Savills
Strategic Planning for Housing
About the team

Savills Planning is a commercially informed consultancy to the private and public sectors. Our national Strategic Housing team consists of key planning specialists from our 13 UK Planning offices providing a unique blend of national and local planning expertise. Savills has established a team of professionals located throughout the UK who can deliver successful results for our clients by drawing on experience of national projects and local knowledge. This blend of experience adds considerable value in areas where large strategic projects have not been delivered at a local level for some time.

We provide a service that is responsive, professional and innovative and where appropriate our strategic planning advice is blended with the commercial knowledge that comes from being part of a market leading property company.

Our track record in delivering strategic housing is illustrated within this brochure by schemes that are now being constructed at a time when housing completions are so crucial to both meeting housing needs and growing the economy.

Our team is skilled in taking strategic sites right through the planning process from site finding, planning promotion, local engagement, planning application and finally implementation. Savills also has specialists in related consultancy including environmental impact assessment, master planning, landscape architecture, residential and commercial research, housing market area analysis and retail planning. We act for a range of high profile clients from landowners, house builders, promoters, property companies and funds.

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Wellesley
Grainger plc

Wellesley is the redevelopment of a significant part of Aldershot Garrison, the historic home of the British Army and one of the largest regeneration projects in the South East. On behalf of Grainger plc, Savills Planning secured planning consent in March 2014 for the construction of 3,850 dwellings, a local centre, new schools, sports pitches, a small business park, recycling centre and a 110ha SANG. The hybrid application also included the detailed consent for the first phase of the development which consisted of 291 dwellings and enabling infrastructure. This first phase has now been to the market with the preferred housebuilder programmed to commence works in 2014.

During the determination process, Savills actively engaged with Rushmoor Borough Council, Hampshire County Council and Statutory Consultees. This included a regular attendance at the Planning Steering Group and the signing of a Planning Performance Agreement (PPA). The success of this partnership was demonstrated in the relatively few objections received by the Council and the planning resolution being achieved meeting the PPA programme.

Savills has been retained in an implementation and strategic planning role to assist with the submissions of the reserved matter applications for the next phases of Wellesley, discharging conditions and making Community Infrastructure Levy representations. The next phases include the renovation and conversion of the renowned listed Cambridge Military Hospital, one of the most recognisable landmark features within this part of north Hampshire.

“Whenever you are dealing with Savills, you are dealing with planners who are much more commercial than average and who can bounce ideas off their agency colleagues.”

John Beresford, Development Director
Grainger plc

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Outline planning permission was granted in November 2007 for 3,000 homes, 9ha of employment (B1, B2 and B8), district centre, 3 schools and public open space. Planning permission for the Western Link Road was also granted in November 2007.

Implementation of the scheme began in July 2010 and there are now over 800 homes that have been completed.

Berryfields, Aylesbury
Miller Homes, Martin Grant Homes, Taylor Wimpey & Harcourt Developments

Berryfields is a development of 3,000 homes located on the northern edge of Aylesbury. Savills led a team of consultants during both the Local Plan stage and then in the preparation of a planning application through to the successful grant of planning permission.

The initial promotion phase concluded with the site being allocated as a Strategic Development Area (SDA) in the Aylesbury Vale Local Plan; identifying it as a new mixed-use community for the town. Savills subsequently prepared the outline planning application including co-ordination of an Environmental Impact Assessment (EIA) for the scheme, alongside an additional planning application and EIA for major new road infrastructure to support the project, the Western Link Road.

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Savills input to the Berryfields project has been central to securing planning permission. The Planning team was consistent through the strategic promotion and planning application stages, applying themselves with energy and enthusiasm.

Andrew Wilson, Head of Strategic Land
Martin Grant Homes

Savills Planning and Development teams continue to advise the Consortium and are currently working on the delivery of the further employment and retail elements of the scheme.

"Savills input to the Berryfields project has been central to securing planning permission. The Planning team was consistent through the strategic promotion and planning application stages, applying themselves with energy and enthusiasm."

Andrew Wilson, Head of Strategic Land
Martin Grant Homes
Savills is the lead consultant on the proposals for a 2,450 home, 20 hectares of employment, local centre and mixed use community facilities to the south of Worcester. The site is the largest residential allocation in the South Worcestershire Development Plan.

Savills is providing planning and development advice as well as value engineering and masterplanning advice covering: appropriate house type mix and values, unit density and sq ft coverage per hectare, acreage split between private and affordable housing, gross/net developable land ratio.

Savills submitted a planning application in 2013 and has been retained to submit applications for infrastructure and reserved matters to enable the early phases of development to come forward, including access, drainage, flood attenuation, residential and community facilities.

