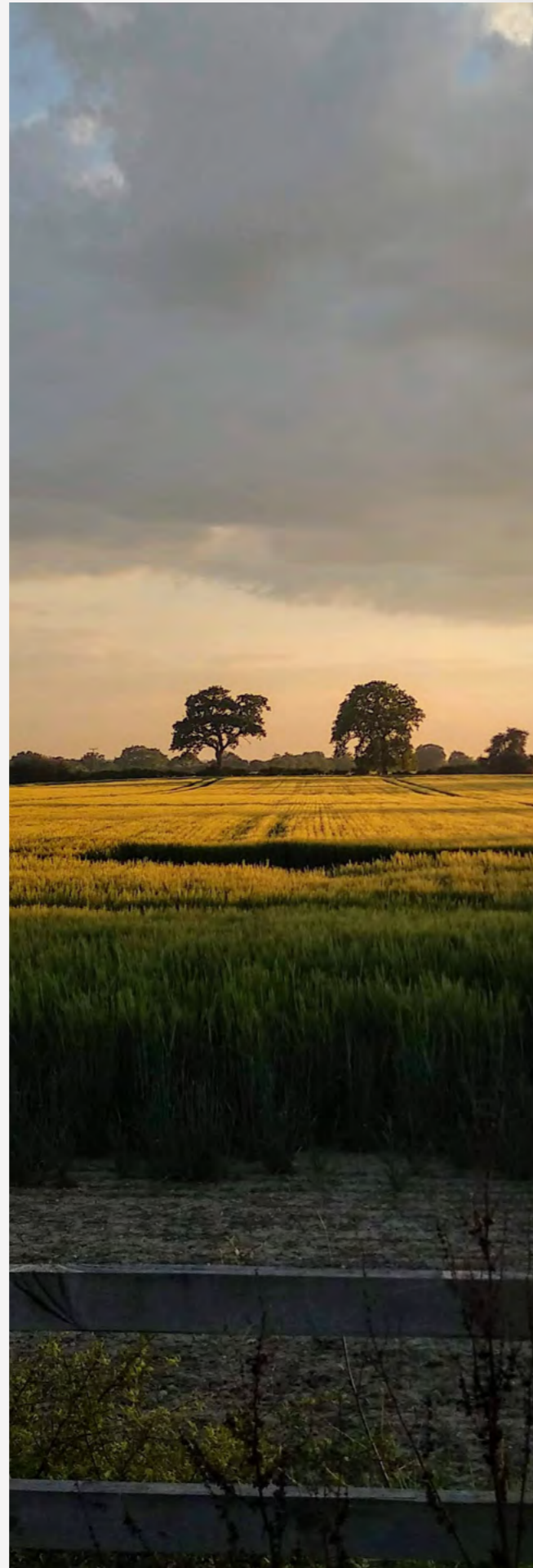
CODE Development
Planners

Strategic Planning Capability Statement



Contents

CODE Development Planners Limited	1
Experience in strategic planning	2
Approach to strategic planning	5
Feature Projects	
South Maldon Garden Suburb, Maldon, Essex	6
Bromham Road, Bedford	8
Brightwell Lakes, Martlesham Heath, Suffolk	10
Dunton Garden Village, Dunton, Brentwood, Essex	12
Chantry Mill, Haverhill, Suffolk	14



CODE Development Planners Limited

About us

CODE was established in March 2013 by two leading private sector planning professionals – Helen Adcock and Mike Carpenter whose focus on client service and genuine added value, through a solutions driven approach, have attracted a wide range of client portfolios and projects. CODE offers private sector developers, promoters and landowning clients an independent, specialist and dynamic service through all aspects of the planning processes.

The development of land involves a network of complex and interrelated processes, including those required to secure allocations in development plan documents and in the achievement of planning permissions. The team at CODE believe passionately that the role of the planning consultant is to ensure the complexity of the process is managed and led with a clear and efficient vision. The achievement of commercially viable planning permissions must be proactively and expertly 'driven', in the most professional and cost-effective manner on, foundations of clear strategies and honest and realistic recommendations.

How we work

All client instructions are delivered with adherence to CODE's five key professional and business principles: respect; reputation; imagination; partnership; and solutions focussed.

