RYE HILL, RUGBY – PROPOSED SUBMISSION LOCAL PLAN CONSULTATION (REGULATION 19)

PROJECT NUMBER: 102-338
MIDLANDS LAND PORTFOLIO LTD
RYE HILL, RUGBY

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1 INTRODUCTION

1.1 rg+p have been instructed by Midlands Land Portfolio Limited, the property development arm of Severn Trent Water ('Our Client'), as part of their appointed professional team, to support the submission of representations, to the Rugby Local Plan – Proposed Submission Local Plan Consultation.

1.2 We welcome the opportunity to submit representations to the Council during this consultation, undertaken in accordance with Regulation 19, of the Town and County Planning (Local Planning) (England) Regulations 2012.

1.3 By way of a recap, our client has an interest in land extending to some 3.29 hectares in area, which is located in Rugby Borough Council's administrative area, this is shown on the submitted location plan (Appendix A).

1.4 Herein, we provide our views on the 'Rugby Local Plan – Proposed Submission Local Plan' as outlined in the consultation document (January 2026). We submit that our client's parcel of land, known as "Land at Rye Hill" hereon referred to as 'the site', is considered for allocation, as part of the emerging Rugby Borough Council Local Plan. It is considered that the site is Suitable, Available and Achievable.

1.5 Through the promotion of this site we are seeking to work with the Council and other relevant stakeholders to secure its allocation for residential development and participate in the forthcoming Local Plan Examination. The site has been promoted through prior responses submitted to consultation exercised carried out by the Council. This includes prior 'Call for Sites' submissions and the submission of representations to the 'Preferred Options Consultation' in May 19 under regulation 18 of the 2012 regulations. A copy of the prior regulation 18 consultation response is provided alongside these representations at Appendix B.

1.6 We have carefully considered the consultation documents, the associated evidence base and we have previously sought clarification from Officers of the Council. We consider that there are compelling benefits associated with the development of the site and respectfully request that the Council gives appropriate consideration to its allocation for residential development. This consultation is in our opinion such an appropriate opportunity to fully inform and test policy choices made by the Council and we look forward to assisting the Council and the appointed Planning Inspector(s) in due course.

1.7 The sections of this report consider the following planning issues:

- The Site, Surroundings and Context;
- The Development Concept and Deliverability Assessment;
- Observations - Prior Consideration of the Site through the Local Plan Review;
- The Regulation 19 Consultation; and
- Concluding Remarks.

2 SITE AND SURROUNDINGS

2.1 As introduced above, our client (Midlands Land Portfolio Limited) has an interest in a parcel of land (~3.29Ha) located to the South of Rugby. The site is formed of two areas and a "Call for Sites" form has also previously been submitted in respect of the site and is appended again to this document for ease of reference **(Appendix C)**. We have also included this pro-forma to remind the Council that correct information was provided in regard to land ownership and the intentions of Midlands Land Portfolio Limited.

2.2 The focus for development is the 'northern parcel'. This is identified as 'Site A' in the accompanying Vision Document **(Appendix B).** This element of the landholding can accommodate residential development on land totalling 1ha. The vision documents also references and assesses the southern parcel of land, identified as 'Site B'. This is not the focus for built development but could be enhanced as part of development proposals, such as providing open space.

2.3 It is located close to the village of Dunchurch, Warwickshire. The prior regulation 18 consultation document also identified an allocation 'Land south of Coventry Road, Dunchurch' under draft policy S6 for 180 dwellings, this is just to the east of our client's site, please see below:

Figure 1 – extract of the regulation 18 policies map.

2.4 It is noted that the Council has not continued to propose this housing allocation at the regulation

19 stage.

2.5 The development of our Client's site (whether alongside wider allocations or taken in isolation) offers an opportunity to provide new homes in a highly sustainable location outside of the Green Belt.

2.6 The site is currently greenfield land used for purposes of keeping and grazing horses and is characterised by pasture. Various land uses surround the site. A Severn Trent access road to Draycote Water (which lies to the south of the M45) borders the site to the west. A public right of way borders the northern site and runs through the southern parcel. An embankment (c.3m high) occupies the western side of the site which has been planted with a mix of mature native trees. The northern boundary of the site benefits from a road frontage onto the B4429 (Coventry Road). The site also benefits from a road frontage onto Halfway Lane, which forms part of the National Cycle Route 41.

2.7 In summary, the wider surrounding land uses are as follows:

- Limited ribbon development and an extensive area of allotments lie to the north of the sites. The dwellings present are generally terraced in nature and their back gardens 'face onto' the Coventry Road. The dwellings are accessed by a small parking courtyard forming part of Miller's Close.
- To the north west of the site lies a large detached dwelling beyond which is the recently rebuilt Dunchurch Baptist Church. It occupies a relatively large plot and contains a large parking area to the frontage.
- To the east of the site, along Halfway Lane, lies a number of larger dwellings. They generally differ from the dwellings to the north of the site but are similarly well-established. They tend to occupy larger plots but vary from large detached houses, semi detached houses and bungalows.
- To the south of site is Rye Hill stables. This is accompanied by two large dwellings, one being a barn conversion.

2.8 In respect of other technical baselines, a summary is provided below:

<u>Flood Risk</u>

2.9 In respect of flood risk, Environment Agency flood maps show that the appraisal site would not be at risk of fluvial flooding or surface water flooding. Surface water attenuation would be considered as part of a detailed scheme design.

Biodiversity

2.10 Online data held by DEFRA indicates that there are no internationally designated (SAC/Ramsar/SPA), nationally designated (SSSI) or locally designated (LNR) sites within the boundary of appraisal site. However, The Draycote Water Supply Reservoir (LWS), Fox Covert and Cawston Spinnery (LWS), Dunchurch Hall Meadow (LWS) and Springfields Pond (Ecosite) are located within 1km of the site.

2.11 A Preliminary Ecological Appraisal has been prepared by Wardell Armstrong which confirms that there are no significant ecological constraints that would impede development. Furthermore, a Preliminary Biodiversity Impact Assessment has also been prepared by Wardell Armstrong which confirms that measurable net gain could be accommodated on site, with suitable enhancements.

Heritage

2.12 There are no designated or non-designated heritage assets within the site or immediately adjoining it.

Landscape

2.13 In regard to landscape character and visual impact, it is noted that the Site does not sit within an area designated for its landscape value or quality.

2.14 It is considered in landscape and visual terms development could proceed without harm to matters of acknowledged importance.

2.15 Advice provided by experienced landscape consultants confirms that the development on the Site could be achieved through a sensitive scheme layout, with mitigation such as development set backs and new planting that efficiently responds to the context. This is achieved through the emerging layout contained within the submitted vision document.

Highways

2.16 As noted above, the appraisal site benefits from a road frontage onto the B4429 (Coventry Road) which runs along its Northern Boundary of site A. Site A also benefits from a road frontage onto Halfway Lane, which forms part of the National Cycle Route 41.

2.17 The B4429 (Coventry Road) connects the site to the nearby village of Dunchurch and beyond to the wider strategic road network, including direct access to the M45.

2.18 Suitable, enhanced, road access via Halfway Lane has been tested and identified as suitable

for the estimated number of dwellings to be provided, with suitable visibility splays. The access option had been designed to limit any impact on established hedgerows along Halfway Lane and to avoid tree removals.

2.19 Further consideration in regard to highways matters is provided within the submitted 'Technical Note' by Wardell Armstrong. This is included at (Appendix D). It has been prepared in response to comments made by the Highway Authority in regard to the Council's Evidence Base. Further assessment of these matters is contained within sections 4 and 5 of these representations.

Arboriculture

There are a number of mature trees on the site, principally occupying the large bund to the western portion of Site A. Development has been designed to limit impact on trees. Rights of Way

2.20 There is 1 public right of way registered within the site. It runs along the southern boundaries of Site A, before running from the north eastern corner to the south western corner of the Site B.

3 THE DEVELOPMENT CONCEPT & DELIVERABILITY ASSESSMENT

3.1 Appendix B provides the previously prepared vision document, containing concept drawings to illustrate how development could be accommodated within the site and respond to the constraints and opportunities posed by this location.

3.2 The vision documents concludes that there are a number of key features for future development. They include:

- The retention of hedge to Halfway Lane.
- Avoiding individual driveway accesses to Halfway Lane to reduce impact on hedgerow and existing properties.
- Development organised to define and overlook internal streets.
- Bungalows adjacent to Halfway Lane to reflect existing bungalows.
- A new footway within the site, linking the existing footway on Coventry Road and the PROW to the south of the site, offering a safer alternative to pedestrians using Halfway Lane.
- The opportunity to utilise localised or full carriageway widening to Hallfway Lane, subject to further consultation with the Local Highway Authority.
- Development arranged to overlook PROW to south.
- Swales or attenuation basin to the south of the site, to make best use of topography.
- Development offset from existing woodland to the west of site.
- Two storey development to the west of the site.
- Architecture to reflect the materials & details of the locality

3.3 Government Guidance defines that for a site to be considered deliverable it must be; Suitable, Available and Achievable.

<u>Suitable & sustainable location</u>

3.4 The site is considered to be a suitable location for development that would contribute to the creation of a sustainable and mixed community. This is especially relevant given the mixed nature of surrounding development and the location of the South West Rugby Allocation to the north. With regard to policy restrictions, currently, the principal policy restriction is the settlement boundary policy.

Available

3.5 This site is owned by willing landowners, Midlands Land Portfolio. As such, there are no impediments to the site becoming available in legal or practical terms.

Achievable

3.6 The site is being promoted by Midlands Land Portfolio, who have extensive experience in delivering sites to the market for the onward provision of market, affordable and other specialist housing by developers. If delivery of homes from this site is required in the first 5 years of the plan period to meet a specific locational need, Midlands Land Portfolio are willing and able to submit an outline planning permission, in discussion with the Council at an agreed point in the emerging plan period.

3.7 There are no substantive viability issues (when considered against current legislative and infrastructure requirements) at this time or third party ownership requirements to prevent early delivery.

4 OBSERVATIONS - PRIOR CONSIDERATION OF THE SITE THROUGH THE LOCAL PLAN REVIEW AND COMPARISON WITH THE LATEST EVIDENCE

4.1 Within this section, we have taken the opportunity to provide a short summary of the prior consideration of the site within the published evidence base. This is to confirm relevant factors and clarify points which are considered important. We carry this out by first revisiting the prior consultation at the regulation 18 stage, for which representations were submitted and acknowledged by the Council.

4.2 Firstly, Appendix 5 to the published HELAA document associated with regulation 18 confirmed the location of our Client's site geographically, including its relationship with other promoted sites. Sites 42 and 285 make up 'the site' for the purposes of our client's interest, please refer to the extract below:

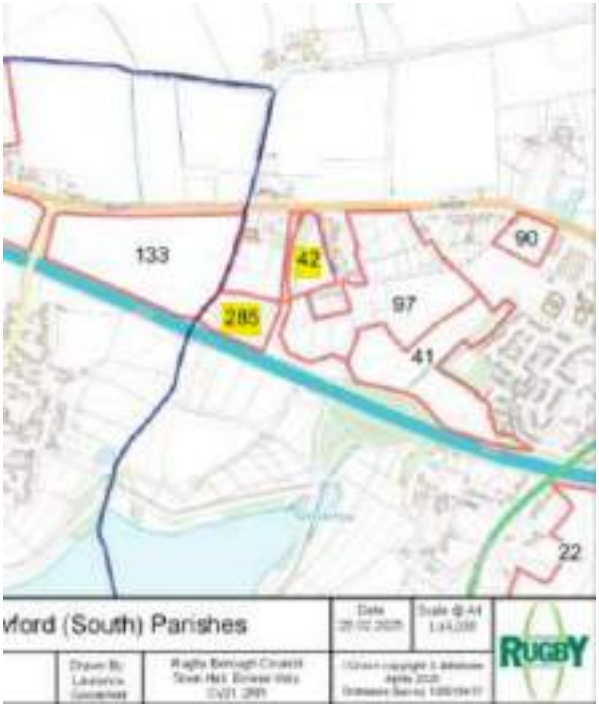

Figure 2 – HELAA extract

4.3 It is noted that the Council did not publish a site assessment proforma for site 42 as part of regulation 18 and this remains the case for the regulation 19 consultation. A proforma has only published for site 285.

4.4 It is also noted that as part of the published 'Stage 2 Site Assessment' supporting the regulation 18 consultation our client's northern land parcel was in fact considered as part of site reference 97, promoted by Taylor Wimpey Strategic Land.

4.5 Please see the extract below showing the area in question annotated:

Figure 3 – mapping extract showing client owned land within the area promoted by Taylor Wimpey Strategic Land

4.6 It is very important to note that at the regulation 18 stage the published Stage 2 Site Assessment confirmed in regard to site 97, containing our client's site (with our emphasis underlined):

- *"The site comprises arable and pastoral fields located at the fringe of Dunchurch, situated between the M45 and B4027."*
- *"The surrounding road network is considered congested, but the site performs well on overall accessibility and is walkable to the village and its facilities."*
- *"Neither heritage, nor ecology sensitivities have been flagged, and landscape sensitivity is Medium/Low. The site is not within the Green Belt."*
- *"Warwickshire County Council have expressed concern with access from Sandford Way. Therefore, the site is not progressed in this configuration, but it* [sic] *taken beyond stage 2 as site 341 which comprises just the northern section of the site accessed from the B4429. This site is not assessed separately here but is discussed in the Sustainability Appraisal report."*

4.7 Within this evidence, no highway related concerns were published.

4.8 The published Sustainability Appraisal associated with the regulation 18 consultation

considered the ability of Dunchurch to accommodate development, within which it is noted (with emphasis underlined):

- Paragraph 5.4.42 – *"<u>There is broadly a case to be made for focusing growth to the west of the village given topography / landscape and historic environment sensitivities to the east of the village</u>."*
- Paragraph 5.4.44 – *"Allocation of Sites 90 and 341 would deliver 210 homes in combination, whilst there is capacity at the local primary school to accommodate ~250* [homes]*."*
- Paragraph 5.4.47 – *"<u>there is a strategic case for supporting growth at Dunchurch, given a strong settlement score and a location outside the Green Belt</u>."*

4.9 In terms of the evidence associated with the regulation 19 consultation, despite the Council considering our client's site within the HEELA as part of a wider land release the latest Stage 2 Assessment on site selection considers it in isolation. This is not particularly helpful or clear, however we discuss findings below.

4.10 As part of this latest Stage 2 assessment, the following conclusion is reached:

"The site is a smaller cut comprising land parcel A of a two-parcel site There are relatively low ecological constraints and heritage constraints. The wooded area within the site boundary would be retained in the site layout.

The housing mix proposed includes bungalows, in keeping with the housing character on the adjacent residential street.

It has relatively good connectivity due to proximity to services in Dunchurch. However, the site is removed from the Dunchurch settlement boundary and would constitute an incongruous pattern of development. Also concerns about piecemeal development within proposed separation area. For these reasons the site is not progressed."

4.11 In regard to Site 97, the latest Stage 2 assessment confirms:

"The surrounding road network is considered congested, but the site performs well on overall accessibility and is walkable to the village and its facilities.

Neither heritage, nor ecology sensitivities have been flagged, and landscape sensitivity is Medium/Low. The site is not within the Green Belt.

Warwickshire County Council expressed concern with access from Sandford Way, and the site

was not progressed in this configuration. It was also considered as site 341 which comprises just the northern section of the site accessed from the B4429. This site is not assessed separately here but was discussed in the Regulation 18 Sustainability Appraisal report.

The site, in either larger (97) or smaller (341) scale, is not progressed beyond Stage 2 on the basis of the significant levels of development already taking place to the west of Dunchurch within the South West Rugby scheme. Allocating further housing here could lead to overdevelopment of a main rural settlement and overstretching of the infrastructure within the village and the surrounding road network. Additionally, the site forms part of a proposed area of separation between the South West Rugby development and Dunchurch."

4.12 We draw the following observations in regard to the assessments for both site 42 and 97:

- There are no heritage constraints identified;
- There are no ecology constraints identified;
- Accessibility to Dunchurch is good;
- Landscape sensitivity is medium / low;
- There is no evidence advanced to substantiate 'congestion'; and,
- Any assertion that allocating further development to Dunchurch would lead to harm arising 'from 'overdevelopment' of a main rural settlement or the 'overstretching of infrastructure' is not substantiated with any evidence (i.e through the infrastructure delivery schedule). This is particularly notable given the comments on infrastructure provision and capacity (i.e. education) as part of the regulation 18 evidence base.

5 THE REGULATION 19 CONSULTATION

5.1 As part of the consultation the Council has published its proposed submission Local Plan, Proposals Maps and Evidence Base. Our completed response form is provided as Appendix E to these representations. This includes references to the relevant policies against which we provide comments. Where appropriate we set out the relevant policies below under sub-headings.

Policy S1 – Settlement Hierarchy

5.2 Our client notes that policy S1 defines a Settlement Hierarchy. This seeks to *"direct development to those locations with services and facilities"* and confirms that *"The plan's strategy includes significant planned expansion at some main rural settlements as part of a coordinated overall strategy"*.

5.3 It is particularly noted that Dunchurch is a 'Main rural settlement' which is second on the hierarchy to Rugby itself.

5.4 The Sustainability Appraisal (SA) report notes that (with emphasis underlined):

"Rural Sustainability Study (2025) – scores villages by access to services, public transport and internet. Dunchurch has comfortably the best overall score, followed by Binley Woods and Wolston, whilst Wolvey has the lowest overall score followed by Ryton-on-Dunsmore. Of the remaining villages, there is a notable distinction between two with a better local offer (Brinklow and Clifton upon Dunsmore) and two with better public transport (Long Lawford and Stretton-on-Dunsmore)."

5.5 The SA report also notes whether these 'Main Rural Settlement' locations are constrained by the Green Belt. It confirms that (with emphasis underlined):

"seven of the nine are within the Green Belt, specifically all bar Dunchurch and Clifton upon Dunsmore. Three of the seven Green Belt villages are located close to the edge of a large built-up area, namely Binley Woods, Long Lawford and Ryton-on-Dunsmore such that there is the potential for land around the village to make a contribution to Green Belt Purpose A (as discussed)."

5.6 Our client strongly supports the proposed hierarchy and emphasises that the status of Dunchurch as 'comfortably' the most sustainable rural settlement, beyond the Green Belt should be recognised with an appropriate level of housing growth.