They understand planning from a commercial perspective[...]They are driven by a desire to work for Welbeck Land’s interests, which is why I use the word commercial. They give me market intelligence, and they are familiar with big complicated things. They have four or five people on our bigger applications, so they can draw on more resource when needed, which is helpful.

They are someone we want to carry on doing business with, definitely.

Andrew Smith, Associate Director
Welbeck Land

Images courtesy of John Thompson and Partners

South Worcester
Welbeck Land

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Welbeck Land
At the start of 2014 Persimmon’s fastest selling site in the region, Picket Twenty is a development of 1,200 homes on the edge of Andover. As lead consultant, Savills has been involved in the planning and promotion of the site from site identification and promotion through to implementation.

Alongside a successful campaign to secure the allocation of the site for development in the Test Valley Local Plan, Savills Planning and Development teams worked closely with the client to deliver a robust planning application supported by a masterplan, Environmental Statement and design code. Outline planning permission was granted in January 2008 for 1,200 homes, recreation facilities, a primary school, and other facilities.

Since outline permission was granted, Savills has coordinated the submission of reserved matters applications for the new homes, local centre, park, sports pavilion and community facilities. Development began on site in autumn 2010, and is on-track for completion by 2018.

Savills is now promoting an extension to Picket Twenty which has the capacity to deliver a further 300 homes.

The Savills Planning team has played a major role in ensuring the success of the Picket Twenty development, from initial concepts through to the delivery of the new community. Their skilful and proactive approach has helped to win the support of the local community and the Council, building on a string of successes from the initial local plan allocation and outline planning consent including a full Environmental Impact study through to reserved matters applications for a total of 1,200 homes. Recently they have been central to an extension of the site for a further 300 units being allocated in the face of resistance from the Local Planning Authority.

Paul Bedford, Senior Land and Planning Manager
Persimmon Homes South Coast Ltd

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Picket Twenty, Andover
Persimmon Homes

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North West Bury St Edmunds
Countryside Properties (UK) Ltd

This is a residential-led mixed use urban extension on the edge of Bury St Edmunds. Acting as planning consultants to Countryside Properties (UK) Ltd, Savills has been involved in the planning and promotion of the site from site identification and promotion through to implementation.

Savills represented Countryside Properties (UK) Ltd at the examination into the St Edmundsbury Core Strategy, securing a strategic allocation, Savills also secured changes to the proposed Core Strategy policy on affordable housing, reducing the requirement from 40% to 30%.

Following the successful promotion through the Core Strategy, a Major Projects Team was established with St Edmundsbury Borough Council and Suffolk County Council to prepare and deliver a robust masterplan.

In order to secure early delivery, a hybrid planning application was submitted, with key enabling infrastructure submitted in detail and the proposed new community in outline. The new community comprises up to 1,070 homes, primary school, local centre, outdoor sports pitches and 15 hectare countryside recreation area.

Throughout the process Savills has been involved in regular and ongoing dialogue with the local planning authority, highway authority, statutory bodies and local communities.

As a result, very few objections were raised to the proposals and the Council resolved to grant planning in January 2014. Savills has been retained to coordinate the submission of further detailed information in order to discharge conditions and enable development to commence. Development is due to commence in autumn 2014.

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Savills Planning was instrumental in guiding the scheme through the local plan and development management process to secure a deliverable planning permission. They fully buy in to our philosophy of working closely with local communities and the planning authority. They bring with them national expertise and commercial awareness which is married with a detailed knowledge of the local area.

Steve Price, Associate Director, Strategic Projects
Countryside Properties (UK) Ltd
Bath Western Riverside
Crest Nicholson Regeneration

Bath Western Riverside is a major urban regeneration site comprising the former Stothert and Pitt Works and is situated within the City of Bath World Heritage Site and near to the city centre.

Savills has provided planning consultancy services to Crest as an integral member of the project team since 2005.

Savills is responsible for the preparation and submission of planning applications, monitoring planning conditions and co-ordinating the details to submit discharge of conditions, attending consultation and stakeholder events and advising Crest on future phases and planning policy changes.

Following the recent decommissioning of the gas holders on the land west of Midland Road, Crest are now in negotiations with the landowners to bring forward the next phases of this development.

Since 2010

- Detailed permission and reserved matter approvals received for 681 houses and apartments, commercial space, energy centre and bridge
- More than 300 houses and apartments occupied
- Reserved matters approval still required for up to 1,600 houses and apartments

Track record

Savills provided planning consultancy and EIA co-ordination in securing outline planning permission in December 2010. At the same time, detailed planning permission was granted for Phase 1 comprising 299 dwellings, shops, roads and associated infrastructure.