Adherence to these principles has ensured that client satisfaction and project success is consistently high. CODE is an award-winning practice for its successful partnership working in the promotion of strategic development – winners in 2018 of the RTPI Awards for Planning Excellence and in 2019 of the Planning Awards for Excellence in Planning and Placemaking.



Experience in strategic planning

CODE and its directors bring considerable experience in assessing and delivering opportunities for strategic planning to clients' property assets. Clients include landowners with substantial estates, often requiring a comprehensive planning assessment of their land and buildings to identify an appropriate strategy for promotion and delivery to realise value. Following an assessment of opportunities, CODE is routinely retained to lead the promotion team through the subsequent strategic planning processes.

In addition to the feature projects in this statement, the directors have been responsible for achieving land allocations, planning permissions or both in the following settings.



Chilmington Green, Ashford — acted for the majority landowner and their promotion partner, Barratt Strategic in a consortium of landowners, in the coordination and preparation of a planning application for an urban extension for a new community of up to 5,750 homes, primary schools and a secondary school, high street and associated community and other infrastructure.

Wintringham Park, St Neots — acted for the landowners, Chancellors, Masters and the University of Oxford and The Nuffield Dominions Trust and Nuffield Oxford Hospitals Fund Charitable Trusts on the preparation and submission of an application for 2,800 homes, 63,500sqm of employment floor space, district centre and two new primary schools. The site is currently being developed by Urban and Civic.

Cambridge Bio-Medical Campus and Cambridge southern fringe — acted for the landowners and retained by the joint developers, Countryside Strategic and Liberty International, successfully achieved an allocation and subsequently outline planning permissions for Cambridge's southern fringe expansion into the green belt. The development includes the now world leading Cambridge Bio Medical Campus, Royal Papworth Hospital, a 3,000 home community and country park.



Experience in strategic planning continued



Norwich Research Park, Norwich — CODE are the retained planning consultants for the owners/ developers of the 90ha Norwich Research Park, Bullen Developments Limited. The park is located directly adjacent to the Norfolk and Norwich University Hospital for which directors of CODE previously obtained planning permission. As CODE, local plan allocations and subsequent planning permission were obtained for the largest medical and research park in the county. The area has subsequently been identified as an enterprise zone.

RG Carter farming estate, Norfolk — acting for long established clients, R G Carter Farms Limited and Drayton Farms Limited, in 2013 CODE undertook whole estate review of planning potential. The estate consists of substantial farm holdings throughout Norfolk. The advice and strategy prepared by CODE, resulted in the client, with CODE acting on all planning matters, obtaining several planning permissions over the estate. CODE is currently promoting a 1,000 home expansion of Norwich through the emerging Greater Norwich Local Plan.

Longwater retail and business park and Queens Hill residential community, Norwich — acting for a consortium of landowners, allocations and planning permissions were obtained for over 6,000sqm Sainsbury's convenience food store, non-food retail park, leisure uses, extensive areas of employment land and a 2,000 home community with associated country park on the western edge of Norwich.

Approach to strategic planning

Strategic planning promotions begin well before any approaches might be made to the local planning authority. Any promotion must begin with a comprehensive assessment of the site and/or wider land estate. CODE's approach is systematic and has a proven track record of success. The structured assessment begins by gaining an understanding of the clients' objectives and timescales, which may need to have regard to many factors including viability, tax implications, operational farming requirements, connections to the place, public relations and market interest etc. This is followed by identifying all relevant features of the site/estate and, importantly, all detailed elements which would add value and minimise risks. An assessment of this kind will lead to the identification of opportunities and potential risks and the drafting of a clear strategy and programme for future promotion and development.

Having established the appropriate strategy, CODE generally leads the client team through the implementation of the strategy, always in liaison with the client. The standard CODE approach is to seek to achieve partnership working with the local planning authority and all influential consultees. Partnership, albeit clear and firm in negotiation, is consistently demonstrated to be more successful than an often damaging adversarial approach.

The approach, attitude, knowledge and expertise developed by CODE over many years of experience has proven itself to be a highly successful key tool in the achievement of client objectives and the optimisation of property asset values. The regular re-appointment of CODE by returning clients is testament to the success of the CODE team.