5.7 This theme is further examined through our response to the other proposed policies.

Policy S2 – Strategy for Homes

5.8 Within this policy it is noted that the Council intends to deliver some 10,812 new dwellings across the period 2025-2042. As part of this policy, it is noted that some 2,886 dwellings are proposed to be allocated under policy S6 of which some 1,436 are proposed to be removed from the Green Belt. This equates to circa 50% of these allocations, which is a significant proportion. As such, the onus falls on the Council to demonstrate that the magnitude of Green Belt release is justified. In this regard paragraph 146 of the NPPF states (with emphasis underlined):

"Before concluding that exceptional circumstances exist to justify changes to Green Belt boundaries, the strategic policy-making authority should be able to demonstrate that it has examined fully all other reasonable options for meeting its identified need for development."

5.9 Paragraph 147 also states (with emphasis underlined):

When drawing up or reviewing Green Belt boundaries, the need to promote sustainable patterns of development should be taken into account. Strategic policymaking authorities should consider the consequences for sustainable development of channelling development towards urban areas inside the Green Belt boundary, towards towns and villages inset within the Green Belt or towards locations beyond the outer Green Belt boundary. Where it has been concluded that it is necessary to release Green Belt land for development, plans should give first consideration to land which has been previously-developed and/or is well-served by public transport. They should also set out ways in which the impact of removing land from the Green Belt can be offset through compensatory improvements to the environmental quality and accessibility of remaining Green Belt land.

5.10 Our client submits that the Strategy for Homes is unsound. The reason for this is set out and developed throughout these representations, whereby it is clear that the spatial approach to identifying suitable and deliverable housing sites is not based on sufficiently robust evidence on the sustainability of settlements (particularly non Green Belt locations) alongside the evidence prepared in relation to environmental matters (particularly the area of separation).

Policy S6 – Residential Allocations

5.11 Our client submits that the approach to identifying suitable allocations is unsound. This has been developed in earlier sections of these representations which note:

A. Dunchurch is a highly sustainable location;

B. Dunchurch is not constrained by the Green Belt (it is one of the two main rural settlements beyond the Green Belt); and,

C. The area surrounding and containing our client's site is not incumbered by significant technical constraints.

5.12 The decision to not allocate any new housing sites at Dunchurch is flawed and illogical and not based on any reasonable rationale.

5.13 The SA report confirms the following (with emphasis underlined):

"Dunchurch is a historic village closely linked to an expanding Rugby and the M45/A45. The committed SW Rugby strategic urban extension is nearby, and a focus of detailed work has been on ensuring a landscape gap to Dunchurch and avoiding traffic impacts / realising transport opportunities. As discussed, Dunchurch has a high settlement score."

And;

"At the Draft Plan stage there were two proposed allocations, namely Homestead Farm Dunchurch (Site 90; 30 homes); and Land south of Coventry Rd, Dunchurch (Site 341; 180 homes) and, of these two sites, Site 341 was identified as a somewhat marginal allocation such that it was explored as a variable across the RA growth scenarios."

5.14 From this, we glean that 'detailed work' has been taking place to ensure a 'landscape gap' to Dunchurch, we presume this is to avoid negative impacts on the character of the settlement as it exists today, before consideration of further allocations occurs. It is also unclear what is meant by the phrase 'somewhat marginal' in terms of site 341. This should be clarified.

5.15 Notwithstanding, the failure to allocate site(s) at Dunchurch appears contradictory in terms of paragraph 5.4.57 which firstly states:

"At the current time the new proposed approach is to delete both of these allocations, particularly accounting for the sensitivities relating to nearby SW Rugby."

And then, in the same paragraph;

"However, it is reasonable to explore the possibility of allocation via the appraisal of RA growth scenarios, particularly given Dunchurch's location outside of the Green Belt and its high settlement score. There is a case for supporting a more modest scheme [i.e. such as our client's site] *within Site 341, due access challenges, but on balance a 180 home scheme is assumed."*

5.16 In regard to the first element of paragraph 5.4.57, either 'detailed work' is taking place to secure and ensure a 'landscape gap' is taking place or it is not. We note that the Council have not placed any reliance or produced any coherent evidence which considers a cumulative impact of the SW Rugby development against alternative nearby options. Other 'sensitivities' are not identified or confirmed with appropriate evidence. Secondly, we also note that the reasonable approach is clearly to explore allocations at Dunchurch, given its location outside of the Green Belt and its high settlement score. The evidence to robustly confirm the policy choice of 'nil allocations' is sadly absent.

5.17 Finally, it is also noted that the SA report does not correctly consider our client's site – reference 42. It states that:

"The furthest west of the sites being promoted for residential is Site 42, with the site promoter for this site having submitted consultation response in 2025 stating that the land is available for residential and not to deliver open space as part of a comprehensive strategic allocation (which is something that has been previously proposed as part of a concept masterplan for comprehensive growth). This serves to highlight the importance of giving strategic consideration to growth in this area with a long term perspective."

5.18 This is plainly incorrect and a failing of the Council's confusing and unhelpful referencing. Of the two parcels of land submitted by our clients, their 'Parcel B' (site 285) provides an opportunity to provide an area of open space. All attempts to discuss the site and our representations since the submission of regulation 18 representations have been rebuffed by officers.

5.19 Moving onto the assessment of 'Reasonable Growth Scenarios' this is set out within section 5.5 of the SA report. This is not informed by rigorous evidence to confirm that the Council has fully exhausted sustainable locations beyond the Green Belt before determining that 50% of the sites allocated in Policy S6 will be subject to Green Belt release. This goes to the heart of the soundness of the plan and the adequacy of the approach to Policy S6. The reasonable remedy would be to allocate housing to Dunchurch, as opposed to preparing a quasi Green Belt policy (EN4) to resist otherwise sustainable growth.

Policy CL1 – Net Zero Buildings

5.20 Our client, which forms part of the wider Severn Trent business positively supports the drive towards net zero. Severn Trent is leading the water sector in reducing greenhouse gases by building the world's first net zero wastewater treatment hub and sharing their learnings with

others. Our client strongly supports the introduction of water efficiency standards for non-residential development.

5.21 The latest Sustainability Appraisal report published as part of this consultation states that (with our emphasis underlined):

"Policy CL1 (Net Zero Buildings) is clearly of great importance, and is strongly supported, but there is a need to recognise that DM policies will often not be fully implemented on viability grounds, e.g. to allow for affordable housing to be prioritised. The policy is highly commended for its conciseness and clarity, with it being a well-understood issue nationally that equivalent policies can be complex such that, in turn, implementation can be challenging (particularly for smaller developments), and it can be a challenge to effectively scrutinise and evaluate the performance of planning applications. It is noted that the Draft NPPF (2025) does not support local net zero development policies, instead suggesting reliance should be placed on Building Regulations, but the policy drafted here involves an alternative metric that is very strongly supported."

And;

"In conclusion, whilst it is difficult to conclude that built environment decarbonisation has been a strong focus of spatial strategy / site selection, close consideration has been given to supporting sites with strong development viability credentials such that there is confidence in the ability for allocations to come forward in accordance with Policy CL1, i.e. come forward as net zero development. It is also the case that the Council has not committed to achieving net zero development borough-wide by a particular date (e.g. 2030 as is quite common amongst local authorities nationally) such that, on balance, it is considered appropriate to predict a neutral effect on the baseline."

5.22 We suggest that in the absence of flexibility to address the issues highlighted in the Sustainability Appraisal and ensure that the policy is consistent with the direction of travel by government (i.e. through the draft 2025 NPPF) a 'negative' effect could occur and the policy as proposed is unsound. It remains the case that further evidence should be provided by the Council in this regard.

Policy EN2 – Landscape Protection

5.23 It is noted that policy EN2 confirms that:

"A. Development shall avoid significant adverse impacts on landscape character and significant

adverse visual impacts.

B. Development proposals must be located and designed to respect scenic quality and maintain a distinctive sense of place.

C. Development proposals must avoid detrimental impacts on landscape features which make a significant contribution to the character of the area or to the setting of a heritage asset or settlement."

5.24 This policy wording provides a useful steer as to the Council's overall approach to the protection of landscapes and this should in turn be informed by the approach to protecting and enhancing 'valued landscapes' as per paragraph 180 of the 2023 Framework. It also provides a guiding framework from which other environmental policies which engage with landscape matters.

5.25 The development of our client's land will not conflict with this policy as our technical evidence, included as part of these submissions, confirms that the landscape character area that the Site sits within is not designated for its landscape value or quality. As such policy EN2 does not provide a significant policy bar to the release of our client's land for a sympathetically designed and evidenced development.

Policy EN4 – Areas of Separation

5.26 Policy EN4 and the accompanying proposals maps identify our client's site to be within the proposed area of separation related to Dunchurch and Thurlaston, this is shown below with the site denoted by a red dot:

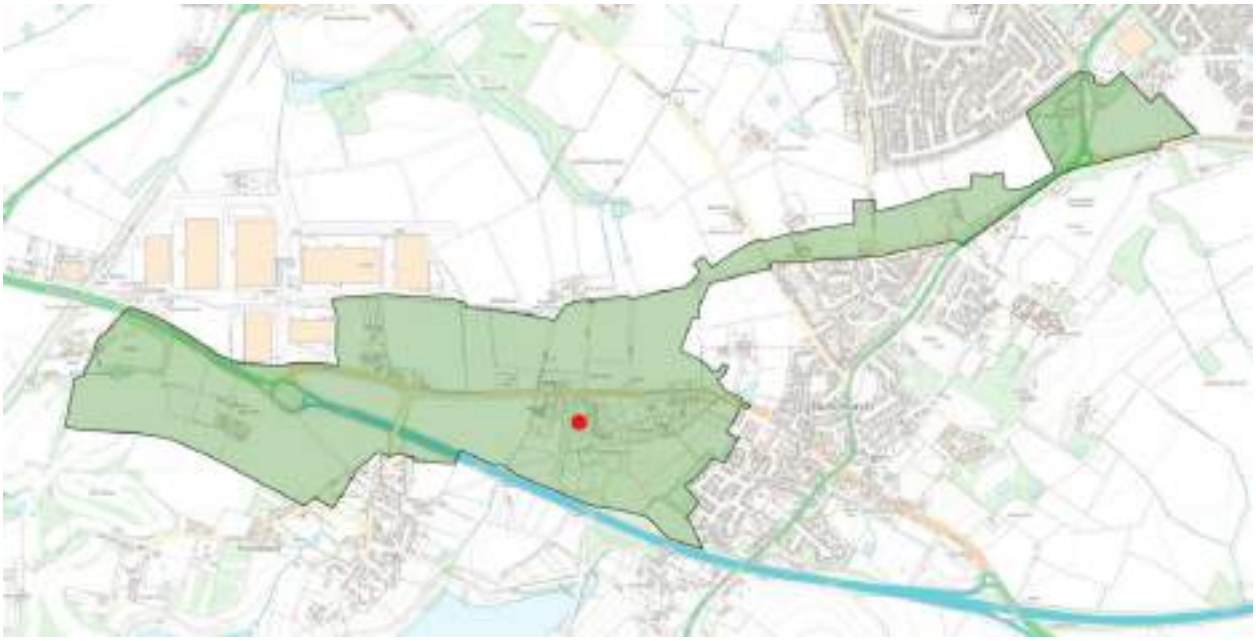

Figure 4 - extract of the proposed area of separation mapping

5.27 The supporting text to Policy EN4 further explains the Council's rationale for defining these areas and states (with our emphasis underlined):

5.28 *"The valued character and identities of the borough's villages are, at least in part, derived from the degree to which they are physically and visually separated from the town. Development within areas between settlements could diminish this degree of separation or contribute to the eventual coalescence of settlements. To protect against these risks, Areas of Separation have been defined between Rugby town and several of the villages that are in close proximity to it."*

5.29 The policy wording is set out within the extract below:

A. Areas of Separation are defined on the policies map between Rugby town and the settlements of Clifton upon Dunsmore, Dunchurch and Thurlaston.

B. Development will only be permitted in these areas when it will not have a significant adverse impact, either alone or in combination with other existing or proposed development, on the effectiveness of an Area of Separation in protecting the identity and distinctiveness of settlements and preventing their coalescence.

C. Developments that diminish physical and visual separation, have an urbanising influence, or which adversely impact settlement identity should be deemed as having an adverse impact on the effectiveness of an Area of Separation.

D. Applicants proposing development that may have an adverse impact on an Area of Separation must demonstrate that they have considered this impact and have incorporated appropriate mitigatory measures into their proposal.

Figure 5 - extract of Policy EN4

5.30 Our client notes that the intention here is to protect 'valued' characteristics which are informed by an apparent assessment of physical and visual attributes.

5.31 It is also noted that since the previous consultation, the Council has prepared new evidence in regard to defining these Areas of Separation. Paragraph 5.2.59 of the published Sustainability Appraisal (SA) Report confirms:

"A fourth and final new evidence base consideration is Landscape Sensitivity Assessment*, with a considerable amount of work has been undertaken prior to and subsequent to the Draft Plan stage. This work is presented across three reports, namely: A) a report dealing with strategic sites, with select sites considered in particular detail via a "post mitigation assessment"; and B) a report dealing with non-strategic sites; and C) a report that considers the potential to justify designation of Special Landscape Areas and 'Areas of Separation'."*

And;

"Settlement separation – the evidence base also includes an areas of separation study which highlights the risk of coalescence between Rugby and the villages of Clifton upon Dunsmore and Dunchurch/Thurlaston."

5.32 The SA report does not consider the "Areas of Separation Study (2025)" which is referred to in the accompanying text to Policy EN4. As such, it presents a confused message in terms of how the evidence has been assessed in terms of the outcomes for the SA. This tension is further considered by our consultants Tyler Grange in their report which is provided at Appendix F to these representations and also referred to elsewhere. This considers the methodology associated with the definition of the Areas of Separation, including the reliance placed upon work done by other Local Planning Authorities when of course these areas exhibit distinct attributes and contexts for development that distinguish it from Rugby Borough Council's area. It is noteworthy that the approach advocated from the Districts of Harborough and North West Leicestershire also relate to untested evidence and these Districts do not have any land designated as Green Belt. This clearly differs from Rugby and the approach of policy EN4 can potentially be considered 'quasi' Green Belt in terms of the key elements of its intended function. The impact of this policy as drafted has significant consequences for securing sustainable patterns of development in areas which are not incumbered by a Green Belt designation.

5.33 The Tyler Grange report states (with our emphasis underlined and comments in square brackets):

"The methodology used within the Study Report is not considered to be robust. It lacks clarity and transparency and as such allows for little detailed independent assessment. This is due to:

- *It does not clearly state the purposes of the AoS. Without this it is not possible to understand how the areas covered by the Policy relate to the purpose of the Policy;*
- *It is not based on a recognised national methodology (as there is none) and instead uses aspects of other studies. The Study Report predominantly takes a spatial analysis approach rather than a landscape led one* [despite the conflicting commentary provided in the SA report]. *Neither of the Example Studies form part of approved local plans;*
- *It provides no details on the qualifications and experience of its authors;*
- *The relative effectiveness (i.e. highly effective through to not very effective) of the three aspects of assessment (Settlement Identity, Physical and Visual Separation and*

Urbanising Influences), are not clearly defined or detailed;

- *The relative importance of each of the aspects of assessment (Settlement Identity, Physical and Visual Separation and Urbanising Influences), is not discussed or quantified;*
- *It does not take a systematic approach to assessment or break down each area considered into parcels; and*
- *It does not clearly state the purposes of the Area of Separation, that the spatial areas can be considered against, which is a fundamental aspect of the Policy."*

5.34 Notwithstanding this, the Tyler Grange report considers in detail whether the release of this site would result in a loss of separation. It confirms (with our emphasis underlined):

"It is considered that the Site could be developed whilst maintaining the sense of separation between Thurlaston, Dunchurch and Rugby by reason of:

- *Any development on the Site would have limited effects on the settlement identity of Dunchurch or Thurlaston;*
- *Any development on the Site would have limited effects on the physical and visual separation between Dunchurch and Thurlaston, as it would not extend development any further west along Coventry Road;*
- *Any development on the Site would not be a new element in the landscape as it is already influenced by the urbanising influences and built form along the southern side of Coventry Road;*
- *Any development on the Site would not affect any of the key characteristics of settlement gap as listed in the Study Report; and*
- *Any development on the Site could be sensitively designed, and mitigation built into it to integrate it into views from the key approach to Dunchurch along Coventry Road."*

5.35 As such it is considered that the definition of this site as forming part of the proposed Area of Separation is not based on sound, robust evidence and in turn the policy is unjustified and unsound.

6 CONCLUDING REMARKS

6.1 To inform the Local Plan process and in order to demonstrate the deliverability credentials of this proposal succinctly the following points are key when considering its credentials against the three dimensions of sustainable development:

The Environmental Role

6.2 The development will:

- Provide an estimated 20 new homes in an area of low flood risk;
- Form a logical extension to an area of residential use to a sustainable location;
- Not result in the development of land which is defined of exhibiting any demonstrable landscape value or quality;
- Not result in the development of land located within the defined Green Belt;
- Not result in any demonstrable highway safety or amenity related impact (as per our submitted technical evidence); and,
- Provide a high-quality environment for residents, utilising green infrastructure and landscaping alongside techniques to deliver a high level of environmental performance

The Social Role

6.3 The development will:

- Develop homes for a flexible number of end users, not limited to housing for those looking to get onto the property ladder, family homes, plots for self and custom builders and affordable housing; and,
- Not result in significant harm to any cultural or historical assets.

The Economic Role

6.4 The development will:

- Constitute financial investment in the rapidly developing area south of Rugby, with good links to areas of employment growth; and,
- Create direct and indirect employment opportunities, which given the size of the site are likely to support an SME housebuilder, clearly in line with the Government's direction of travel and the tone of paragraph 70(a) of the 2023 NPPF which seeks to support small

and medium housing sites.

6.5 These representations have looked at the potential development of Land at Rye Hill. Through the undertaking of technical and master planning studies, it can be clearly demonstrated that the development would be achievable and deliverable within the timescales of the future Rugby Borough Council Local Plan. This is particularly the case given the Council's published evidence base has not identified any significant or demonstrable reason why the land should not be considered positively for allocation, instead preferring an Area of Separation which is not evidenced or justified.

6.6 There have been opportunities for the Council to discuss their emerging evidence and policy direction with us and unfortunately reasonable requests have been rebuffed.

6.7 Our approach has been further considered through the preparation of evidence which is provided as part of these representations.

6.8 It is also vital to consider that the Council should exhaust all sustainable non-green belt locations for development before considering the release of green belt for development. Our submission is that a robust approach in this regard is yet to be demonstrated and it should be from the 'initial thinking' of plan preparation. Clearly this is not the case here.

6.9 Our representations contain consideration of relevant policies, namely S1, S2, S6, CL1, EN2 and EN4 whereby owing to a deficient evidence base and policy decisions that are not justified, result in a plan which if submitted in its current form is unlikely to be sound.

