



Planning Services  
Wychavon District Council  
Civic Centre  
Queen Elizabeth Drive  
Persore WR10 1PT

29 June 2021

FAO Katherine Smith

Dear Katherine

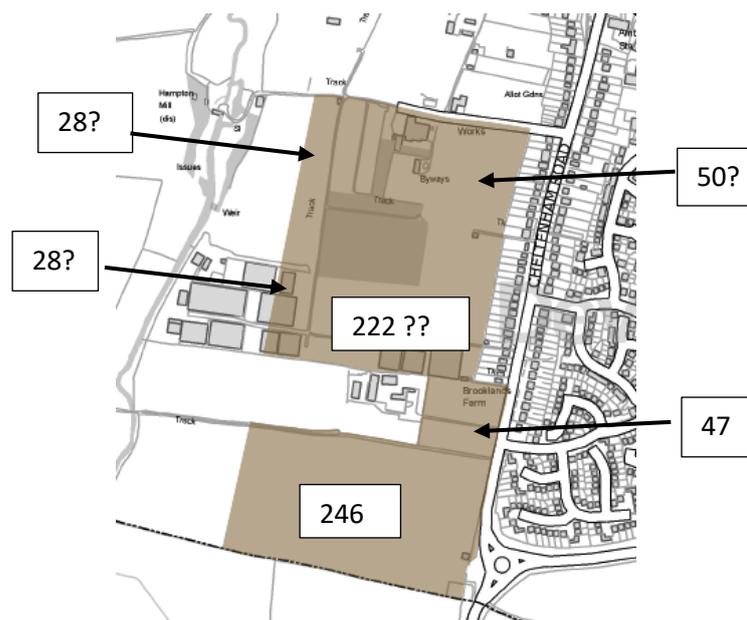
**Planning Application Ref 21/01281/RM Land west of Cheltenham Road, Evesham**

We wish to register an objection to this application by Bloor Homes.

We are very concerned about the density and layout being proposed at this stage. The outline permission, which was based upon an indicative site layout plan shows a looser, less formal layout at a lesser density. It is such an arrangement that residents expected would be honoured at the reserved matters stage. Instead, we find that more units are to be squeezed onto the site, in a more regimented layout.

**Adopted Allocation**

The allocation for this area in the Adopted SWDP is for 500 units; the allocation is shown below. Already 47 have been built at Brooklands Farm and a further 246 under construction in Phase 1 by Bloor Homes. Phase 2 is proposed now to be 222 units, i.e. a total of 515. This number omits two areas shown for future development; one in the west of Phase 2 and one to the west of the employment site to the north. Both of these are indicated as having potential for 28 each i.e. 56 in total. In addition, the land east of the employment site is included in the allocation, and is sufficient in area to accommodate another 50 units. This will result in a total of **621 units** not 500.





If permissions continue to be granted for such an increase in density that the total number of units in this area exceeds the adopted allocation figure by more than 20%, it makes a mockery of all of the work done during the preparation of the Development Plan to come up with the allocation number in the first place.

The major concern resulting from this cumulative effect is the impact on traffic flows along Cheltenham Road and the A46 by-pass. The original figure of 500 units was assessed for its potential traffic impact; at what stage will this situation be reviewed to determine whether an additional 121 units will have a material, adverse effect on traffic in and around the town?

#### Density and Layout

The developer should be required to resubmit a detailed plan based more closely on the layout shown at outline stage, with a smaller number of units therefore at a lower density, with a less regimented layout. This will allow properties to be provided with larger gardens, which is what home owners are now seeking, following their experience of being locked-down in properties with little or no outdoor space. It will also allow scope for more open space between properties and between properties and the main roads in the site, thus allowing the introduction of more landscaping, to better link both visually and functionally with the open space beyond the housing area.

#### Safe cycle route

It is not clear from the plans what has been proposed, It is essential that proper and safe routes should be provided for cycling around the new development separate from the road network, where possible and connecting to Cheltenham Road for onward journeys to local schools and the town centre. It would be very helpful if a plan is submitted showing routes within the application site and how these link to routes outside the site, with particular reference to safe routes into town, to the schools on Fairfield Road and to Pershore Road.

I can be contacted on 07801 846049 or [vecs1972@gmail.com](mailto:vecs1972@gmail.com) if any further information is required.

Yours sincerely

A handwritten signature in black ink that reads 'Gill Pawson'.

Gill Pawson  
Chair, Vale of Evesham Civic Society