Feature Projects

South Maldon Garden Suburb, Maldon, Essex



Local planning authority
Maldon District Council



Client
CEG Land Promotions Ltd
and landowners



Scheme outline
1,365 home garden suburb extension to
Maldon, including new primary school,
3.4ha of employment land, local shopping
centre and associated infrastructure



Image courtesy of CEG Land Promotions Ltd

Particular elements to be addressed:

- Identified in earlier drafts of local plan as unreasonable encroachment into countryside
- Substantial and organised public opposition
- Perceived surface water flooding issue
- Lack of local highway capacity
- Impact on adjacent Essex Wildlife Trust Nature Reserve
- Council concern over integrating communities separated by former railway line

Principal planning instruction:

- Assess and advise on promotion opportunity and strategy
- Coordinate and brief appointed team
- Promote allocation through local plan process including EiP
- Lead team through preparation and negotiation of application for outline planning permission, including Environmental Impact Assessment

Particular elements where value was added:

- Coordinated landowners of wider area to promote comprehensive scheme with provision of short relief road
- Maintained client's ability to deliver their larger part of site (1,000 homes) independently
- Coordinated consultant team to maintain common message and vision
- Developed partnership approach with Maldon Council
- Led firm negotiation with Maldon Council, Essex County Council and consultees on issues affecting viability, including provision of affordable housing, and extent of highway improvements
- Central role in satisfying local opposition
- Provided clear and persuasive evidence to local plan EiP on site delivery following objection from other competing site developers
- Following grant of outline planning permission achieved relevant variation of conditions to satisfy purchasing house developers

Outcome:

- Site allocation in local plan, grant of outline planning permission and subsequent sale to housing developers

"As a landowner entrusting the promotion of family land assets to a promoter it is important to trust the whole promotion team. In promoting a 1,000 home scheme we were given huge confidence by the professionalism and skill displayed by CODE Development Planners and are thankful for the courtesy and understanding shown at all times by CODE's team."

"When the process became very complicated, we would sometimes call Mike up to help. He would always be happy to explain all aspects of the planning and post planning conditions and agreements, and do so in a way that was clear and easy to understand."

Hilary Carr – landowner

Feature Projects

Bromham Road, Bedford



Local planning authority
Bedford Borough Council



Client
Biddenham Estate (landowner)



Scheme outline
600 home scheme part of larger strategic site totalling 1300 homes, Bedford western bypass



Particular elements to be addressed:

- Planning application submitted by promoter of adjacent land and client's land had stalled with local planning authority over disagreements in relation to infrastructure costs
- Local planning authority requiring development to fund Bedford western bypass
- Promoter keen to agree terms with Bedford Borough Council (BBC) in order to sell site
- BBC threatening compulsory purchase of land required for bypass, de-allocation of site and revision to junction siting to disadvantage client's land parcel

Principal planning instruction:

- Assess and advise landowner on promoter's planning strategy
- Lead planning negotiations with BBC's chief executive, director of planning and director of highways as part of promoter's team but on behalf of landowner's interests
- Resist and submit statutory objections to BBC's attempts to compulsorily purchase land for bypass and re-site junction

Particular elements where value was added:

- Maintained landowner's clear negotiating position in dealings of promoter with BBC
- Reduced substantially the s106 agreement costs to the landowner
- Led the planning input into the landowner's successful defence and BBC's subsequent withdrawal of the compulsory purchase order. Achieved provision of advantageously sited junction
- Obtained agreement and subsequent inclusion as condition of planning permission that landowner's land parcel could be subject to a longer time period for delivery. The longer time period was important to reflect a requirement of the landowner
- Following the grant of planning permission, and marketing of the early phases, negotiating an increased site density and reduced areas of public open space
- During marketing of early phases assisted marketing team in answering planning queries of prospective housing developers

Outcome:

- Planning permission granted with satisfactory conditions and limited s106 agreement obligations imposed on landowner's land parcel

"CODE Development Planners advised the Biddenham Estate on the promotion of its land adjoining the northern section of the Bedford Western Bypass during 2013-2015. This was a complex scheme due to the requirement of the development to assist delivery of a major public road which was part funded by a variety of government sources. CODE managed the consultant team and negotiated with the Local Planning Authority and other landowning interests. Rh extensive knowledge and experience of CODE's partners ensured that the varied objectives of all the stakeholders did not prevent agreement being reached and above all they secured a very satisfactory planning permission for the client."