6.10 Our clients are committed to playing an active role in the preparation of the draft Local Plan and look forward to taking part in future consultation, including oral participation at the eventual examination (as may be required). We trust that the information provided in this document is sufficiently clear and provides assistance in further developing the emerging Local Plan. We will actively seek further discussions to understand the Council's response to these representations. We will also seek an active role as part of the forthcoming Local Plan Examination to assist the Council and the appointed Inspector(s) in formulating a sound Local Plan for Rugby.

6.11 Should any matters require further clarification, please contact rg+p. We would be delighted to assist.

Appendix A

Revision: Date: Drawn: Check:

Key:

Site Boundary

rg+p

Project
Rye Hill, Rugby

Status
For Information

Client
Midlands Land Portfolio Ltd.

Package
n/a

Sheet Title
Location Plan

Scale
1:2000@A3

Date
June 2023

Drawn by
ADA

Checked by
DNW

Drawing reference
102-388 (P)001

Revision

London | Birmingham | Leicester
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Notes:
All designs should be constructed in strict accordance with building regulations.
In addition any materials, components and fixings in/or connected to a façade should be non-combustible if the top storey of the building is above 11m.

All dimensions to be checked on site. Do not scale off this drawing for construction purposes.
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Appendix B

RYE HILL, RUGBY – PREFERRED OPTION CONSULTATION REPRESENTATION

PROJECT NUMBER: 102-338
MIDLANDS LAND PORTFOLIO LTD
RYE HILL, RUGBY

MAY 2025

rg+p Limited
Sovereign House
17 Princess Road West
Leicester
LE1 6TR

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3 THE DEVELOPMENT CONCEPT & DELIVERABILITY ASSESSMENT 6
4 OBSERVATIONS - PRIOR CONSIDERATION OF THE SITE THROUGH THE LOCAL PLAN REVIEW 8
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APPENDICES

Appendix A – 102-388 (P)001 Location Plan
Appendix B – Call for Sites Form
Appendix C – 102-388 Rye Hill Vision Document – Rev A
Appendix D - 'Technical Note' by Wardell Armstrong
Appendix E – Local Highway Authority Comments
Appendix F – Consultation Document Questionnaire

1 INTRODUCTION

1.1 rg+p have been instructed by Midlands Land Portfolio Limited, the property development arm of Severn Trent Water ('Our Client'), as part of their appointed professional team, to support the submission of representations, to the Rugby Local Plan – Preferred Option Consultation.

1.2 We welcome the opportunity to submit representations to the Council during this consultation, undertaken in accordance with Regulation 18, of the Town and County Planning (Local Planning) (England) Regulations 2012.

1.3 By way of a recap, our client has an interest in a parcel of land some 3.29 hectares in area, which is located in Rugby Borough Council's administrative area, this is shown on the submitted location plan (Appendix A).

1.4 Herein, we provide our views on the 'Rugby Local Plan – Preferred Option' as outlined in the consultation document (March 20245). We submit that our client's parcel of land, known as "Land at Rye Hill" hereon referred to as 'the site', is considered for allocation, as part of the emerging Rugby Borough Council Local Plan. It is considered that the site is Suitable, Available and Achievable.

1.5 Through the promotion of this site we are seeking to work with the Council and other relevant stakeholders to secure its allocation for residential development.

1.6 We have carefully considered the consultation documents, the associated evidence base and we have sought clarification from Officers of the Council. We consider that there are compelling benefits associated with the development of the site and respectfully request that the Council gives appropriate consideration to its allocation for residential development. This consultation is in our opinion such an appropriate opportunity to fully inform and test policy choices made by the Council and we look forward to further constructive discussions in due course.

1.7 The sections of this report consider the following planning issues:

- The Site, Surroundings and Context;
- The Development Concept and Deliverability Assessment;
- Observations - Prior Consideration of the Site through the Local Plan Review;
- The Consultation Questions; and,
- Concluding Remarks.

2 SITE AND SURROUNDINGS

2.1 As introduced above, our client (Midlands Land Portfolio Limited) has an interest in a parcel of land (~3.29Ha) located to the South of Rugby. The site is formed of two areas and a "Call for Sites" form has also previously been submitted in respect of the site and is appended again to this document for ease of reference **(Appendix B)**. We have also included this pro-forma to remind the Council that correct information was provided in regard to land ownership and the intentions of Midlands Land Portfolio Limited.

2.2 The focus for development is the 'northern parcel'. This is identified as 'Site A' in the accompanying Vision Document **(Appendix C).** This element of the landholding can accommodate residential development on land totalling 1ha. The vision documents also references and assesses the southern parcel of land, identified as 'Site B'. This is not the focus for built development but could be enhanced as part of development proposals, or developed later in the plan period.

2.3 It is located close to the village of Dunchurch, Warwickshire. The consultation document also identifies an allocation 'Land south of Coventry Road, Dunchurch' under draft policy S6 for 180 dwellings, please see below:

Figure 1 – extract of the emerging policies map

2.4 The development of the site offers an opportunity to create a mixed and balanced wider community in a sustainable location alongside the emerging land allocation.

2.5 The site is currently greenfield land used for purposes of keeping and grazing horses and is characterised by pasture. Various land uses surround the site. A Severn Trent access road to Draycote Water (which lies to the south of the M45) borders the site to the west. A public right of way borders the northern site and runs through the southern parcel. An embankment (c.3m high) occupies the western side of the site which has been planted with a mix of mature native trees. The northern boundary of the site benefits from a road frontage onto the B4429 (Coventry Road). The site also benefits from a road frontage onto Halfway Lane, which forms part of the National Cycle Route 41.

2.6 In summary, the wider surrounding land uses are as follows:

- Limited ribbon development and an extensive area of allotments lie to the north of the sites. The dwellings present are generally terraced in nature and their back gardens 'face onto' the Coventry Road. The dwellings are accessed by a small parking courtyard forming part of Miller's Close.
- To the north west of the site lies the recently rebuilt Dunchurch Baptist Church. It occupies a relatively large plot and contains a large parking area to the frontage.
- To the east of the site, along Halfway Lane, lies a number of larger dwellings. They generally differ from the dwellings to the north of the site but are similarly well-established. They tend to occupy larger plots but vary from large detached houses, semi detached houses and bungalows.
- To the south of site is Rye Hill stables. This is accompanied by two large dwellings, one being a barn conversion.

2.7 In respect of other technical baselines, a summary is provided below:

Flood Risk

2.8 In respect of flood risk, Environment Agency flood maps show that the appraisal site would not be at risk of fluvial flooding or surface water flooding. Surface water attenuation would be considered as part of a detailed scheme design.

2.9 Biodiversity

2.10 Online data held by DEFRA indicates that there are no internationally designated (SAC/Ramsar/SPA), nationally designated (SSSI) or locally designated (LNR) sites within the boundary of appraisal site. However, The Draycote Water Supply Reservoir (LWS), Fox Covert and Cawston Spinnery (LWS), Dunchurch Hall Meadow (LWS) and Springfields Pond (Ecosite)

are located within 1km of the site.

2.11 A Preliminary Ecological Appraisal has been prepared by Wardell Armstrong which confirms that there are no significant ecological constraints that would impede development. Furthermore, a Preliminary Biodiversity Impact Assessment has also been prepared by Wardell Armstrong which confirms that measurable net gain could be accommodated on site, with suitable enhancements.

Heritage

2.12 There are no designated or non-designated heritage assets within the site or immediately adjoining it.

Highways

2.13 As noted above, the appraisal site benefits from a road frontage onto the B4429 (Coventry Road) which runs along its Northern Boundary of site A. Site A also benefits from a road frontage onto Halfway Lane, which forms part of the National Cycle Route 41.

2.14 The B4429 (Coventry Road) connects the site to the nearby village of Dunchurch and beyond to the wider strategic road network, including direct access to the M45.

2.15 Suitable, enhanced, road access via Halfway Lane has been tested and identified as suitable for the estimated number of dwellings to be provided, with suitable visibility splays. The access option had been designed to limit any impact on established hedgerows along Halfway Lane and to avoid tree removals.

2.16 Further consideration in regard to highways matters is provided within the submitted 'Technical Note' by Wardell Armstrong. This is included at (Appendix D). It has been prepared in response to comments made by the Highway Authority in regard to the Call for Sites Assessments, a copy of these comments are included at Appendix E. Further assessment of these matters is contained within sections 4 and 5 of these representations.

2.17 Arboriculture

2.18 There are a number of mature trees on the site, principally occupying the large bund to the western portion of Site A. development has been designed to limit impact on trees and limit removals.

2.19 Rights of Way

2.20 There is 1 public right of way registered within the site. It runs along the eastern and southern

boundaries of Site A, before running from the north eastern corner to the south western corner of the Site B.

3 THE DEVELOPMENT CONCEPT & DELIVERABILITY ASSESSMENT

3.1 Appendix C provides the previously prepared vision document, containing concept drawings to illustrate how development could be accommodated within the site and respond to the constraints and opportunities posed by this location.

3.2 The vision documents concludes that there are a number of key features for future development. They include:

- The retention of hedge to Halfway Lane.
- Avoiding individual driveway accesses to Halfway Lane to reduce impact on hedgerow and existing properties.
- Development organised to define and overlook internal streets.
- Bungalows adjacent to Halfway Lane to reflect existing bungalows.
- A new footway within the site, linking the existing footway on Coventry Road and the PROW to the south of the site, offering a safer alternative to pedestrians using Halfway Lane.
- The opportunity to utilise localised or full carriageway widening to Hallfway Lane, subject to further consultation with the Local Highway Authority.
- Development arranged to overlook PROW to south.
- Swales or attenuation basin to the south of the site, to make best use of topography.
- Development offset from existing woodland to the west of site.
- Two storey development to the west of the site.
- Architecture to reflect the materials & details of the locality

3.3 Government Guidance defines that for a site to be considered deliverable it must be; Suitable, Available and Achievable.

<u>Suitable & sustainable location</u>

3.4 The site is considered to be a suitable location for development that would contribute to the creation of a sustainable and mixed community. This is especially relevant given the mixed nature of surrounding development and the location of the South West Rugby Allocation to the north. With regard to policy restrictions, currently, the principal policy restriction is the settlement boundary policy.

Available

3.5 This site is owned by willing landowners, Midlands Land Portfolio. As such, there are no impediments to the site becoming available in legal or practical terms.

Achievable

3.6 The site is being promoted and will be developed by Midlands Land Portfolio, who have extensive experience in delivering sites providing market, affordable and other specialist housing. If delivery of homes from this site is required in the first 5 years of the plan period to meet a specific locational need, Midlands Land Portfolio are willing and able to submit an outline planning permission, in discussion with the Council at an agreed point in the emerging plan period.

3.7 There are no substantive viability issues (when considered against current legislative and infrastructure requirements) at this time or third party ownership requirements to prevent early delivery.

4 OBSERVATIONS - PRIOR CONSIDERATION OF THE SITE THROUGH THE LOCAL PLAN REVIEW

4.1 Within this section, we have taken the opportunity to provide a short summary of the prior consideration of the site within the published evidence base. This is to confirm relevant factors and clarify points which are considered important.

4.2 Firstly, Appendix 5 to the published HELAA document confirms the location of the site geographically, including its relationship with other promoted sites. Sites 42 and 285 make up 'the site' for the purposes of our client's interest, please refer to the extract below:

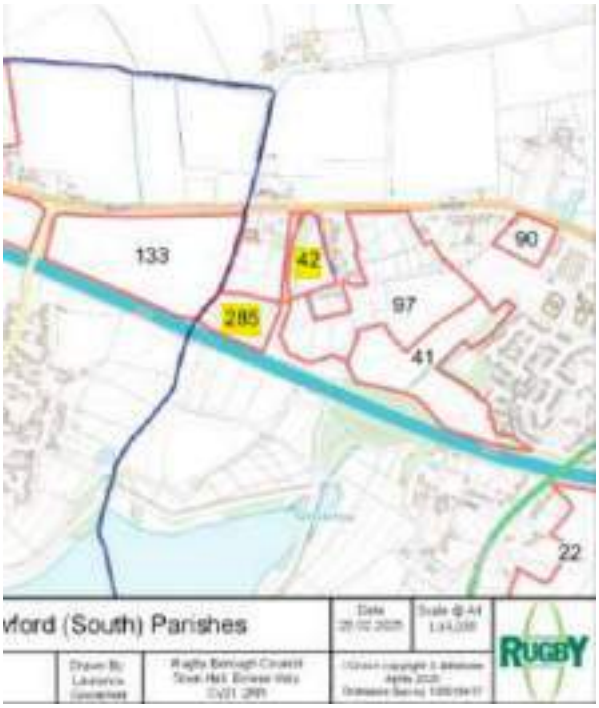


Figure 1 – HELAA extract

4.3 It is noted that the Council has not published a site assessment proforma for site 42. A proforma has however been published for site 285. A link to this assessment is here.

4.4 It is also noted that as part of the published 'Stage 2 Site Assessment' our client's northern land parcel has in fact been considered as part of site reference 97, promoted by Taylor Wimpey Strategic Land. It is noted that an illustrative masterplan submitted for site 97 includes our clients land as open space (rather than built form) and was done without prior agreement.

4.5 Please see the extract below showing the area in question annotated:

Figure 2 – mapping extract showing client owned land within the area promoted by Taylor Wimpey Strategic Land

4.6 The published Stage 2 Site Assessment confirmed in regard to site 97 (with our emphasis underlined):

- "The site comprises arable and pastoral fields located at the fringe of Dunchurch, situated between the M45 and B4027."
- "The surrounding road network is considered congested, but <u>the site performs well on overall accessibility and is walkable to the village and its facilities</u>."
- "<u>Neither heritage, nor ecology sensitivities have been flagged, and landscape sensitivity is Medium/Low. The site is not within the Green Belt</u>."
- "Warwickshire County Council have expressed concern with access from Sandford Way. Therefore, <u>the site is not progressed in this configuration, but it taken beyond stage 2 as site 341 which comprises just the northern section of the site accessed from the B4429. This site is not assessed separately here but is discussed in the Sustainability Appraisal report.</u>"

4.7 Within this evidence, no highway related concerns are published.

4.8 The published sustainability appraisal considers the ability of Dunchurch to accommodate

development, within which it is noted:

- Paragraph 5.4.42 – "There is broadly a case to be made for focusing growth to the west of the village given topography / landscape and historic environment sensitivities to the east of the village."
- Paragraph 5.4.44 – "Allocation of Sites 90 and 341 would deliver 210 homes in combination, whilst there is capacity at the local primary school to accommodate ~250 [homes]."
- Paragraph 5.4.47 – "there is a strategic case for supporting growth at Dunchurch, given a strong settlement score and a location outside the Green Belt."

4.9 In regard to these points, it is noted that our clients landholding is located to the west of the village, it is free of heritage, ecology and landscape constraint, it is not in the Green Belt and a comprehensive vision document has previously been provided during the prior consultation stage. However, in regard to the 'vision' the Council has mistakenly taken account of a site area provided by another promoter and not our client.

4.10 This is an unfortunate oversight and it is difficult to understand why the Council did not clarify matters when refining the allocation, particularly as the same area was put forward by different promoters. On this basis, clarification was sought by email from Officers. These officers have confirmed that our client's site has been excluded from the proposed allocation area. The reason given for this is highways related, however this does not feature in the site selection assessment or the published sustainability appraisal. Rather a set of comments from the Local Highway Authority have been provided and these are included at Appendix E to these representations.

4.11 These comments have not formed part of the suite of evidence published for consultation. Notwithstanding this, the comments state:

"The Highway Authority has significant concerns over the proposed use of Halfway Lane as a vehicular access to/from the proposed site:

1. Halfway Lane is narrow (c. 3.5m wide), forms part of NCN41 and provides access to several PROWs.

2. Intensification in use would raise significant safety and amenity issues.

3. As such Halfway Lane is considered not to be suitable for any further intensification in use."

4.12 The comments are comprehensively rebutted within the submitted 'Technical Note' by Wardell Armstrong at Appendix D to these representations.

4.13 Within the technical note, it is confirmed that:

- Residential development to the west of Halfway Lane would result in low levels of additional vehicle traffic using Halfway Lane. This is particularly the case since the Council do not propose allocating any other residential development from Halfway Lane.
- The extent of traffic impact on Halfway Lane can be limited as necessary through siting of access junctions so that not all development traffic will use the full extent of Halfway Lane.
- Potential issues relating to highway safety due to additional vehicles using Halfway Lane can be mitigated by design, by locating access junctions where there is good visibility, and by introducing localised widening, or full carriageway widening.
- Pedestrian, cyclist and residential access amenity will not be materially impacted by development at the site, and there is opportunity for significant benefit to active travel users through delivery of active travel infrastructure as part of the development.
- It is concluded that there are no material potential highway safety or amenity impacts arising from residential development at the site, that can not be mitigated as part of development design.

5 THE CONSULTATION QUESTIONS

5.1 As part of the consultation document the Council has published a questionnaire setting out 27 questions about the document and 11 questions about the respondent. Our completed questionnaire is provided as **Appendix F** to these representations. This includes all the 'respondent' questions answered. Where appropriate we respond to consultation questions below under sub-headings.

Questions 1 & 2 – The Main Objectives

5.2 Our client strongly agrees with the six main objectives set out within the consultation document. In particular because, the development of their site:

1) Is in a sustainable location within the Borough. As identified within the published sustainability appraisal.

2) It is within a reasonable distance of the town centre whereby future residents would support services and facilities to aid its ongoing revival.

3) Would include reasonable sustainability measures, in line with prevailing legislation to reduce emissions and adapt to climate change.

4) Would provide an appropriate design response, in line with prevailing guidance.

5) Not result in an adverse impact on local infrastructure, with sufficient headroom in local education facilities evident. The development would also result in natural surveillance over the public right of way network and offer an improvement to its function.

6) Deliver biodiversity net gain and appropriate open space.

Questions 3 & 4 – Dispersed Spatial Strategy

5.3 Our client agrees with the spatial strategy, particularly the allocation of housing land at Dunchurch. The evidence base confirms the sustainability of this location and also highlights that there is capacity for further development. This could include our client's land without significant or demonstrable environmental impacts for the reasons set out within these representations.

Question 5 – Residential Allocations

5.4 Our client considers that the wording of this question is neither helpful nor reasonable. It is written with the sole purpose of understanding the extent of opposition to housing land allocations rather than offering the opportunity for positive discourse. This is an unfortunate

approach. Notwithstanding this, our client supports the general approach of allocating housing land to Dunchurch, namely site 341. However, it is submitted that our client's landholding 42 has not been assessed on a consistent or coherent basis, given the relative lack of constraints identified in the evidence base. Upon questioning, Officers have suggested a highways reason for not including our client's land within the allocated site and provided comments from the Local Highway Authority. These comments have been rebutted within the submitted technical note.

