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2nd July 2020

Dear Sir/Madam,

Planning Policy as pertaining to Planning Application Consultation 20/01138/FUL
Woodbury Lane, Norton

Norton-juxta-Kempsey Parish Council reluctantly accepts that the subject application is likely to be approved on the basis of the pre-application discussions and the provisions of SWDP12 (the extension of existing rural employment sites is permitted). The Parish Council has replied separately regarding material points that it would wish to be considered regarding the proposed development.

The purpose of this letter is to raise the inadequacy of policy application in the dismissal of such speculative applications.

Many years and a lot of taxpayer's money was put into developing the South Worcestershire Development Plan (SWDP), which Norton-juxta-Kempsey Parish Council positively engaged with. The Parish Council was also encouraged to develop a Neighbourhood Plan (close to completion) at taxpayer expense, and it continues to engage positively with the master planning of the SWDP Review. All of this in an attempt to stop speculative planning applications such as this and to realise a coherent master plan.

Adjacent to the site in question, a separate speculative planning application (W/17/01934/FUL – known locally as Curnock's Yard), which was opposed by the Parish Council and District Councillor, was permitted, despite entirely adequate provision for employment land being made elsewhere within the SWDP. Neither 20/01138/FUL or W/17/01934/FUL take any account of the SWDP Review and immediately compromises the considerations of the master planners.

This then calls into question the worth of the SWDP, SWDP Review and the Parish's emerging Neighbourhood Plan. Our Parish in particular is surrounded by development (A4440 dualling and footbridges, Worcestershire Parkway, Active Travel Corridor (ATC), SWDP, SWDP Review, SWUE) and coherency between the various parts is clearly lacking. Throw into the mix speculative planning applications and chaos reigns. The continued acceptance of such applications while supposedly trying to create a coherent master plan potentially leaves us with a dysfunctional, ad hoc 'patchwork quilt', the losers inevitably being those that live locally.

Given what has passed before, there is a certain disheartening inevitability regarding the approval of this application, which then only serves to underline the waste of taxpayer money spent in producing the SWDP, SWDP Review and Neighbourhood Plan. If the policy contained within them were uniformly applied, and the Parish Council's wishes for its community properly considered, the

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subject application (and historically the adjacent application for Curnock's Yard) would be dismissed as premature and the master planning of the SWDP Review would be allowed to apply the badly needed coherence that it seeks to.

Previous letters such as this feel as if they have been largely ignored and in truth it has become rather wearing. We do not expect a magic wand to be waved and all to be well, but as the tier of elected government closest to the populous, we do expect to be listened to and evidenced action to be taken. It is most strongly recommended that the subject application be rejected on the grounds of prematurity and that the SWDP Review master plan is given the opportunity to achieve the badly needed coherency it has set out to.

Yours sincerely,

Jane Greenway

Mrs Jane Greenway
Clerk to the Norton-juxta-Kempsey Parish Council

CC by email:

Cllr Rob Adams, Local Member
Mr Jack Hegarty, Joint Chief Executive Malvern Hills and Wychavon District Councils
Mr Vic Allison, Deputy Chief Executive, Wychavon District Council
Kempsey Parish Council
Stoulton Parish Council
Whittington Parish Council
Cllr David Harrison, Kempsey Parish Local Member
Cllr John Michael, Kempsey Parish Local Member
Nigel Huddleston, Member of Parliament for Mid-Worcestershire

Sent by email to:

Planning Policy Manager, Wychavon District Council
Senior Planning Officer, Wychavon District Council
Director of Planning & Infrastructure, Wychavon & Malvern Hills District Councils
Area Planning Officer (North), Malvern Hills District Council
Planning Services Manager, Malvern Hills District Council