Richard Wingfield – Biddenham Estate



Feature Projects

Brightwell Lakes, Martlesham Heath, Suffolk



Local planning authority

East Suffolk Council (formerly Suffolk Coastal District Council)



Client

Carlyle Land and CEG Land Promotions Ltd



Scheme outline

Outline planning application for up to 2,000 new homes, an employment area of c0.6ha (use Class B1), primary local centre (comprising use Classes A1, A2, A3, A4, A5, B1, C3, D1 and D2), secondary centre (comprising possible use Classes A1, A3 and A4), all through school, green infrastructure (including Suitable Accessible Natural Greenspace (SANGs), outdoor play areas, sports ground and allotments/community orchards), public footpaths and cycleways with vehicle accesses and associated infrastructure

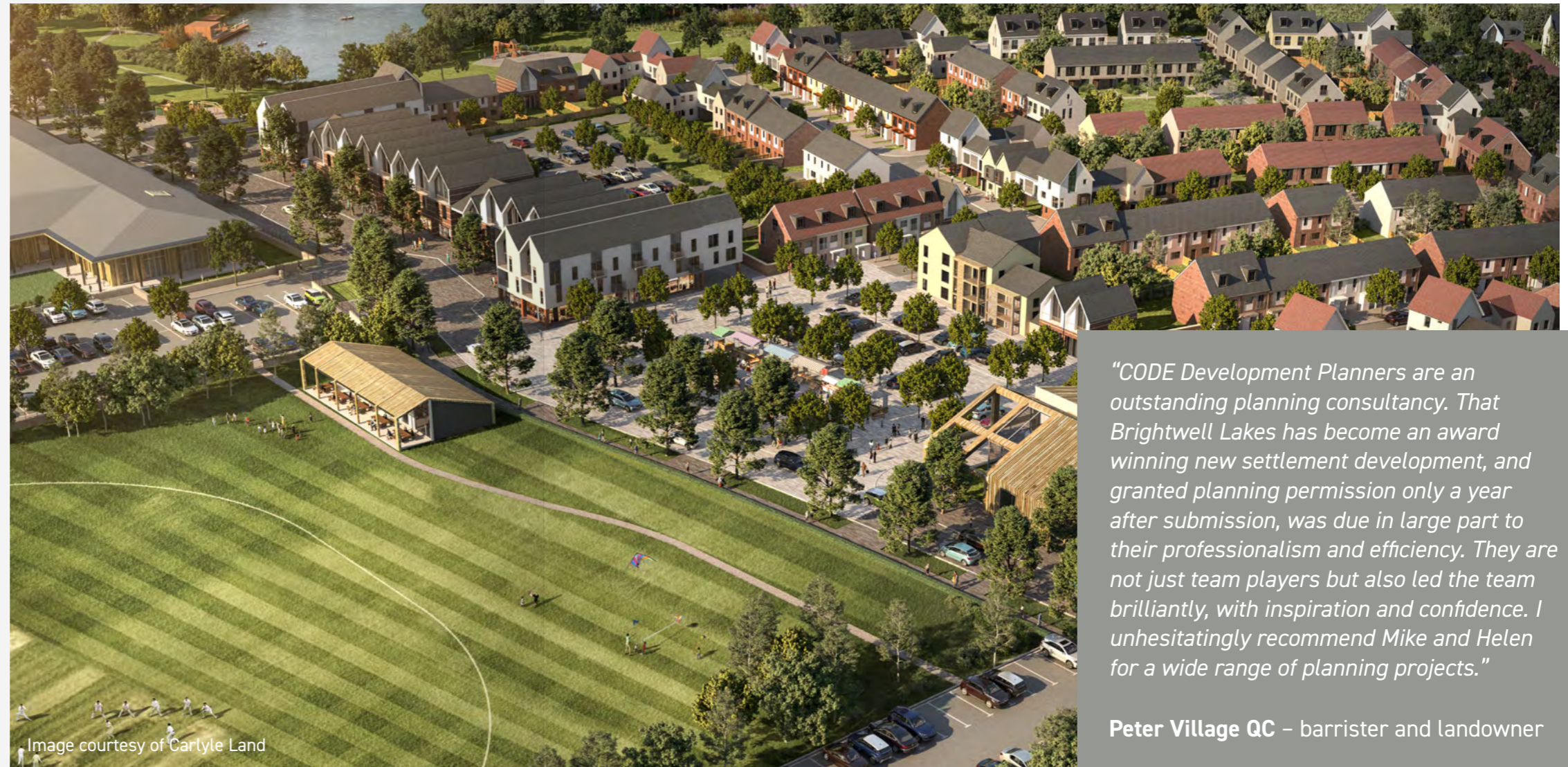


Image courtesy of Carlyle Land

“CODE Development Planners are an outstanding planning consultancy. That Brightwell Lakes has become an award winning new settlement development, and granted planning permission only a year after submission, was due in large part to their professionalism and efficiency. They are not just team players but also led the team brilliantly, with inspiration and confidence. I unhesitatingly recommend Mike and Helen for a wide range of planning projects.”

Peter Village QC – barrister and landowner

Particular elements to be addressed:

- The circa 114ha site was the subject of legal challenges in relation to its allocation, culminating in the Supreme Court’s refusal to hear a fresh appeal. Although the planning application was progressed by a new landowner (Carlyle Land) and project team, from that which promoted the site through the Core Strategy, the challenges mobilised a highly organised and adequately funded objection group who infiltrated other statutory consultees
- New junction with A12
- Proximity to Deben Estuary Special Protection Area (SPA), Ramsar and Site of Special Scientific Interest (SSSI), Sandlings SPA, Stour and Orwell Estuaries SPA and Ramsar
- On-site presence of protected species
- On-site geological SSSI
- The existing use of the site was an operational sand and gravel quarry with areas of implemented restoration and ‘made’ ground
- On-site scheduled monuments and areas of archaeological interest
- Proximity of site to Suffolk Coast and Heaths Area of

- Outstanding Natural Beauty (AONB)
- Public rights of way (PRoW) and requirement for stopping up/extinguishment and order making for new or realigned routes
- Noise from A12 and relationship with new homes

Principal planning instruction:

- Liaise with leader, chief executive and senior officers of the local planning authority to advise the client on the scale of and strategy for public engagement
- Brief and coordinate project team to gain understanding of the various and complex issues associated with obtaining planning permission and advise the client on the strategy to be employed
- Lead team through preparation and negotiation of application for outline planning permission, including environmental impact assessment and tripartite planning performance agreement with local planning authority and county council
- Prepare and submit application and obtain challenge proof and viable planning permission in shortest possible timeframe

Particular elements where value was added:

- Extensive engagement with statutory consultees and other stakeholders
- Co-ordinated consultant team to maintain common message and vision including viability/affordable housing specialists
- Suitable Accessible Natural Green Space (SANG) – quality over standard quantitative approach and overall quantum fixed at outline permission stage regardless of agreed mix of homes at reserved matters
- Multi-functional nature of green space provision (space required for the setting of heritage assets, geological SSSI, habitat and species protection and mitigation, SANG and recreational open space) enabled areas for development to be maximised whilst demonstrating sufficient ‘carrying capacity’ of the green space provided
- All through school (two form entry primary and four form entry secondary with early years and sixth form) with mechanisms for client to be compensated for over provision of secondary and future growth to six forms of entry secondary education achieved through dual use of adjacent public sports pitches

- Negotiations with NHS England, clinical commission group, local doctors’ surgery and parish councils to achieve mutually acceptable outcome for all
- Negotiation in respect of draft planning conditions and s106 contributions particularly in relation to reduction in contributions to the police, highway infrastructure, bus infrastructure and PRoWs
- Developed partnership approach with officers and Members of East Suffolk Council

Outcome:

- Submission within five months of project team inception meeting. Signing of s106 agreement and issue of planning approval 12 months from submission of planning application
- Application was not challenged due to robustness of processes followed and engagement with opposition groups
- Satisfactory scheme viability achieved including 25% affordable housing compared with policy guide of 33%