Questions 11 & 12 – Climate Change

5.5 Our client, which forms part of the wider Severn Trent business positively supports the drive towards net zero. Severn Trent is leading the water sector in reducing greenhouse gases by building the world's first net zero wastewater treatment hub and sharing their learnings with others. Our client strongly supports the introduction of water efficiency standards for non-residential development.

5.6 However, our client urges caution around the feasibility of adopting a net zero approach to all residential development as is proposed in this consultation document. The published sustainability appraisal confirms 'A Viability Study has been prepared, but there is a need for further work'.

5.7 The viability evidence confirms that the adoption of such a policy is likely to lead to pressures on land values. Based on the modelled scenarios this could reduce residual land values in Rugby Urban Area by between -38% to -57% and outside the Urban area by between -26% to -39%.

5.8 This presents significant risk of landowners not choosing to release land because (amongst other factors) the values achieved are not attractive, a disproportionate cost burden on areas where the Council will need to seek regeneration opportunities (such as urban brownfield land) and the ability of all developments to fund important affordable housing, infrastructure and potentially biodiversity net gain.

5.9 Further evidence should be provided by the Council in this regard.

6 CONCLUDING REMARKS

6.1 To inform the Local Plan process and in order to demonstrate the deliverability credentials of this proposal succinctly the following points are key when considering its credentials against the three dimensions of sustainable development:

The Environmental Role

6.2 The development will:

- Provide an estimated 20 new homes in an area of low flood risk;
- Form a logical extension to an area of residential use to a sustainable location – Dunchurch and a proposed allocation for 120 dwellings and will be incorporated into the landscape through sound landscaping and master planning principles;
- Not result any demonstrable highway safety or amenity related impact (as per our submitted technical evidence); and,
- Provide a high-quality environment for residents, utilising green infrastructure and landscaping alongside techniques to deliver a high level of environmental performance

The Social Role

6.3 The development will:

- Develop homes for a flexible number of end users, not limited to housing for those looking to get onto the property ladder, family homes, plots for self and custom builders and affordable housing.
- Not result in significant harm to any cultural or historical assets;

The Economic Role

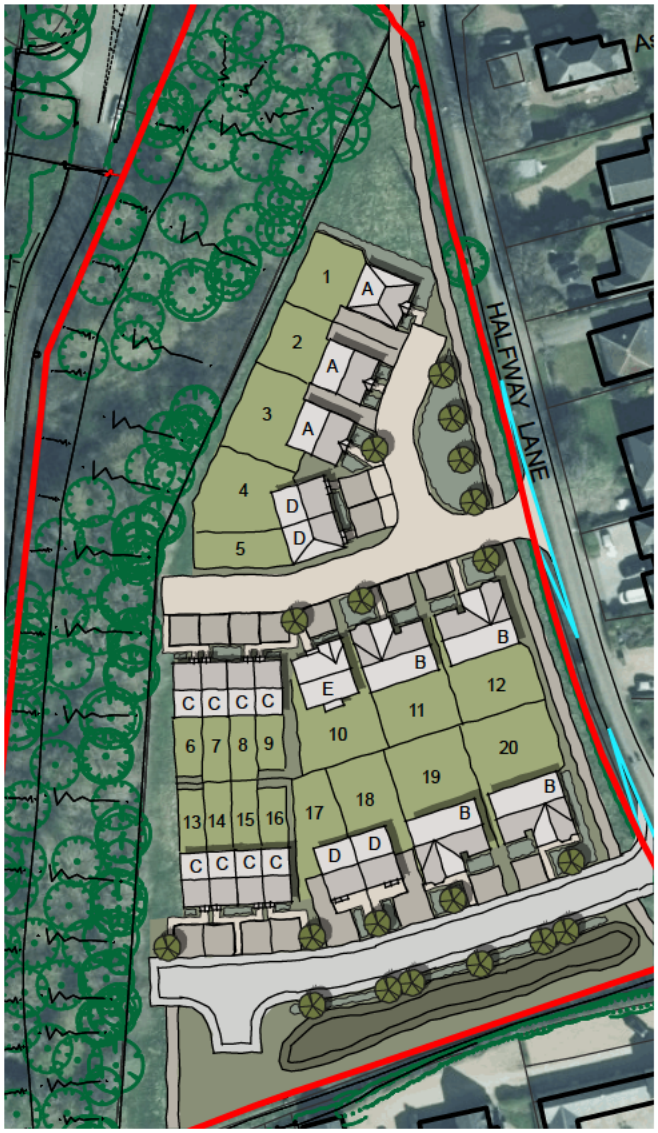
6.4 The development will:

- Constitute financial investment in the rapidly developing area south of Rugby, with good links to areas of employment growth
- Create direct and indirect employment opportunities

6.5 These representations have looked at the potential development of Land at Rye Hill. Through the undertaking of technical and master planning studies, it can be clearly demonstrated that the development would be achievable and deliverable within the timescales of the future Rugby Borough Council Local Plan. This is particularly the case given the Council's published

evidence base has not identified any significant or demonstrable reason why the land should not be considered positively for allocation. It is also relevant to consider that the Council should exhaust all sustainable non-green belt locations for development before considering the release of green belt for development. Our submission is that a robust approach in this regard is yet to be demonstrated and it should be from the 'initial thinking' of plan preparation.

6.6 Our clients are committed to playing an active role in the preparation of the draft Local Plan and look forward to taking part in future consultation, including oral participation at the eventual examination (as may be required). We trust that the information provided in this document is sufficiently clear and provides assistance in further developing the emerging Local Plan. We will actively seek further discussions to understand the Council's response to these representations.



102-388 Ryehill, Rugby

Vision Document for

Midlands Land Portfolio Ltd

01/02/24 Rev A ADA / CSL / DNW / ESD

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DOCUMENT CONTROL

REVISION	DATE	CREATED	CHECKED
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A	01/02/2024	NEC	DNW

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CONSULTANT TEAM

1.0 INTRODUCTION

1.1 BACKGROUND AND CONTEXT

1.1.1 rg+p have been instructed by Midlands Land Portfolio Ltd (the property development arm of Severn Trent Water) to prepare a Planning Appraisal as to the development potential of land known as 'Rye Hill, Rugby'. It considers a strategy to promote the land for future residential development.

1.2 PURPOSE OF THE DOCUMENT

1.2.1 The purpose of this document is to identify the constraints and opportunities associated with the site, illustrate how it could be developed and demonstrate that it is available, suitable and deliverable.

1.3 DOCUMENT STRUCTURE

1.3.1 The document is set out as follows:

- 1.0 Introduction
- 2.0 Assessment
- 3.0 Site Vision
- 4.0 Conclusion

Fig. 01 Site Context Map

Key:

Site Boundary

Southwest Allocation Area

2.0 ASSESSMENT

2.1 SITE LOCATION AND DESCRIPTION

2.1.1 The site is located to the south of Coventry Road on the western side of Dunchurch and is split into 2 parcels - referred to here as Site A and Site B.

Site A

2.1.2 Site A (1.48ha) lies to the west of Halfway Lane and extends as far as Rye Hill Farm to the south. A Severn Trent access road to Draycote Water (which lies to the south of the M45) borders the site to the west. A public right of way borders the site to the south.

2.1.3 Site A comprises a single field currently in use as a paddock. An embankment (c.3m high) occupies the western side of the site which has been planted with a mix of mature native trees. The site is relatively flat with a slight fall from north to south.

Site B

2.1.4 Site B (1.73ha) lies to the south west of Site A on the western side of the Severn Trent access road. It's southern boundary is defined by the M45 dual carriageway. It's northern boundary is defined by a mature hedgerow with individual trees. The eastern boundary is defined by trees and hedgerows associated with the Severn Trent access road. The western boundary is partly defined by trees and hedgerows but there are gaps and views to neighbouring fields to the west.

2.1.5 The site appears to be used as pasture. A public right of way crosses the site from east to west and is defined by a simple post and wire fence either side of its alignment. Land falls from the east to the west, with a more pronounced level change to the west, close to the M45 boundary.

Fig. 02 Site Location Plan

2.2 PLANNING CONTEXT

Planning Background

2.2.1 For planning purposes the site is located within the administrative area of Rugby Borough Council. The sites are located around 1km from the centre of the village of Dunchurch, Warwickshire, which lies to the South Western outskirts of Rugby. In planning terms, the sites lie outside of the 'main built up area' and settlement of Dunchurch. The sites are therefore for planning purposes located within the countryside. Generally, the planning system seeks to provide a degree of protection to limit many forms of development in countryside locations.

2.2.2 The appraisal sites are not covered by any other land use planning, landscape designation (such as green belt or AONB) or other designation which indicates development should be restricted.

Planning History

2.2.3 A search of records held on the Rugby Borough Council website shows there are no records held which indicate any recent planning applications for development on the site as a whole. However, there are a number of applications nearby (most notably along Halfway Lane) that relate to replacement dwellings and smaller, householder extensions.

2.2.4 Other relevant applications nearby include permission for the demolition of existing church buildings and construction of new church building with associated new car parking at Dunchurch Baptist Chapel, Coventry Road. Furthermore permission was granted for the change of use of horticultural land for the siting of 5 timber clad glamping pods on the land immediately west of 'site A'.

Policy Context

2.2.5 The Planning and Compulsory Purchase Act 2004 defines the development plan as the development plan documents (taken as a whole) which have been adopted or approved in relation to that area. In this case, that is the Rugby Local Plan, adopted in June 2019. The National Planning Policy Framework (NPPF) is an overarching consideration.

2.2.6 The development plan for the appraisal site is formed of the Rugby Local Plan 2011 to 2028, which was adopted in 2019. Key policies within the Rugby Local Plan (2019) that should be taken into consideration include:

- Policy GP1: Securing Sustainable Development
- Policy GP2: Settlement Hierarchy
- Policy DS1: Overall Development Needs
- Policy DS3: Residential Allocations & DS4: Employment Allocations
- Policy DS9: South West Rugby
- Policy DS9: South West Rugby Spine Road Network
- Policy H1: Informing Housing Mix
- Policy H2: Affordable Housing Provision
- Policy H4: Rural Exceptions Sites
- Policy HS4: Open Space, Sports Facilities and Recreation
- Policy HS5: Traffic Generation and Air Quality, Noise and Vibration
- Policy NE1: Protecting Designated Biodiversity and Geodiversity Assets
- Policy NE3: Landscape Protection and Enhancement
- Policy SDC1: Sustainable Design
- Policy SDC2: Landscaping
- Policy SDC5: Flood Risk Management
- Policy SDC6: Sustainable Drainage
- Policy D1: Transport
- Policy D2: Parking Facilities

2.2.7 A review of the Local Plan will take place, with an 'Issues and Options' Consultation (Reg 18) running from 30 October 2023 to 2 February 2024.

The South West Allocation

2.2.8 The southwest allocation was identified as part of the current Local Plan.

2.2.9 The allocation is approximately 390 Hectares (960 acres) and is predominantly in agricultural use, within the open countryside and lies generally between Cawston to the north, Bilton to the east, Dunchurch to the south, and the A4071 (London Road). The allocation will provide a total of 5000 dwellings and 35ha of employment land.

2.2.10 The South West Rugby Masterplan Supplementary Planning Document (SPD) (2021) confirms that the area will comprise of a new neighbourhood (with a mix of uses) alongside green and blue infrastructure, transport infrastructure (including the Southwest Link Road) and community infrastructure.

2.2.11 The allocated site is expected to be delivered over a 20-year period and will continue beyond the current plan period.

2.2.12 The allocation will change the general character of the area to the north of the site. It will inevitably change the general landscape on a wider scale, becoming more 'urbanised' in nature. This will complement the development of the development site at Rye Hill.

Fig. 03 Southwest Allocation

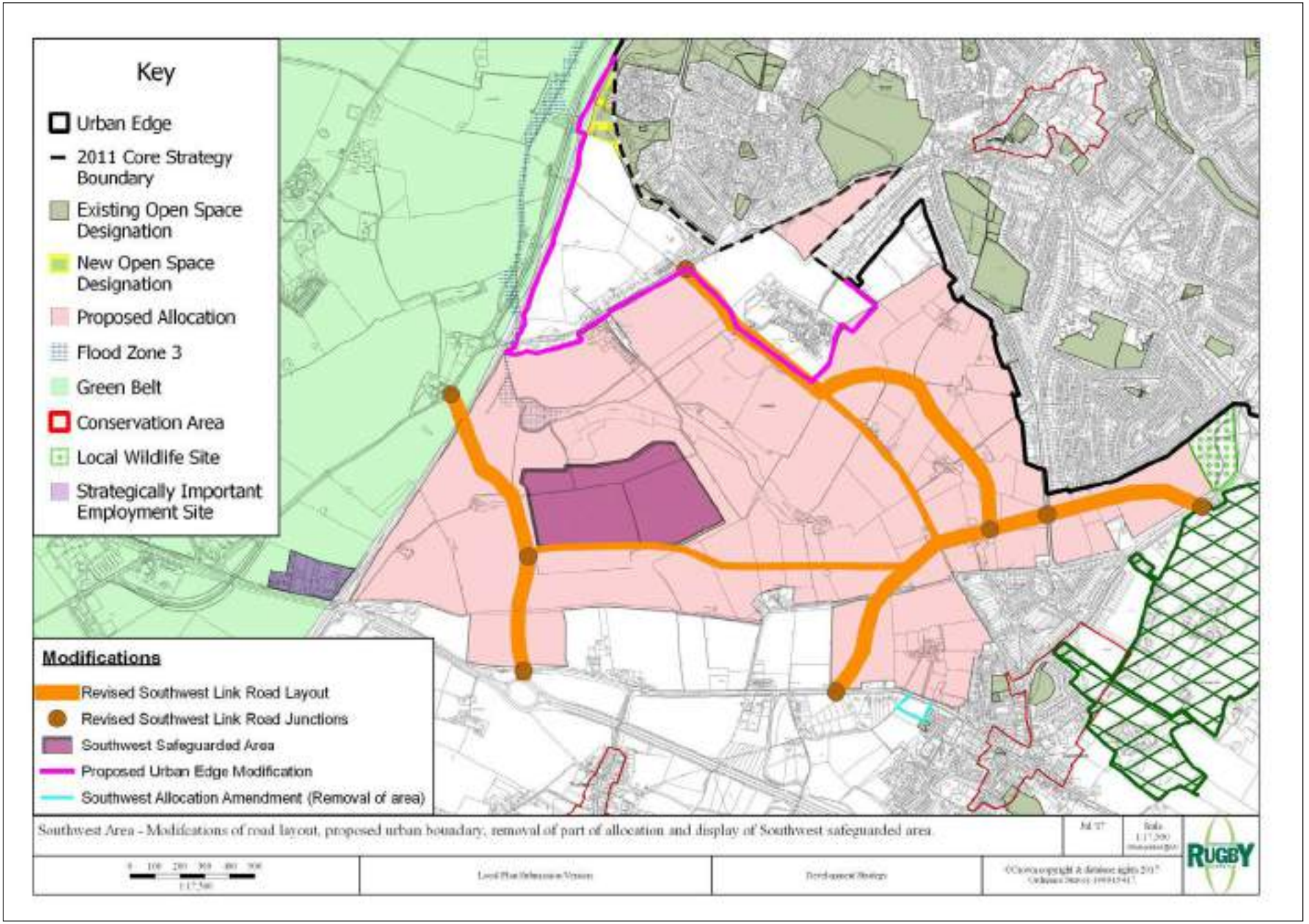


Fig. 04 Aerial Photograph with Contours

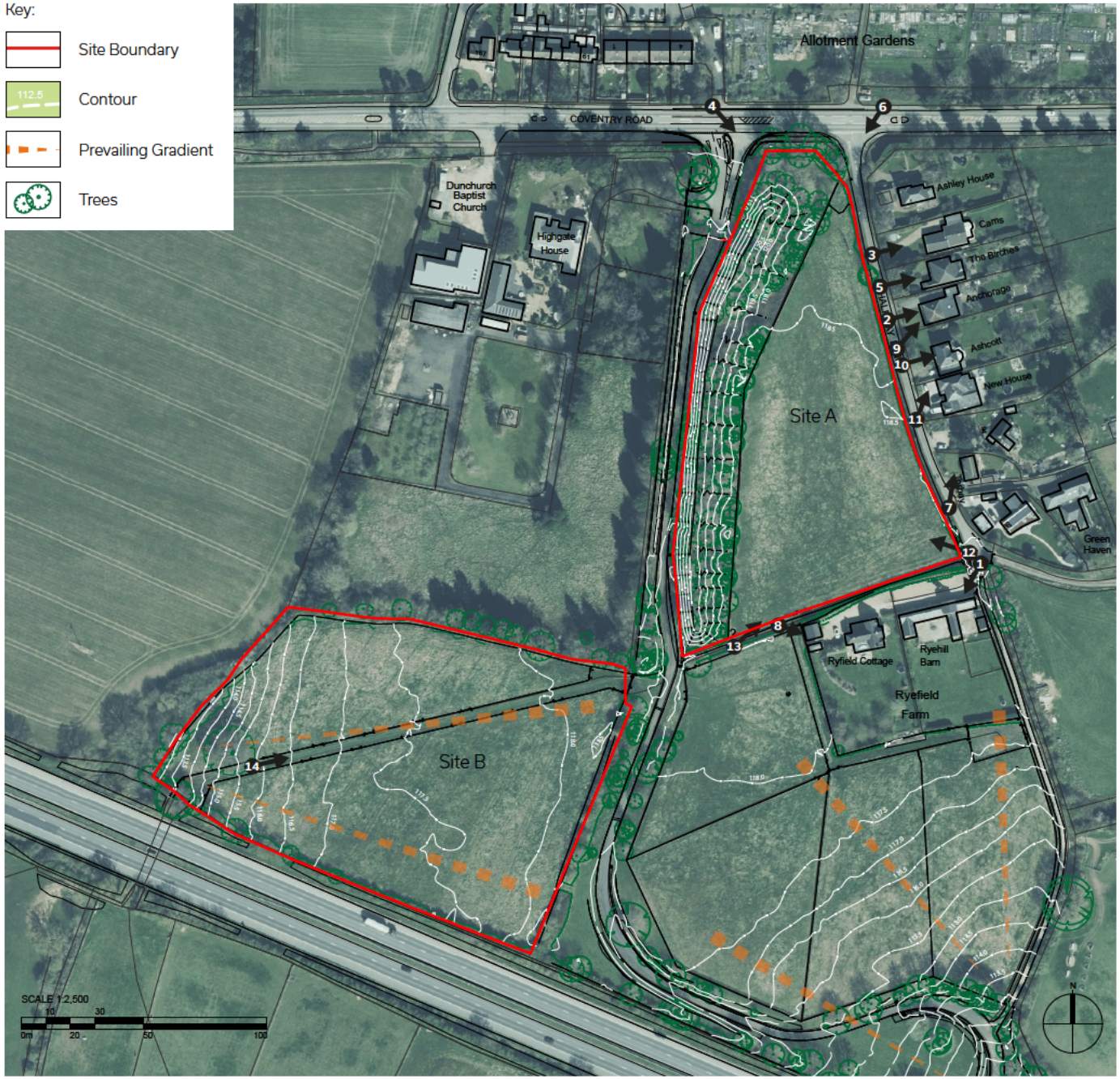


Fig. 05 Photos 1-3

1: Ryehill Barn

2: Anchorage, Halfway Lane

3: Cams, Halfway Lane

Fig. 06 Site Photos 4-11

4: Junction of Coventry Road (B4422) and Severn Trent Water Emergency Access Road

5: The Birches, Halfway Lane

6: Junction of Halfway Lane and Coventry Road (B4422)

7: Torbay, Halfway Lane

8: Ryehill Cottage Outbuilding

9: Anchorage & Ashcott, Halfway Lane

10: Ashcott, Halfway Lane

11: New House & Ashcott, Halfway Lane

Fig. 07 Site Photos 12-14

12: Looking across Site A from the southeast towards the western boundary

13: Looking across Site A from the southwest towards the eastern boundary (Halfway Lane.)

