

INTRODUCTION

The proposed application site has been promoted through the Development Plan process and is one of the proposed strategic housing allocations identified in the Preferred Options version of the South Worcestershire Joint Core Strategy (October 2008).

The Council is continuing with its preparation of the Development Plan and will need to allocate significant levels of housing to meet identified housing requirements in the period up to 2026. It is anticipated that the proposed application site will be needed to contribute to these housing requirements.

Barberry, Exeter College and Persimmon Homes propose to carry out a comprehensive development of the site and have appointed consultants to prepare a masterplan.

The development aims to promote and implement sustainable living to create a high quality residential/ care home scheme that is specific to the site and the surrounding context.

The masterplan will be the subject of an application for outline planning permission shortly.

A draft masterplan has been prepared for consultation.

Your views on the draft masterplan are important.