Feature Projects

Dunton Garden Village, Dunton,
Brentwood, Essex



Local planning authority
Brentwood Borough Council



Client
CEG Land Promotions Ltd



Scheme outline
4,000 home new garden village on circa
224ha green belt site



Particular elements to be addressed:

- Earlier iteration of draft local plan did not contain proposal for new village
- Allocation would concentrate majority of district housing supply in one new village location
- Substantial encroachment into green belt
- Two directly adjacent local planning authorities had expressed initial opposition to the concept
- Concerns expressed by council about deliverability, accessibility, sustainability and community creation. Site location is divorced from existing facilities and although directly adjacent to railway line has no direct access to sustainable railway station
- Concerns expressed by council about environmental conditions including noise from directly adjacent railway and air quality risks from directly adjacent trunk roads

Principal planning instruction:

- Assess and set vision with promoters and landowners for a form of development which might convince Brentwood Borough Council to support and develop a strategy to persuade council to allocate the site
- Lead the appointed consultant team to produce the necessary material to convince council officers and members to enthusiastically support the proposal
- Present to council leader and executive the emerging proposals
- Develop a partnership working ethos and energy with council officers from which to influence the emerging policies of the local plan
- Assist the council and promoters in applying to MHCLG for Garden Village status and funding
- Lead and coordinate the consultant team to produce the necessary evidence to assist the council's promotion of the site. Evidence dealt with landscape, green belt, transportation, ecology, drainage, design and master planning, planning process, housing need, employment need, noise and air quality

Particular elements where value was added:

- From having no allocation for development persuaded the council officers and members to allocate the site for up to 4,000 homes, 5ha of employment land and associated infrastructure
- By maintaining strong working relationships with senior officers and leader influenced emerging policies
- Identified innovative and deliverable solutions to concerns raised by consultees on matters such as sustainable transport, existence of railway station approximately 2km for the site and initial criticisms from the Design Council
- Assisted in the achievement of MHCLG Garden Village status

Outcome:

- Site allocated in local plan submitted to Secretary of State for examination for new garden village comprising up to 4,000 homes, 5ha of employment land, primary schools, secondary school, district centre and recreational open space

Feature Projects

Chantry Mill, Haverhill, Suffolk



Local planning authority
Edmundsbury Borough Council



Client
D Gurteen and Son



Scheme outline
Demolition and redevelopment of grade II listed factory buildings and development of site for office and residential uses



Particular elements to be addressed:

- Demolition of parts of grade II listed former weaving mill buildings and re-use of more substantial and valuable buildings
- Strong and sustained objections from town council
- Historic England considered buildings to have substantial merit
- Buildings in poor state of repair with substantial maintenance cost and no obvious alternative use
- Buildings preventing viable redevelopment of site

Principal planning instruction:

- Assess possible uses for buildings and site and develop planning strategy for ultimate viable re-use or demolition of buildings and redevelopment of site
- Negotiate a satisfactory scheme with local planning authority and obtain any necessary planning permissions and listed building consents
- Advise on what other consultant disciplines would be required and lead the team through planning negotiations

Particular elements where value was added:

- Persuaded St Edmundsbury Borough Council (SEBC) to consider the site as a whole and what it might contribute to public benefits in the town
- Established working relationship with relevant council officers and councillors and with Haverhill Town Council and Historic England
- Developed in partnership with SEBC, town council, Historic England and town business forum a development brief which graded the importance of different buildings on site and identified a phased demolition and redevelopment of the site
- Based on the development brief and following initial marketing and public engagement exercises, led team of consultants in the preparation and negotiation of applications for listed building consent. Evidence demonstrated an appropriate balance between harm to the listed buildings and sufficient public benefit for the town
- Due to patient partnership working with Historic England, council officers, Haverhill Town Council and members of the public the application received a combination of muted acceptance, support, and only limited objection

Outcome:

- Listed building consent granted for part phased demolition of Listed Buildings and phased re-use and improvements to the most important buildings on site. CODE is retained by site owner to deliver a phased and viable development of the site



CODE Development Planners Ltd

17 Rosemary House
Lanwades Business Park
Kentford
CB8 7PN

Telephone
01223 290138

Email
info@codedp.co.uk



CODE Development
Planners