14: Looking across Site B from the southwest towards the northern and eastern boundaries of the site.

2.3 ARBORICULTURE

2.3.1 An Arboricultural tree survey was undertaken RPS Group.

2.3.2 The majority of the site is bordered by native hedgerows of varying species. With many of the hedgerows containing mature trees.

2.3.3 A strip of woodland (with a small pocket of dense scrub) borders the north and west of Site A. It is categorised as lowland mixed deciduous woodland.

2.3.4 A large English Oak tree is present in the southwest corner of the Site B.

Fig. 08 Tree Constraints Plan

2.4 ECOLOGY

2.4.1 A Preliminary Ecological Appraisal has been prepared by Wardell Armstrong.

2.4.2 The conclusion of the report is set out below:

"In summary, the assessment identified that there were no significant ecological issues found on site that would impact the development of the site. Furthermore, Biodiversity Net Gain (BNG) can be achieved on the site receptors, with opportunities with opportunities to create and enhance grassland areas around new buildings, and to manage retained woodland and trees. Further surveys would be undertaken in the process of submitting a planning application."

Fig. 09 UK Habitat Plan

2.5 FLOOD RISK

2.5.1 Both Site A and Site B lie within the Environment Agency's Flood Zone 1, that is having the lowest likelihood of river or tidal flooding.

2.6 UTILITIES

2.6.1 A Topographical & Location and Mapping of Underground Services and Drainage Survey has been carried out by RGI Surveys.

2.6.2 Various services (overhead and underground) have been identified in the access routes surrounding the sites.

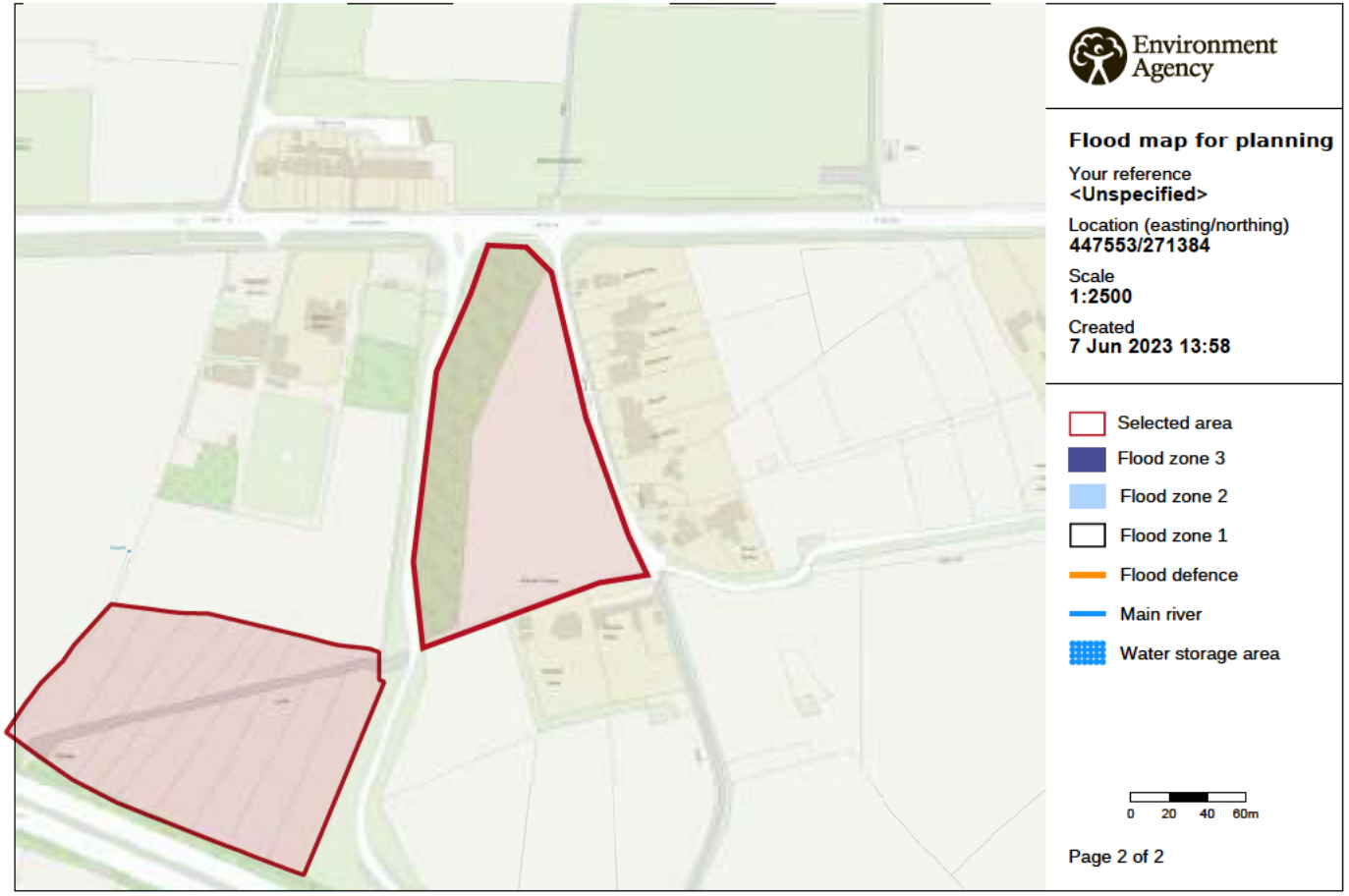
2.6.3 Within Site A, to the north, a foul sewer has been detected running west to east and overhead power cables running south-west to north east. In the south-east of Site A overhead telephone cables have also been observed.

2.6.4 Within Site B, to the north, overhead telephone cables have been identified running south-west to north-east.

2.6.5 These relevant items are shown on the opportunities and constraints plans for the sites.

2.6.6 RGI Surveys have advised that the location of services are confirmed by trial excavations.

Fig. 10 Flood Map



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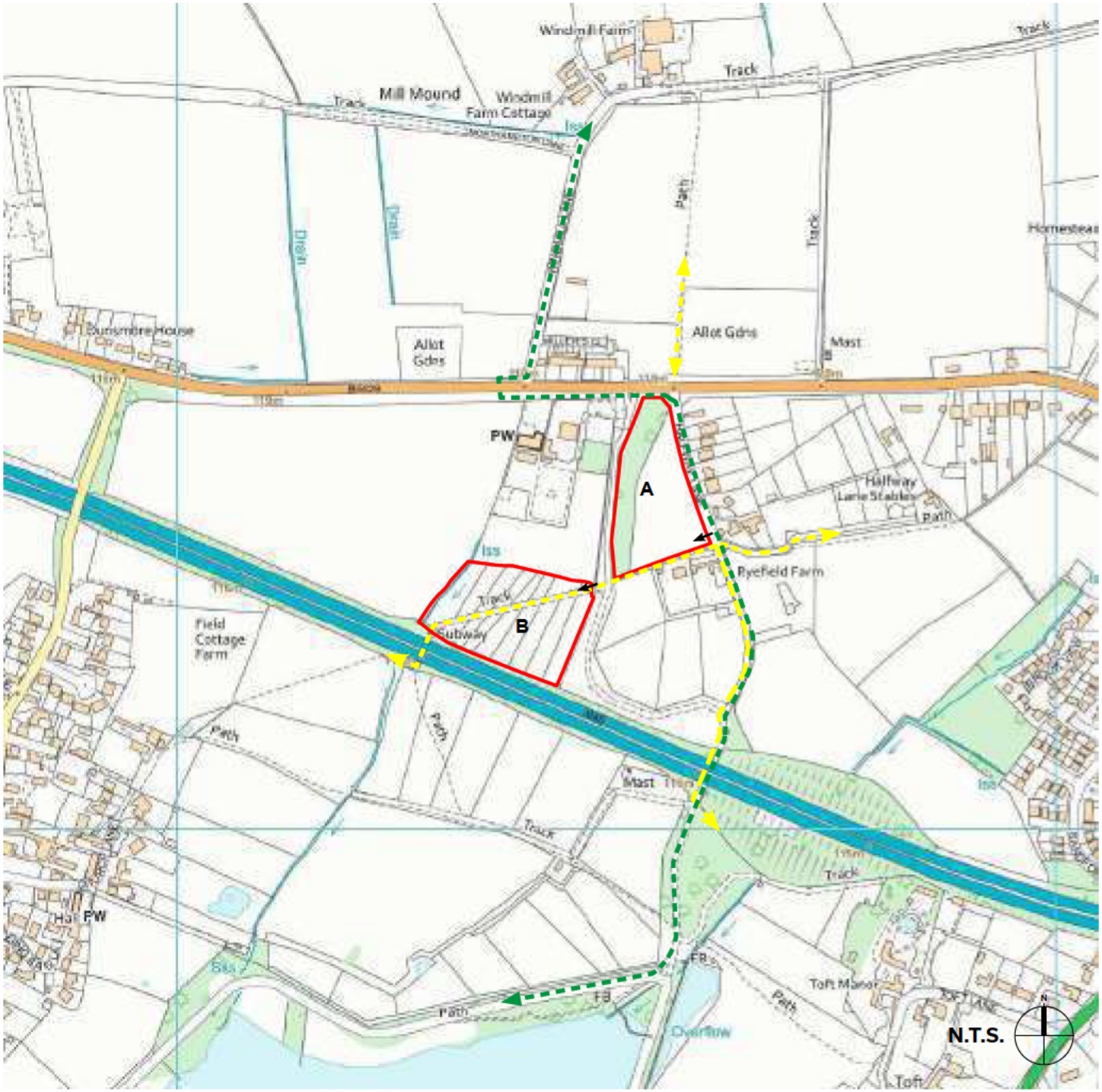
2.7 ACCESS & CIRCULATION

2.7.1 Both sites currently benefit from field access points, Site A's at the south-east corner off Halfway Lane and Site B's at the north-east corner off Severn Trent Water's Emergency Access Road.

2.7.2 Sites A & B are well located to access both Public Rights of Way in the form of footpaths and bridleways as well as National Cycle Route 41, see "Fig. 11 Access & Circulation".

Fig. 11 Access & Circulation



2.8 TOWNSCAPE CHARACTER

2.8.1 The character of the area adjacent to the sites is varied and has evolved over time. Areas with different characteristics can be grouped as follows:

- Halfway Lane - North
- Halfway Lane - Middle
- Halfway Lane - South, Ryfield Cottage & Ryehill Barn
- North of Coventry Road
- Dunchurch Baptist Church

2.8.2 The key themes and characteristics are as follows:

Halfway Lane - North

- Detached dwellings.
- Bungalows dominate, but a two storey dwelling is located at the junction of Halfway Lane and Coventry Road.
- Hipped roof types prevail but gabled roofs are also present.
- Dwelling types are not repeated.
- Front gardens with soft landscaping separate dwellings from the street.
- Parking is to the front and side of properties.
- Mix of red brick, brown brick and painted render.
- Roof coverings are a mixture of slate and modern concrete tiles in varying shades.

Halfway Lane - Middle

- Detached dwellings, some with recent extensions.
- One and a half and two storey dwellings.
- Hipped roof types dominate, but gabled roofs are also present.
- Dwelling types are not duplicated.
- Dwellings are set back from the street with the majority having soft landscaping in front gardens.
- Parking is to the front and side of the properties.
- Red brick and painted render prevail.
- Roof coverings are a mixture of slate and modern concrete tiles in varying shades.

Fig. 12 Townscape Character - Part 1

Single storey bungalow, contemporary in style and use of building materials.

A single storey bungalow with a 'traditional' appearance using red brick and plain clay tiles.

A dwelling with a 'traditional' character, with walls finished with painted render. The single storey bungalow has a hipped roof covered with plain clay tiles.

Two storey dwellings with recent additions, mostly finished with red brick and render with roofs covered with slates.

One and a half storey dwelling in a 'traditional' style, finished with buff brick and modern concrete tiles.

Halfway Lane - South, Ryfield Cottage & Ryehill Barn

- Detached dwellings in both 'traditional' and contemporary styles.
- A mixture of single, one and a half and two storey dwellings.
- Hipped, side gabled, cross gabled and mono-pitched roofs are all present.
- Dwelling types are not replicated.
- Dwellings are set back from the street with the majority having soft landscaping in front gardens.
- Parking is to the front of the properties.
- A mixture of red brick, horizontal and vertical timber cladding and render is utilised.
- Roof coverings are a mixture standing seam and slate.

North of Coventry Road

- Dwellings with a 'traditional' character.
- Detached and terraced dwellings.
- A mixture of one and a half and two storey dwellings.
- Side gabled and cross gabled dwellings.
- Dwelling types are repeated.
- Both front and rear gardens with soft landscaping separate dwellings from Coventry Road.
- Parking within dwelling's curtilage is rare. Garage and street parking is to the rear in Miller's Close.
- A mixture of red brick, horizontal timber cladding and render.
- Roof coverings are a mixture of red plain tiles and modern brown tiles.

Dunchurch Baptist Church

- The Church is built in a contemporary style.
- Two storey building.
- Mono-pitched and side gabled property.
- Building is set back from the street with communal vehicular and bicycle parking in front.
- A mixture of red brick and curtain wall glazing.
- Standing seam roof covering.

Fig. 13 Townscape Character - Part 2

Recent new build two storey dwelling in a contemporary style, using timber as a main facing material and solar panels on the mono pitched roof.

A recent new build two storey dwelling in a contemporary appearance, using timber and off white cement render.

Recent contemporary new build single storey dwelling with a central two storey section, finished in timber and off white cement render.

Rear gardens of these one and a half storey dwellings back onto Coventry Road.

A two storey dwelling in a 'traditional' style finished in roughcast render turns the corner between Coventry Road and Windmill Lane.

Front gardens of these two storey traditional dwellings front onto Coventry Road.

Dunchurch Baptist Church is a two storey building built in a contemporary style, with a mono-pitched roof and faced with red brick and curtain wall glazing.

2.9 CONSTRAINTS & OPPORTUNITIES

2.9.1 Both Site A & Site B are relatively free from physical constraints however the principal constraints as well as opportunities are set out below and identified in "Fig. 14 Constraints & Opportunities".

- The majority of edges of the sites are bordered by native hedgerows of varying species. With many of the hedgerows containing mature trees.
- A strip of lowland mixed deciduous woodland borders the north and west of Site A.
- A large English Oak tree is present in the southwest corner of the Site B.
- A Public Right of Way dissects Site B, running south-west to north-east.
- Site A's topography (expect the area of woodland) is relatively flat.
- Site B's terrain falls from east to west.
- The most opportune location to access Site A is via Halfway Lane.
- Severn Trent Water Emergency Access Road's provides the most favourable way to access Site B.

Key:

- Site Boundary
- Contour
- Watercourse
- Trees
- Shrub, Hedges, Shrubs & Saplings
- Root Protection Area
- Source of Noise
- Views
- Public Right of Way
- Bridleway
- National Cycle Route 41
- Up to 1 Storey
- Up to 1.5 Stories
- Up to 2 Stories
- Foul Water Sewer
- Surface Water Sewer
- Unidentified Services
- Overhead Power Cables
- Overhead Telephone Cables
- Electrical Cables - Low Voltage
- Telecom (assumed)
- Gas Main (assumed position)
- Indicative Location for Drainage Basin
- Potential Vehicular Access

Fig. 14 Constraints & Opportunities

3.0 SITE VISION

3.1 GENERAL ARRANGEMENT AND LAYOUT

3.1.1 Following the appraisal of the opportunities and constraints of Sites A & B, it has been decided to focus on Site A in the short term; with Site B being a longer term prospect for development.

3.1.2 The sketch layout for site A considers how development could be successfully arranged on site and take the constraints and opportunities into account. It would utilise approximately 1.0ha of land on the eastern side of the retained embankment.

3.1.3 Key features that are felt to be important in any future scheme are:

1. The retention of the hedgerow along Halfway Lane with the exception of 2 sections to facilitate vehicular access.
2. Avoiding individual driveway accesses to Halfway Lane to reduce impact on hedgerow and existing properties.
3. Swales or attenuation basin to the south of the site, to make best use of topography.
4. Development arranged to overlook PROW to south.
5. Development organised to define and overlook internal streets.
6. Bungalows adjacent to Halfway Lane to reflect existing bungalows.
7. Two storey development to the west of the site.
8. Development offset from existing woodland to the west of site which will remain in situ.
9. New footway within the site, linking the existing footway on Coventry Road and the PROW to the south of the site, offering a safer alternative to pedestrians using Halfway Lane.
10. Architecture to reflect the materials & details of the locality as identified in the Townscape Character section.

Fig. 15 Sketch Layout

3.2 DEVELOPMENT SCHEDULE

3.2.1 The site could deliver in the region of 20 dwellings dependent on the mix and drainage strategy.

Fig. 16 Development Schedule

TYPE	BEDS	NO	SIZE (SQM)	SIZE (SQFT)	TOTAL (SQM)	TOTAL (SQFT)	PERCENTAGE
A (Bungalow)	2	3	58.21	627	174.63	1,881	15%
B (Bungalow with integral garage)	2	4	83.06	894	332.24	3,576	20%
C (2 storey house)	2	8	65.08	701	520.64	5,608	40%
D (2 storey house)	3	4	90.64	976	362.56	3,904	20%
E (2 storey house)	4	1	137.62	1481	137.62	1481	5%
Totals		20			1,527.69	16,450	100%

4.0 CONCLUSION

4.1 CONCLUSION

4.1.1 In conclusion, we have, as part of the vision document detailed that the land at Rye Hill, Rugby can effectively accommodate housing development, contributing to the requirements of the Rugby Borough.

4.1.2 A site visit and technical studies of the site and its context have resulted in the identification of the most suitable site for short term development (Site A.) The appraisal of this research resulted in a list of constraints and opportunities which have informed the design proposals.

4.1.3 The proposed development footprint seeks to minimise the impact to existing dwellings on Halfway Lane and lessen the effect on existing trees and hedgerows. The proposal improves safety and pedestrian connectivity whilst taking advantage of the existing topography to locate an attenuation basin.

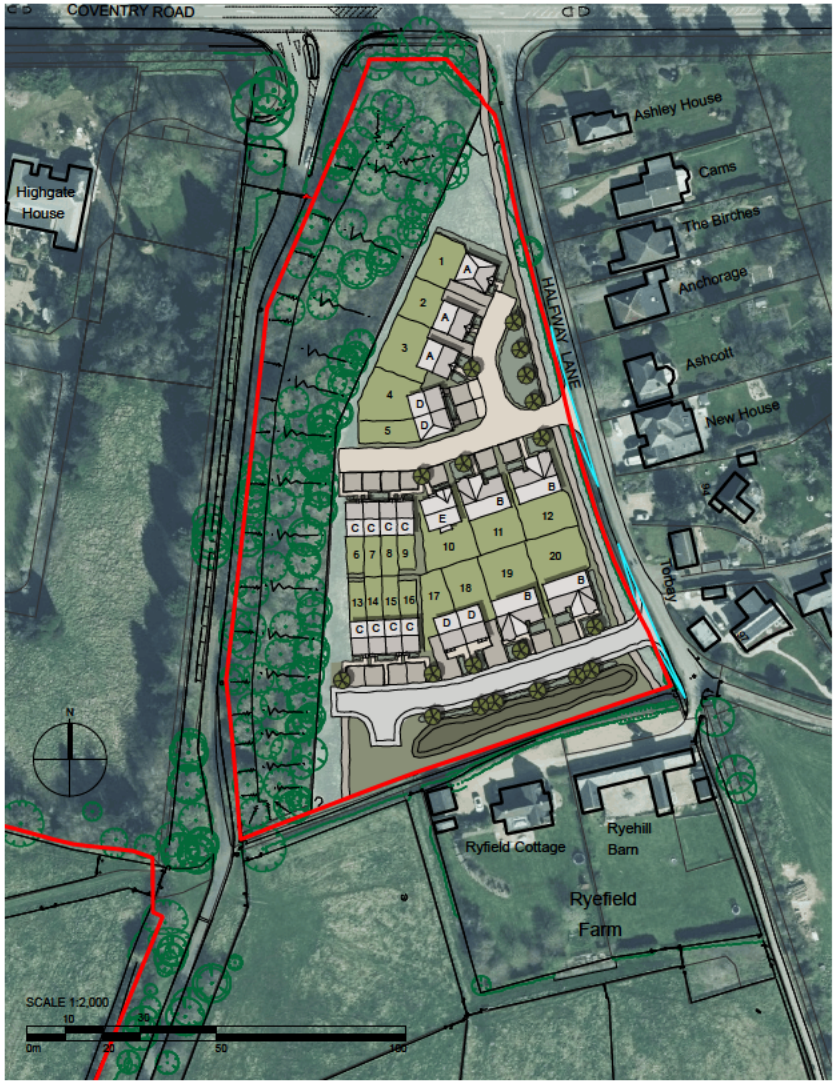
4.1.4 Architecturally, the scheme could be designed to relate to its surrounding context by using a palette of building materials and details drawn from the local area.

4.1.5 The relevant technical evidence, land designations, opportunities and constraints all indicate that Site A is suitable for development and could be pursued in the short to medium term. The topography is suitable for development and there are no landscape or ecological designations that apply.

4.1.6 Development could be designed to protect and enhance the existing trees and hedgerows around the edges of the site, land is not at risk of flooding, within a Conservation area or near Listed Buildings. Overall it represents a suitable opportunity to deliver much needed residential development in the Borough.

Fig. 17 Site & Context Photographs

Fig. 18 Sketch Layout



Appendix C

Call for Sites Proforma

Housing and Economic Land Availability Assessment (HELAA)

Call for Sites Proforma

- Please complete this form if you would like to suggest proposals for future land use and development within Rugby Borough on sites capable of delivering 5 or more homes, or sites larger than 0.25ha.
- The sites will be assessed as part of the HELAA and used as an evidence base document for the Local Plan preparation process.
- Please complete a separate form for each site. Complete each section clearly and legibly to the best of your knowledge. If you require more space, please use Section 9, or append additional pages.
- You must attach a 1:1250 scale Ordnance Survey map clearly showing the precise boundaries of the site and details of site ownership.

Data Protection Disclaimer
Details submitted to the council as part of a call for sites will help inform the HELAA and assist in identifying land for development to contribute to a land supply to meet local need. The submitted information will not be confidential as it will be published as part of a comprehensive land assessment via published reports available for public consumption. This information will also be shared with other parties, including employees of the council, other council departments and third parties, such as the Planning Inspectorate and other Local Planning Authorities.

Details provided in Section 1 will be kept and stored confidentially by the Council. Details in Section 2, the names of which should match those provided in Section 1, will be made publicly available as established above. As such, only names of organisations/agents/applications will be made public where it has been clearly declared through this submission form. No other details, such as addresses or contact information, will be made available.

By submitting this form to the Council, you are providing consent for us to retain your details on our Planning Policy as part of the Call for Sites process, the HELAA and to enter your details to our consultation database so that we may contact you in future to advise on the Local Plan preparation process.

1. Your Confidentially Held Details				
Title		**Name**	Ellie Dukes	
Organisation (if relevant)	Rg+p		**Representing**	Midlands Land Portfolio Ltd
Address	[redacted]			
Postcode	[redacted]	**Telephone**	[redacted]	
Email	[redacted]			
Signature	[redacted]			
Date	02/02/24			

2. Your Publicly Viewable Details	
Name/Organisation	Miss E Dukes (rg+p)
Status in relation to site	Agent
Representing (if applicable)	Midlands Land Portfolio Ltd

3. Site Location			
Site Name	Rye Hill, Rugby		
Site address (inc. postcode if known)			
OS Grid Easting	447547	**OS Grid Northing**	271376
Total Site Area	3.29Ha	**Developable Area**	1ha
Please attach a 1:1250 scale Ordnance Survey map clearly showing the precise boundaries of the site. The area of the site you wish to be formally assessed should be enclosed by a red line. Any other relevant land under your ownership should be enclosed by a blue line			

4. Site ownership (please mark as appropriate and/or provide details)				
Do you own the site?	~~Yes – sole owner~~	~~Yes – part owner~~	Yes – acting on behalf of the owner(s)	~~No~~
Is the site available?	Yes – immediately	~~Yes – In 5-10 years~~	~~Yes – 11+ years~~	~~No~~
Have you notified the landowner/other landowners that you have submitted the site?			Yes	~~No~~
Other relevant information e.g. is there a promotion / option agreement, is a developer on board etc.			No	

5. Site Constraints (on site or at boundary – please mark as appropriate and/or provide details)	
Current/previous use	Grazing
Adjacent land uses	Residential, Religious use (Baptist Church), greenfield grazing land

Planning History	There is no relevant planning history on the site				
Existing Infrastructure	Electricity	Gas	Mains Sewer	Mains Water	Telecoms
Access from Highway	~~Yes – Classified Road~~		Yes – Unclassified Road		~~No~~
Highway Works	Access required from 'Halfway Lane' two small separate residential accesses required to serve dwellings				
Ransom Strips/ third party land required etc.	n/a				
Legal Issues	n/a				
Existing Occupiers	Current tenant – for grazing/pasture				
Public Access/Rights of Way	Public right of way runs along southern boundary of 'Site A' and crosses diagonally through 'Site B' from east to west.				
Ecology/Wildlife Designations and other known issues	~~Yes – Details:~~		Reports/Mitigation Strategy: Preliminary Ecological Appraisal prepared Additional protected species survey and assessment reports will be required to compliment any subsequent planning application		No
Trees, hedgerows and woodlands (e.g. TPOs, other protections and designations)	Yes – Details: Hedgerows present on site boundaries. Tree group to west of site		Reports/Mitigation Strategy: Tree Survey confirming location and quality of trees present on site. Limited tree and hedge removals recommended.		
Land Contamination /	~~Yes – Details:~~		~~Reports/Mitigation Strategy:~~		No

	Yes – Details:	Reports/Mitigation Strategy:	No
Heritage Designations (e.g. listed buildings, conservation areas, local list, archaeology etc)	~~Yes – Details:~~	Reports/Mitigation Strategy: Heritage Constraints Plan prepared	No
Flooding	~~Yes – Details:~~	Reports/Mitigation Strategy: n/a	No
Other Physical Constraints (flooding, topography)	Yes – Details: Area to west comprised of 'embankment' including trees. Area to be retained. See vision document for site layout.	Reports/Mitigation Strategy:	No
Infrastructure Constraints (e.g. pylons, gas mains, telecommunications etc)	Yes – Details: Please see 'vision document' section 2.6 for utilities details	Reports/Mitigation Strategy:	No
Open space and recreation (e.g. playing pitches, parks and gardens, allotments and orchards etc)	~~Yes – Details:~~	~~Reports/Mitigation Strategy:~~	No
Other Knowns Issues/Constraints			

6. **Site Accessibility** (please provide distance as measured from the middle of the site "as the crow flies" and utilise journey planner to determine walking time)			
Distance to closest bus stop (m/km)	550m	**Walking time to closest bus stop (mins)**	7 minutes
Distance to closest amenities (m/km)	726.68m	**Walking time to closest amenities (mins)**	10 minutes
Distance to closest rail station (m/km)	5.77 km	**Walking time to closest rail station (mins)**	93 minutes
Any known issues with public transport – frequency of services etc		**Any known issues with amenities e.g. limited capacity at schools, GPs etc**	
Other accessibility issues relevant to the nature of the proposal			

7. **Previous site promotional work (please cross reference with Section 5 where relevant)**		
Has any work been undertaken to promote the site and/or to overcome constraints?	Yes	~~No~~
If yes, please provide more details and copies of reports where available: As part of the Issues and Options consultation, the associated 'Vision Document' provided a summary of the technical evidence procured and prepared to support the development. Further discussions regarding this technical evidence could take place if appropriate.		
Have any viability appraisals been undertaken?	Yes – viability appraisal undertaken which concludes the site is viable with no known issues.	~~No~~
If yes, please provide more details and provide copies of reports where available:		

n/a

Are there any specific or immediate intentions to start development?	~~Yes~~	No
If yes, please provide more details (such as Pre-application discussions)		

8. Proposal Details (please mark as appropriate and/or provide details)					
Description of Proposed Development	Land at Rye Hill, Rugby				
Proposed Land Use	Residential	~~Employment~~	~~Retail~~	~~Mixed~~	~~Other~~
Site capacity/density (homes/floor space)	20 (1,527.69sqm)		**Details of mixed/other land uses**		
Potential Development	For sale/marketed for development		~~Negotiations with developer~~	~~In control of developer~~	~~Ready for release by owner~~
Development time scales	Short term (within 5 years)		Medium term (6-10 years)	~~Long term (11-15 years)~~	~~Beyond (16+ years)~~
Development Timescale/Phasing (incl. build-out rates)	1 year / 20 dwellings				

9. Additional information e.g. relevant evidence, other constraints and challenges, market desirability, planned infrastructure, opportunities etc
Please refer to associated regulation 18 representations and vision document for additional details on layout and design.

10. If the site fits the criteria for a brownfield site are you happy for us to include it on the relevant LPA brownfield land register (tick as appropriate)	
Yes	No

Appendix D

Technical Note

CLIENT:	**Severn Trent Property Development**
PROJECT:	**Rye Hill, Rugby**
SUBJECT:	**Rugby Local Plan Allocation**
JOB NO.:	**ST21777**
DATE:	**12 May 2025**
PREPARED BY:	**Ian Cronshaw, BA (Hons), MCIHT, Technical Director – Transport Planning**

Introduction

This Technical Note is prepared in response to the Summary Highway Assessment prepared by Warwickshire County Council (WCC) in response to a proposal by Taylor Wimpey to put forward proposed sites 41 and 97 for residential allocation in the Rugby Local Plan. WCC's assessment is provided as their role as Local Highway Authority, and are focused on potential to provide safe access to a site.

Taylor Wimpey contends that Sites 41 and 97 could achieve combined housing delivery of 360 dwellings with primary access from Coventry Road and Sandford Road. However, the illustrative masterplan also suggests that access to part of the site could be achieved via Halfpenny Lane.

The Summary Highway Assessment states:

The Highway Authority has significant concerns over the proposed use of Halfway Lane as a vehicular access to/from the proposed site:

1. *Halfway Lane is narrow (c.3.5m wide), forms part of NCN41, and provides access to several PROWs.*
2. *Intensification in use would raise significant safety and amenity issues.*
3. *As such Halfway Lane is considered not be suitable for any further intensification in use.*

Taylor Wimpey is not in control of land immediately to the west of Halfpenny Lane, and it is presently part of the Severn Trent Midland Land Portfolio. It is therefore considered that this parcel of land could be allocated to deliver circa 20 dwellings in isolation of the wider proposed Taylor Wimpey proposed allocation.

The assessment of Halfway Lane by the Highway Authority is undertaken in the context of access to the wider Taylor Wimpey allocation. This Technical Note assesses the potential for modest intensification of Halfway Lane to serve a much smaller development of approximately 20 dwellings, examining the potential road safety and amenity effects.

Halfway Lane – Existing Conditions

Halfway Lane is a single carriageway single track cul-de-sac, which provides access to approximately 12 houses, and stables. Carriageway width measurements of 3.0m – 3.3m were taken on Site, but verge encroachment at the Site frontage onto the carriageway means that the full extent of carriageway could not be measured in some places.

There is street lighting on Halfway Lane but no footway. The speed limit derestricted, although anecdotal observations suggest that vehicle speeds are low. Waiting restrictions are present in the form of 'No waiting at any time on verge' signage. Halfway Lane forms part of NCN Route 41, and the route continues beyond the end of the cul-de-sac via an off-road path.

The site frontage on Halfway Lane comprises established hedgerow, and there is an existing gated field access to the northern end of the Site frontage. There does not appear to be any significant level difference between the site and the carriageway.

At its northern end, Halfway Lane forms the minor arm of a priority-controlled junction with B4429 Coventry Road. There is a ghost island right turn lane on Coventry Road. Available visibility for vehicles emerging from Halfway Lane is as follows;

- To the left, 2.4m x 105m,
- To the right, 2.4m x 220m.

The visibility to the left is obscured by a mature tree within the verge, and the visibility stated above is to this mature tree. However, in practice circa 100m of additional visibility is available to approaching eastbound traffic.

Potential Residential Development Site

The potential residential allocation comprises a single field to the west of Halfway Lane. As set out above, it is considered that this site may be able to accommodate circa 20 residential dwellings.

Figure 1 shows the site boundary and a potential site layout to achieve this quantum of development.

Figure 1 Indicative Site Layout

Access to the site, and particularly the potential impacts on Halfway Lane, should be considered in the context of potential site trip generation.

A TRICS interrogation is undertaken to estimate the potential traffic generation of the site. The parameters of the TRICS Interrogation comprise:

- Houses Privately Owned;
- Up to 50 dwellings;
- Edge of Town locations;
- Sites in London and Ireland removed on the basis they may have significantly different characteristics to the proposed development;
- Surveys undertaken during the Covid 19 Pandemic restrictions removed from the sample.

On this basis, as sample of 26 sites is produced and is included in Appendix A. The average trip rates, in vehicles per dwelling, identified in the sample comprise:

Time Period	Arrivals	Departures	Two-Way
AM Peak Hour	0.170	0.371	0.541
PM Peak Hour	0.343	0.189	0.531
Daily (12 hour)	2.438	2.475	4.931

The resultant estimated trip generation in vehicles for a development of 20 dwellings comprises:

Time Period	Arrivals	Departures	Two-Way
AM Peak Hour	3	8	11
PM Peak Hour	7	4	11
Daily (12 hour)	49	49	98

The above level of potential traffic generation is very low, and is likely to be imperceptible to existing users of Halfway Lane, even in the context of very low existing traffic flows. During weekday AM and PM peak hours, the development is estimated to, on average, generate fewer than 1 vehicle movement every 5 minutes. Outside the peak hours, the development is estimated to generate one vehicle movement every 7-8 minutes on average.

Potential Safety Impacts

The proposed development would, albeit not substantially, make it more likely that vehicles would meet when travelling in opposite directions on Halfway Lane. This is only a material safety concern if:

- There is a risk of head-on collisions due to inadequate forward visibility;
- There is a risk that vehicles will be required to reverse to create a suitable passing opportunity.

At the junction with Coventry Road, there is no material potential road safety issue as the junction as it is wide enough to accommodate two-way traffic. There is sufficient space for vehicles to wait at the junction to allow vehicles exiting Halfway Lane. At present, forward visibility from the point at which the carriageway narrows down to single track is approximately 90m, which is half of the entire length of Halfway Lane. There is good opportunity for vehicles to pass at the junction in the existing situation.

If development at the site were to proceed, there is potential to locate an access junction on Halfway Lane within 90m of the existing junction with Coventry Road, therefore avoiding potential for vehicles to meet on the single-track carriageway. Furthermore, there is opportunity to create additional passing places through localised widening, either at site access junctions or in isolation, or to widen the entire carriageway to enable two-way working. Therefore, there is no material safety issue that could not be mitigated as part of the development.

Potential Amenity Impacts

It is noted that Halfway Lane is part of NCN Route 41, and provides access to the PROW network. There is not footway or segregated cycle infrastructure on Halfway Lane. Therefore, pedestrians and cycles must use the main carriageway.

As set out above, traffic generated by potential development at the site is low. It is likely most vulnerable road users would not be able to perceive any change in traffic volumes, even in the context of very low existing flows. There is also potential for the site access to be located so that the majority of Halfway Lane remains completely unaffected by development traffic.

Furthermore, any future residential development provides opportunity for material improvement for active travel, through provision of footway and cycleway as part of the development. Dedicated active travel infrastructure can either be directly adjacent to the Halfway Lane carriageway, or as shown in Figure 1, within a green corridor within the development itself. This would be a material benefit to amenity of pedestrian and cycle users.

Potential amenity impacts to residents may relate to convenience accessing their properties on foot, by cycle, and by car. Commentary above about traffic impact on vulnerable users is also applicable to residents. All houses on Halfway Lane have private driveways, and development would result in no material impact on the convenience of residents to utilise these.

Summary and Conclusion

Residential development to the west of Halfway Lane would result in low levels of additional vehicle traffic using Halfway Lane. The extent of traffic impact on Halfway Lane can be limited as necessary through siting of access junctions so that not all development traffic will use the full extent of Halfway Lane.

Potential issues relating to highway safety due to additional vehicles using Halfway Lane can be mitigated by design, by locating access junctions where there is good visibility, and by introducing localised widening, or full carriageway widening.

Pedestrian, cyclist and residential access amenity will not be materially impacted by development at the site, and there is opportunity for significant benefit to active travel users through delivery of active travel infrastructure as part of the development.

It is concluded that there are no material potential highway safety or amenity impacts arising from residential development at the site, that can not be mitigated as part of development design.

Appendix A – TRICS Output

FREE TRIAL FREE TRIAL FREE TRIAL Licence No: 709701

Calculation Reference: AUDIT-709701-250509-0529

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 03 - RESIDENTIAL
Category : A - HOUSES PRIVATELY OWNED
TOTAL VEHICLES

Selected regions and areas:

02	SOUTH EAST		
	CT	CENTRAL BEDFORDSHIRE	1 days
	ES	EAST SUSSEX	2 days
	HC	HAMPSHIRE	4 days
	HF	HERTFORDSHIRE	1 days
	MW	MEDWAY	1 days
	SC	SURREY	1 days
03	SOUTH WEST		
	DC	DORSET	2 days
04	EAST ANGLIA		
	NF	NORFOLK	3 days
05	EAST MIDLANDS		
	NT	NOTTINGHAMSHIRE	1 days
06	WEST MIDLANDS		
	ST	STAFFORDSHIRE	1 days
	WK	WARWICKSHIRE	1 days
07	YORKSHIRE & NORTH LINCOLNSHIRE		
	NY	NORTH YORKSHIRE	1 days
08	NORTH WEST		
	LC	LANCASHIRE	1 days
09	NORTH		
	IM	ISLE OF MAN	1 days
10	WALES		
	VG	VALE OF GLAMORGAN	1 days

This section displays the number of survey days per TRICS® sub-region in the selected set

FREE TRIAL FREE TRIAL FREE TRIAL Licence No: 709701

Primary Filtering selection:

This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.

Parameter: No of Dwellings
Actual Range: 8 to 50 (units:)
Range Selected by User: 5 to 50 (units:)

Parking Spaces Range: All Surveys Included

Parking Spaces per Dwelling Range: All Surveys Included

Bedrooms per Dwelling Range: All Surveys Included

Percentage of dwellings privately owned: All Surveys Included

Public Transport Provision:
Selection by: Include all surveys

Date Range: 01/01/16 to 18/09/24

This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.

Selected survey days:

Monday	6 days
Tuesday	3 days
Wednesday	8 days
Thursday	1 days
Friday	4 days

This data displays the number of selected surveys by day of the week.

Selected survey types:

Manual count	21 days
Directional ATC Count	1 days

This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaking using machines.

Selected Locations:

Edge of Town	22

This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.

Selected Location Sub Categories:

Residential Zone	21
No Sub Category	1

This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.

Inclusion of Servicing Vehicles Counts:

Servicing vehicles Included	6 days - Selected
Servicing vehicles Excluded	20 days - Selected

Secondary Filtering selection:

Use Class:

C3	22 days

This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order (England) 2020 has been used for this purpose, which can be found within the Library module of TRICS®.

Population within 500m Range:
All Surveys Included

Secondary Filtering selection (Cont.):

Population within 1 mile:

1,001 to 5,000	3 days
5,001 to 10,000	7 days
10,001 to 15,000	7 days
15,001 to 20,000	3 days
20,001 to 25,000	2 days

This data displays the number of selected surveys within stated 1-mile radii of population.

Population within 5 miles:

5,001 to 25,000	4 days
25,001 to 50,000	4 days
50,001 to 75,000	2 days
75,001 to 100,000	1 days
100,001 to 125,000	1 days
125,001 to 250,000	9 days
250,001 to 500,000	1 days

This data displays the number of selected surveys within stated 5-mile radii of population.

Car ownership within 5 miles:

0.6 to 1.0	6 days
1.1 to 1.5	15 days
1.6 to 2.0	1 days

This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.

Travel Plan:

Yes	12 days
No	10 days

This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.

PTAL Rating:

No PTAL Present	22 days

This data displays the number of selected surveys with PTAL Ratings.

LIST OF SITES relevant to selection parameters

1 CT-03-A-01 MIXED HOUSES CENTRAL BEDFORDSHIRE
ARLESEY ROAD
STOTFOLD

Edge of Town
Residential Zone
Total No of Dwellings: 46
Survey date: WEDNESDAY 22/06/22 Survey Type: MANUAL

2 DC-03-A-09 MIXED HOUSES DORSET
A350
SHAFTESBURY

Edge of Town
No Sub Category
Total No of Dwellings: 50
Survey date: FRIDAY 19/11/21 Survey Type: MANUAL

3 DC-03-A-10 MIXED HOUSES DORSET
ADDISON CLOSE
GILLINGHAM

Edge of Town
Residential Zone
Total No of Dwellings: 26
Survey date: WEDNESDAY 09/11/22 Survey Type: MANUAL

4 ES-03-A-09 DETACHED & SEMI-DETACHED EAST SUSSEX
THE FAIRWAY
NEWHAVEN

Edge of Town
Residential Zone
Total No of Dwellings: 47
Survey date: MONDAY 13/03/23 Survey Type: MANUAL

5 ES-03-A-13 DETACHED HOUSES EAST SUSSEX
A265
HEATHFIELD

Edge of Town
Residential Zone
Total No of Dwellings: 36
Survey date: MONDAY 18/03/24 Survey Type: MANUAL

6 HC-03-A-21 TERRACED & SEMI-DETACHED HAMPSHIRE
PRIESTLEY ROAD
BASINGSTOKE
HOUNDMILLS
Edge of Town
Residential Zone
Total No of Dwellings: 39
Survey date: TUESDAY 13/11/18 Survey Type: MANUAL

7 HC-03-A-22 MIXED HOUSES HAMPSHIRE
BOW LAKE GARDENS
NEAR EASTLEIGH
BISHOPSTOKE
Edge of Town
Residential Zone
Total No of Dwellings: 40
Survey date: WEDNESDAY 31/10/18 Survey Type: MANUAL

8 HC-03-A-31 MIXED HOUSES & FLATS HAMPSHIRE
KILN ROAD
LIPHOOK

Edge of Town
Residential Zone
Total No of Dwellings: 44
Survey date: FRIDAY 07/10/22 Survey Type: MANUAL

LIST OF SITES relevant to selection parameters (Cont.)

9 HC-03-A-37 MIXED HOUSES HAMPSHIRE
REDFIELDS LANE
FLEET
CHURCH CROOKHAM
Edge of Town
Residential Zone
Total No of Dwellings: 50
Survey date: WEDNESDAY *27/03/24* *Survey Type: MANUAL*

10 HF-03-A-05 TERRACED HOUSES HERTFORDSHIRE
HOLMSIDE RISE
WATFORD
SOUTH OXHEY
Edge of Town
Residential Zone
Total No of Dwellings: 8
Survey date: MONDAY *05/06/23* *Survey Type: MANUAL*

11 IM-03-A-05 MIXED HOUSES ISLE OF MAN
SCARLETT ROAD
CASTLETOWN

Edge of Town
Residential Zone
Total No of Dwellings: 45
Survey date: TUESDAY *21/05/24* *Survey Type: MANUAL*

12 LC-03-A-31 DETACHED HOUSES LANCASHIRE
GREENSIDE
PRESTON
COTTAM
Edge of Town
Residential Zone
Total No of Dwellings: 32
Survey date: FRIDAY *17/11/17* *Survey Type: MANUAL*

13 MW-03-A-02 MIXED HOUSES MEDWAY
OTTERHAM QUAY LANE
RAINHAM

Edge of Town
Residential Zone
Total No of Dwellings: 19
Survey date: MONDAY *06/06/22* *Survey Type: MANUAL*

14 NF-03-A-05 MIXED HOUSES NORFOLK
HEATH DRIVE
HOLT

Edge of Town
Residential Zone
Total No of Dwellings: 40
Survey date: THURSDAY *19/09/19* *Survey Type: MANUAL*

15 NF-03-A-10 MIXED HOUSES & FLATS NORFOLK
HUNSTANTON ROAD
HUNSTANTON

Edge of Town
Residential Zone
Total No of Dwellings: 17
Survey date: WEDNESDAY *12/09/18* *Survey Type: DIRECTIONAL ATC COUNT*

16 NF-03-A-37 MIXED HOUSES NORFOLK
GREENFIELDS ROAD
DEREHAM

Edge of Town
Residential Zone
Total No of Dwellings: 44
Survey date: TUESDAY *27/09/22* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

17 NT-03-A-08 DETACHED HOUSES NOTTINGHAMSHIRE
WIGHAY ROAD
HUCKNALL

Edge of Town
Residential Zone
Total No of Dwellings: 36
Survey date: MONDAY *18/10/21* *Survey Type: MANUAL*

18 NY-03-A-14 DETACHED & BUNGALOWS NORTH YORKSHIRE
PALACE ROAD
RIPON

Edge of Town
Residential Zone
Total No of Dwellings: 45
Survey date: WEDNESDAY *18/05/22* *Survey Type: MANUAL*

19 SC-03-A-07 MIXED HOUSES SURREY
FOLLY HILL
FARNHAM

Edge of Town
Residential Zone
Total No of Dwellings: 41
Survey date: WEDNESDAY *11/05/22* *Survey Type: MANUAL*

20 ST-03-A-08 DETACHED HOUSES STAFFORDSHIRE
SILKMORE CRESCENT
STAFFORD
MEADOWCROFT PARK
Edge of Town
Residential Zone
Total No of Dwellings: 26
Survey date: WEDNESDAY *22/11/17* *Survey Type: MANUAL*

21 VG-03-A-01 SEMI-DETACHED & TERRACED VALE OF GLAMORGAN
ARTHUR STREET
BARRY

Edge of Town
Residential Zone
Total No of Dwellings: 12
Survey date: MONDAY *08/05/17* *Survey Type: MANUAL*

22 WK-03-A-04 DETACHED HOUSES WARWICKSHIRE
DALEHOUSE LANE
KENILWORTH

Edge of Town
Residential Zone
Total No of Dwellings: 49
Survey date: FRIDAY *27/09/19* *Survey Type: MANUAL*

This section provides a list of all survey sites and days in the selected set. For each individual survey site, it displays a unique site reference code and site address, the selected trip rate calculation parameter and its value, the day of the week and date of each survey, and whether the survey was a manual classified count or an ATC count.

MANUALLY DESELECTED SITES

Site Ref	Reason for Deselection
BO-03-A-01	COVID
WO-03-A-07	COVID

FREE TRIAL FREE TRIAL FREE TRIAL Licence No: 709701

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED
TOTAL VEHICLES
Calculation factor: 1 DWELLS
BOLD print indicates peak (busiest) period

	ARRIVALS			DEPARTURES			TOTALS		
Time Range	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	22	36	0.086	22	36	0.280	22	36	0.366
08:00 - 09:00	22	36	0.170	22	36	0.371	22	36	0.541
09:00 - 10:00	22	36	0.163	22	36	0.210	22	36	0.373
10:00 - 11:00	22	36	0.139	22	36	0.172	22	36	0.311
11:00 - 12:00	22	36	0.173	22	36	0.172	22	36	0.345
12:00 - 13:00	22	36	0.193	22	36	0.206	22	36	0.399
13:00 - 14:00	22	36	0.184	22	36	0.154	22	36	0.338
14:00 - 15:00	22	36	0.167	22	36	0.211	22	36	0.378
15:00 - 16:00	22	36	0.280	22	36	0.189	22	36	0.469
16:00 - 17:00	22	36	0.285	22	36	0.173	22	36	0.458
17:00 - 18:00	22	36	0.343	22	36	0.189	22	36	0.532
18:00 - 19:00	22	36	0.255	22	36	0.148	22	36	0.403
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			2.438			2.475			4.913

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP*FACT. Trip rates are then rounded to 3 decimal places.*

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The Company accepts no responsibility for loss which may arise from reliance on data contained in the TRICS Database. [No warranty of any kind, express or implied, is made as to the data contained in the TRICS Database.]

Parameter summary

Trip rate parameter range selected:	8 - 50 (units:)
Survey date date range:	01/01/16 - 18/09/24
Number of weekdays (Monday-Friday):	22
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	2
Surveys manually removed from selection:	2

This section displays a quick summary of some of the data filtering selections made by the TRICS® user. The trip rate calculation parameter range of all selected surveys is displayed first, followed by the range of minimum and maximum survey dates selected by the user. Then, the total number of selected weekdays and weekend days in the selected set of surveys are show. Finally, the number of survey days that have been manually removed from the selected set outside of the standard filtering procedure are displayed.

Appendix E

Representation Form for Local Plans

	Local Plan Publication Stage Representation Form	**Ref:** **(For official use only)**

Name of the Local Plan to which this representation relates: Rugby Borough Council Proposed Submission Local Plan

Please return to Rugby Borough Council by 5:00pm Friday 13th March 2026 By email to: localplan@rugby.gov.uk with **Proposed Submission Consultation in the subject line, OR by post to**: Development Strategy, Town Hall, Evreux Way, Rugby, CV21 2RR.

This form has two parts –
Part A – Personal Details: need only be completed once.
Part B – Your representation(s). Please fill in a separate sheet for each representation you wish to make.

Part A

	1. Personal Details*	2. Agent's Details (if applicable)
	**If an agent is appointed, please complete only the Title, Name and Organisation boxes below (if applicable) but complete the full contact details of the agent in 2.*	
Title	Mr	Mr
First Name	Robert	Chris
Last Name	Eaton	Lindley
Job Title (where relevant)	Head of Planning	Planning Director
Organisation (where relevant)	Midlands Land Portfolio Ltd	rg+p
Address Line 1	[redacted]	[redacted]
Line 2	[redacted]	[redacted]
Line 3	[redacted]	[redacted]
Line 4	[redacted]	
Post Code	CV1 2LZ	[redacted]
Telephone Number	[redacted]	[redacted]
E-mail Address	[redacted]	[redacted]

(where relevant)

Part B – Please use a separate sheet for each policy or site you wish to comment on

Name or Organisation:

3. To which part of the Local Plan does this representation relate?

Local Plan Paragraph		Local Plan Policy	S1	Policies Map	
Site ID					

4. Do you consider the Local Plan:

(1) is Legally compliant	Yes	x	No	
(2) is Sound	Yes		No	x
(3) complies with the Duty to co-operate	Yes	x	No	

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.
If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

Please refer to the submitted representations.

(Continue on a separate sheet /expand box if necessary)

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

Please refer to the submitted representations.

(Continue on a separate sheet /expand box if necessary)

Please note: *In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.*
After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?

	No, I do not wish to participate in hearing session(s)	x	**Yes**, I wish to participate in hearing session(s)

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

To assist the Council and the appointed Inspector(s) in the preparation of a sound plan and explore relevant factors raised through representations, correspondence between the Council and the Inspector(s) and forthcoming matters, issues and questions, insofar as they relate to the concerns held by our client.

Please note *the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.*

9. If you have used AI to produce or substantially alter your representation, please declare which tool you have used, how it was used, and what checks you have undertaken to ensure the AI-produced material is accurate.

AI has not been used in the preparation of these representations.

All representations received will be submitted to the Planning Inspectorate alongside the Proposed Submission Local Plan and published on the council's website. Personal addresses and email addresses (as distinct from businesses addresses), but not names, will be redacted before representations are published.

The Rugby Borough Council Privacy Notice for Development Strategy is available here:
https://www.rugby.gov.uk/w/privacy#development-strategy
The Planning Inspectorate's privacy notice can be accessed here:
https://www.gov.uk/government/publications/planning-inspectorate-privacy-notices

Representation Form for Local Plans

	Local Plan Publication Stage Representation Form	**Ref:** **(For official use only)**

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Title	Mr	Mr
First Name	Robert	Chris
Last Name	Eaton	Lindley
Job Title (where relevant)	Head of Planning	Planning Director
Organisation (where relevant)	Midlands Land Portfolio Ltd	rg+p
Address Line 1	[redacted]	[redacted]
Line 2	[redacted]	[redacted]
Line 3	[redacted]	[redacted]
Line 4	[redacted]	
Post Code	[redacted]	[redacted]
Telephone Number	[redacted]	[redacted]
E-mail Address	[redacted]	[redacted]

(where relevant)

Part B – Please use a separate sheet for each policy or site you wish to comment on

Name or Organisation:

3. To which part of the Local Plan does this representation relate?

Local Plan Paragraph		Local Plan Policy	S2	Policies Map	
Site ID					

4. Do you consider the Local Plan:

(1) is Legally compliant	Yes	x	No	
(2) is Sound	Yes		No	x
(3) complies with the Duty to co-operate	Yes	x	No	

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First Name	Robert	Chris
Last Name	Eaton	Lindley
Job Title (where relevant)	Head of Planning	Planning Director
Organisation (where relevant)	Midlands Land Portfolio Ltd	rg+p
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Line 3	[redacted]	[redacted]
Line 4	[redacted]	
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Telephone Number	[redacted]	[redacted]
E-mail Address	[redacted]	[redacted]

(where relevant)

Part B – Please use a separate sheet for each policy or site you wish to comment on

Name or Organisation:

3. To which part of the Local Plan does this representation relate?

Local Plan Paragraph		Local Plan Policy	S6	Policies Map	
Site ID					

4. Do you consider the Local Plan:

(1) is Legally compliant	Yes	x	No	
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Name or Organisation:

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Local Plan Paragraph		Local Plan Policy	CL1	Policies Map	
Site ID					

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Name or Organisation:

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Local Plan Paragraph		Local Plan Policy	EN2	Policies Map	
Site ID					

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Name or Organisation:

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Local Plan Paragraph		Local Plan Policy	EN4	Policies Map	
Site ID					

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Appendix F

Technical Note

Certified B Corporation

4 DAY WEEK EMPLOYER

Land west of Dunchurch
March 2026

Tyler Grange

TG Report No. 18695_R01_DH

Project No:	Report No.	Date	Revision
18695	R01	March 2026	-

Admin QA	Author	Checked	Approved
XX	Daneil Haigh B.Sc.(Hons) GradDip PGDip CMLI	Charlie Davies BA (Hons), PgDip LA	Daneil Haigh B.Sc.(Hons) GradDip PGDip CMLI

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Section 1: Introduction

1.1. This Technical Note has been prepared by Tyler Grange (TG) on behalf of Severn Trent Water Limited.

1.2. The purpose of this a desk based technical note is a review of the proposed policy EN4 Areas of Separation (referred to as the Policy) within the Rugby Borough Council (RBC) Proposed Submission Local Plan Consultation (Regulation 19) document[1]. This review is undertaken from a landscape and visual perspective and is not a policy analysis on compliance assessment.

1.3. This technical note includes a review of the Policy itself, aspects of the local plan evidence base and how the Policy relates to any residential development on 'Lot 1 and Lot 2' (referred to as the Site) being promoted by Severn Trent Water Limited as part of the local plan process. The Site is located in between Coventry Road (to the north) and the M45 (to the south) and comprises two pastoral fields separated in a north-south direction by a track. They both lie to the west of Halfway Lane on the western edge of Dunchurch. Its location is shown in Figure 1.

Figure 1: Site Location/Context (Google Earth 2025)

[1] Rugby Borough Local Plan 2025- 2042, Proposed submission version, January 2026

Section 2: Review of the EN4 Area of Separation Policy

2.1. The proposed Policy area is defined on the Polices Map[2] and covers the areas around Rugby town and the settlements of Clifton upon Dunsmore, Dunchurch and Thurlaston. The Site specifically falls within the 'Rugby – Dunchurch and Thurlaston' area discussed within the Policy. The extent of which is shown in Figure 2 below:

Figure 2. Extent of Rugby – Dunchurch and Thurlaston assessment area

[2] Policies map

2.2. The Policy does not clearly state the purposes of the Area of Separation (AoS).

2.3. The Policy does not describe how it relates to national policy within the National Planning Policy Framework (NPPF)[3]. This includes principles such as protected landscapes or Green Belt described within the NPPF.

2.4. The Policy does not appear to the protect the landscape of the areas surrounding the settlement for their inherent quality or value, but rather for their spatial function:

"B. Development will only be permitted in these areas when it will not have a significant adverse impact, either alone or in combination with other existing or proposed development, on the effectiveness of an Area of Separation in protecting the identity and distinctiveness of settlements and preventing their coalescence.

C. Developments that diminish physical and visual separation, have an urbanising influence, or which adversely impact settlement identity should be deemed as having an adverse impact on the effectiveness of an Area of Separation".

2.5. It is noted that the Policy does not preclude development which can be mitigated:

"D. Applicants proposing development that may have an adverse impact on an Area of Separation must demonstrate that they have considered this impact and have incorporated appropriate mitigatory measures into their proposal."

2.6. In landscape and visual terms, the Policy seems to imply that, as long as any development can demonstrate that it does not diminish the sense of separation or adversely or affect the settlement identity, it could be permitted in regard to the Policy. However, given the nature of built form, it is difficult to understand how any development could be constructed anywhere within the area covered by the Policy, without diminishing the physical separation to some degree. However, sensitive site design and mitigation could limit the loss of visual separation.

[3] National Planning Policy Framework

Section 3: Review of Area of Separation Policy Evidence Base

3.1. The Policy is supported by the Areas of Separation Study Report (November 2025)[4] (referred to as the Study Report) produced by RBC.

3.2. The Study Report notes that:

"No national guidance exists for assessing areas of separation, and no such studies have been undertaken for the Borough in recent history that can be reproduced and updated."

3.3. As AoS Policy does not relate to national planning policy, it could be assumed it is lower in the hierarchy in policy terms in relation to other landscape and spatial policy including Green Belt, National Parks, National Landscapes or Valued Landscapes.

3.4. As there is no national guidance in relation to AoS, the Study Report draws upon methodologies used in other Local Planning Authorities (LPA). This includes studies in support of other emerging local plans in Harborough District Council[5] and North West Leicestershire District Council[6] (referred to as the Example Studies). The LUC Example Study more closely aligns with the approach taken by the Study Report, i.e. spatially led, whilst the Landscape Partnership Example Study methodology takes a more landscape-led approach.

3.5. At the time of writing this technical note, the two local plans that the Example Studies form the evidence base of, have not been adopted.

3.6. Both the Example Studies undertaken by the other LPAs were produced by independent environmental consultancies. The authors are clearly identified, and this provides a level of certainty they were produced by experienced and qualified individuals. The Study Report does not clearly identify the authors' experience or qualifications. This reduces its robustness when compared to the Example Studies.

3.7. The three aspects of assessment are listed and described within the Study Report; settlement identity, physical and visual separation and urbanising influences. However, the relative effectiveness of these aspects (i.e. highly effective through to not very effective) is not defined or detailed with the Study Report. Also, the relative importance of each of these aspects is not discussed or quantified within the Study Report.

3.8. The Study Report does not take a systematic approach to assessment or break down each area considered into parcels / fields, as per the Landscape Partnership Example Study.

3.9. The Study Report does not clearly state the purposes of the Area of Separation.

[4] Areas of Separation Study Report
[5] LUC (2024) Areas of Separation: Review of existing and potential areas
[6] The Landscape Partnership (2022) Area of Separation Study: Coalville Urban Area

3.10. The methodology used within the Study Report is not considered to be robust. It lacks clarity and transparency and as such allows for little detailed independent assessment. This is due to:

- It does not clearly state the purposes of the AoS. Without this it is not possible to understand how the areas covered by the Policy relate to the purpose of the Policy;
- It is not based on a recognised national methodology (as there is none) and instead uses aspects of other studies. The Study Report predominantly takes a spatial analysis approach rather than a landscape led one. Neither of the Example Studies form part of approved local plans;
- It provides no details on the qualifications and experience of its authors;
- The relative effectiveness (i.e. highly effective through to not very effective) of the three aspects of assessment (Settlement Identity, Physical and Visual Separation and Urbanising Influences), are not clearly defined or detailed;
- The relative importance of each of the aspects of assessment (Settlement Identity, Physical and Visual Separation and Urbanising Influences), is not discussed or quantified; and
- It does not take a systematic approach to assessment or break down each area considered into parcels.

Section 4: Review of Site Specific Analysis

4.1. The Study Report breaks the 'Rugby – Dunchurch and Thurlaston' area down into three areas: A, B and C. This Site sits within Area C, which is between the west of Dunchurch and north of Thurlaston. The Rainstock Valley development area forms the northern boundary of Area C of the 'Rugby – Dunchurch and Thurlaston' area. As shown in Figure 3 the Site sits on the western edge of Dunchurch to the north of the M45. The Study Report does not illustrate which areas it considers to A, B or C within the document, and instead relies upon a written description.

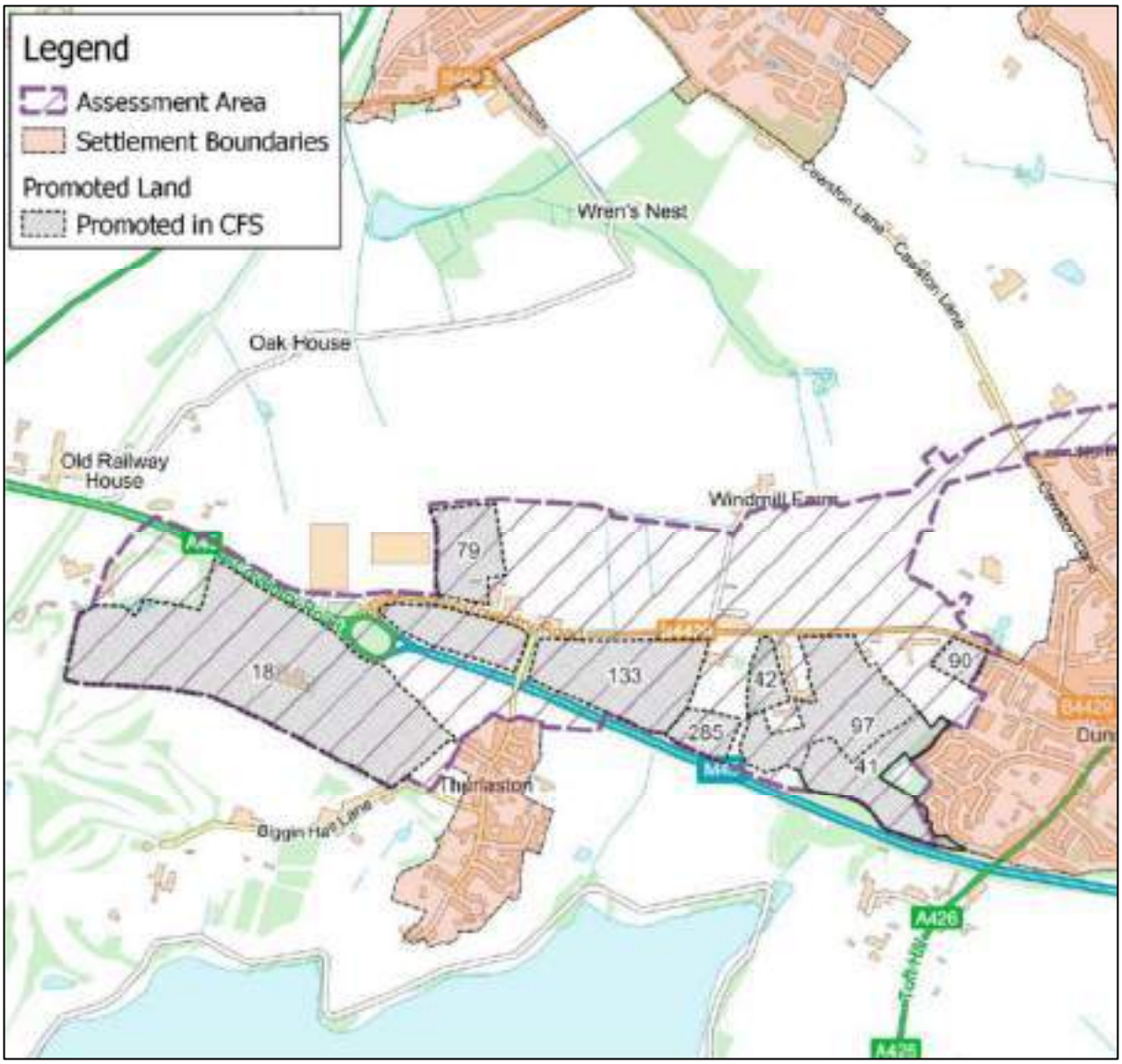

Figure 3: Extract from The Study Report illustrating the location of the Site (133).

4.2. The Study Report notes the following about the settlement identity of Dunchurch:

"As a result of modern development, there is no intervisibility between the conservation area and the open countryside that lays to the west and north of the village (towards Rugby town

and Thurlaston). Nevertheless, the presence of rural surroundings on all approaches to the conservation area is considered to be of importance to its setting."

4.3. There are glimpsed views of the Site along the Coventry Road approach to Dunchurch but it is mostly hidden from view. Views of any development on the Site would be limited by the intervening vegetation and built form. The rural surroundings along this approach along Coventry Road would be largely be unaffected by any development on the Site.

4.4. The Study Report notes the following about the physical and visual separation of Dunchurch and Rugby:

"Given that the land between Dunchurch and Rugby is reasonably flat, intervisibility between the two settlements is limited to the vantage points which are not obscured by vegetation. These are primarily found in the area that lays between the western half of Northampton Lane in the north of the village (between Cawston Lane and Alwyn Road) and the southernmost parts of the town (along Alwyn Road and Montague Road). Once South West Rugby is built the areas of intervisibility may be expanded, depending on how the urban extension is landscaped and screened."

4.5. Any development on the Site would not interrupt these views or the sense of separation between Dunchurch and Rugby from the key vantage points discussed in the Study Report.

4.6. The Study Report also notes the following about the physical and visual separation of Dunchurch and Thurlaston.

"main physical features separating the village from the town are the M45, Coventry Road, and Cawston Spinney"

4.7. Any development on the Site would not affect these key elements in the sense of separation between the two settlements.

4.8. The Study Report notes the following about the urbanising influences in regard to the gap between Thurlaston and Dunchurch that:

"There is a reasonably clear sense of departure and arrival when travelling between Thurlaston and Dunchurch, enhanced by the enclosure of the northern part of Main Street and much of Coventry Road by open countryside. However, the ribbon development that is encountered to the west of the boundary of Dunchurch (on the southern side of Coventry Road) has a minor urbanising influence and weakens the clarity of the village boundary"

4.9. Any development on the Site would retain the sense of separation between Thurlaston and Dunchurch. It would not expand built form any further west along the road. The vegetation along the M45, Main Road and Coventry Road largely screen the Site from views along these roads.

4.10. As part of the Study Report, the impact of any potential site allocations, committed development, or undecided planning applications on the assessment area are considered. In the Study Report the Site is listed as sites 42 and 285. The Site is not covered by any designations in the Study Report. The Study Report notes that:

"The development of the sites in the area immediately to the west of Dunchurch (41, 42, 90, 97, 285) would diminish the degree of physical separation between the western boundary of the village and the southern boundary of the town (inclusive of South West Rugby). Although there is already some limited ribbon development in this area (along Coventry Road) which is strongly associated with the village, this is currently interspersed between open land which contributes to the rural setting of the village and a sense of arrival and departure when travelling between Dunchurch and Symmetry Park (which shall form part of Rugby once South West Rugby is built out). In isolation, the impact of the development of the smaller sites (42, 90, 285) would likely be lower than that of the larger sites (41 and 97)."

4.11. The Study Report acknowledges that there is already ribbon development to the south of the Coventry Road. Views of the Site are limited by the intervening vegetation along the road. Any development on the Site would not affect the other areas of open land that contribute to the rural setting of the settlement. It also notes that impact of the smaller sites of which the Site is would have a lower impact than others considered.

4.12. It is considered that the Site could be developed whilst maintaining the sense of separation between Thurlaston, Dunchurch and Rugby by reason of:

- Any development on the Site would have limited effects on the settlement identity of Dunchurch or Thurlaston;
- Any development on the Site would have limited effects on the physical and visual separation between Dunchurch and Thurlaston, as it would not extend development any further west along Coventry Road;
- Any development on the Site would not be a new element in the landscape as it is already influenced by the urbanising influences and built form along the southern side of Coventry Road;
- Any development on the Site would not affect any of the key characteristics of settlement gap as listed in the Study Report; and
- Any development on the Site could be sensitively deigned, and mitigation built into it, to integrate it into views from the key approach to Dunchurch along Coventry Road.

Section 5: Review of Landscape Sensitivity Evidence Base

5.1. The RBC landscape studies do not form part of the evidence for the Policy, as they relate to the proposed landscape policies of EN2 and EN3. However, as landscape and spatial separation are complementary subjects. A review has been undertaken to understand how they relate, and how consistent they are with each other.

5.2. RBC has undertaken numerous landscape studies as part of its evidence base for its new local plan which currently include:

- Landscape Character Assessment (January 2025);
- Addendum for Strategic Site Options: Post-mitigation assessments (December 2025);
- Rugby Borough Council Landscape Sensitivity Assessments (March 2025);
- Landscape Sensitivity Assessment of Strategic Site Options (March 2025);
- Rainsbrook Valley Landscape Sensitivity Assessment (December 2025);
- South-West Rugby Landscape Sensitivity Assessment (April 2017);
- The area of South West Rugby Landscape sensitivity assessment (January 2026); and
- Landscape Sensitivity Assessment of Small Sites (December 2025).

5.3. Part of the Landscape Character Assessment (January 2025) considers the existence of any areas of locally strong landscape character which might be considered to be valued landscapes. The landscape character area that the Site sits within was not found to be a valued landscape as defined by the National Planning Policy Framework paragraph 187. IT is noted that the current consultation version of the NPPF no longer refences valued landscapes.

5.4. The Site has not been considered in any of the recent (2025 and 2026) suite of landscape documents produced as part of the evidence base for the RBC Local Plan.

5.5. An older report the South-West Rugby Landscape Sensitivity Assessment (April 2017) covers the Site. The report considers wider areas as assessment units, with the Site falling into Zone 17a, which covers an area of land on the western edge of Dunchurch. The report found that zone 17a had a high sensitivity to residential development and concluded that:

"Due to part of the zone lying within the southern escarpment and the importance of maintaining a degree of separation between Rugby, Dunchurch and Thurlaston further housing development is inappropriate."

5.6. 'High sensitivity' within the report is defined as:

"Landscape and / or visual characteristics of the zone are very vulnerable to change and / or its intrinsic values are high and the zone is unable to accommodate the relevant type of development without significant character change or adverse effects. Thresholds for significant change are very low."

5.7. It should be noted that South-West Rugby Landscape Sensitivity Assessment (April 2017) identified most of the land within its study area as High Sensitivity to residential development. Only three parcels were found to have a lower sensitivity, and they were directly adjacent to the southern edge of Rugby. It should also be noted that this level of sensitivity was largely assigned because of the spatial quality of being in between settlements, rather than its landscape quality or value. The methodology used does not allow for a finer grain of assessment, where individual field parcels may be found to have a lower sensitivity rather than larger broad-brush zones.

Section 6: Summary

6.1. The Policy does not clearly state the purposes of the Area of Separation (AoS). Without this it is not possible to understand how the areas covered by the Policy relate to the purpose of the Policy.

6.2. The Policy does not describe how it relates to national policy within the National Planning Policy Framework.

6.3. As AoS Policy does not relate to national planning policy, it could be assumed it is lower in the hierarchy in policy terms in relation to other landscape and spatial policy including Green Belt, National Parks, National Landscapes or Valued Landscapes.

6.4. Although the policy mentions mitigation, it is difficult to understand how any development could be constructed anywhere within the area covered by the Policy, without diminishing the physical separation to some degree. However, sensitive site design and mitigation could limit the loss of visual separation and overall sense of separation.

6.5. The methodology used within the Study Report is not based on any national guidance, as there is none. It lacks clarity and transparency and as such allows for little detailed independent assessment. It is not considered robust.

6.6. The landscape character area that the Site sits within, is not designated for its landscape value or quality.

6.7. The Study Report notes that impact of the smaller sites of which the Site is, would have a lower impact than other Sites considered as part of the assessment.

6.8. Development on the Site could be achieved through a sensitive scheme layout. With mitigation such as development setbacks and new planting that would efficiently respond to the context. This would integrate it into views from the key approach to Dunchurch along Coventry Road.

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