Construction commenced on-site in March 2011, with the first residential occupations in November 2011.

Crest Nicholson Regeneration are delighted to be advised by Savills Planning in respect of its Bath Riverside site. We have used Savills as our advisers since the creation of the Masterplan on Bath Riverside and have obtained an outline planning consent for up to 2,281 homes, student housing, a primary school, local shops, restaurants and other community facilities and a number of detailed planning consents ranging from 299 units to 4 town houses. The team is highly responsive, provides excellent support and has assisted Crest to achieve success in the resolution of the planning applications, the discharging of planning conditions and general planning advice.

Debbie Aplin, Managing Director
Crest Nicholson Regeneration

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Thetford Sustainable Urban Extension

Kilverstone Estate, The Crown Estate and Pigeon (Thetford) Ltd

The development sits to the north of the historic market town of Thetford, Norfolk, between the existing urban edge and an improved A11 trunk road. It is designed to provide for up to 5,000 new dwellings, together with 19.5 hectares of employment land, a new Primary Commercial Centre and other local centres, 3 primary schools and extensive green infrastructure.

Acting on behalf of the joint venture applicants Savills Planning has had a long-standing involvement with the project. This has included promotion through both Core Strategy and Area Action Plan stages, and fending off a judicial review to the allocation of the site. The team were heavily engaged in site masterplanning and community engagement, and then acted as agents for the resulting major outline planning application, which was supported by a comprehensive Environmental Statement and Habitat Regulations Assessment. Post submission, the team continued their involvement by participating in extensive negotiations with a variety of local, regional and national stakeholders, including detailed discussions about project viability, planning conditions and obligations. The Local Planning Authority, Breckland Council, resolved to approve the application in April 2014.

Savills have been a central part of the team in promoting and delivering this complex strategic project. They have provided the right level of resources, acumen and experience, tailored to fit our specific needs at each stage of the planning process.

Will van Cutsem, Investment Director
Pigeon Investment Management Ltd

Images courtesy of Alan Baxter Associates and ASD Architecture
Bermondsey Spa Regeneration, Residential Led Mixed Use Development

Savills has been advising Hyde Housing Association and the London Borough of Southwark since 2002 on the redevelopment of a number of key sites in the Bermondsey Spa Regeneration Area.

In 2000, Bermondsey was ranked as within the 10% most deprived areas of the country. The main issues of concern related to unemployment, education, health and quality of housing. A Masterplan for the strategic regeneration of the area identified a number of key development sites and in order to lever private sector investment to facilitate regeneration, the council organised a competition to attract bids for development partners. This process resulted in Hyde Housing Association being selected.

Savills has secured planning permission on 8 sites in the regeneration area delivering over 850 residential units, a range of commercial and community facilities. This has included the provision of 2 modern new health care facilities located at either end of the regeneration area which has enabled existing practices, operating out of sub-standard accommodation, to be amalgamated. The new centres have improved integration of services and facilities to meet the needs of existing and future patients. In addition, the additional space provided has enabled staff training needs to be fully met. Both of the new health centres have been designed to meet the requirements of the Southwark PCT.

The scheme was awarded the Housing Design Award in 2006 and Phase 1 secured the “Best New Place to Live” in the Mayor of London’s London Planning Awards 2009/10.

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**Related Services**

### Strategic Planning & Research

Through Planning Research, Savills has an ability to identify long term strategic land opportunities via analysis of housing needs and patterns with appeal decisions. Focusing on Strategic Housing Market Assessments (SHMAs) are critical in reaching objectively assessed housing needs at the local level. This is required by the NPPF. Savills is able to utilise market intelligence to identify a rolling supply of deliverable sites against the long term strategy. Savills Planning has an extensive track record of land promotions and formulating robust arguments concerning the need to maintain land promotions and the blend of Savills commercial advice with creative solutions ensures effective design from the outset.

Savills Research, Planning: Countdown to the Election. This included analysis of housing needs, plan making and political responses to stimulating house building. Aspects of this research can be utilised to justify long term strategic land or Garden City planning promotions.

**Strategic Planning & CIL**

Community Infrastructure Levy (CIL) is expected to be rolled out in a number of Local Authorities across England through 2014 and 2015. The application of CIL to longer term and larger scale strategic development is problematic, not least owing to the dynamic of gross:net land value, and on-site infrastructure enabling and schemes mitigation costs. Savills, on behalf of the HBF commission, is representing a number of developers/ landowners to influence emerging CILs, to ensure a reasonable rate of CIL. Moving toward implementation, the approach taken with large scale planning applications, notably phasing, and treatment of CIL, is expected to be rolled out in a number of Local Authorities.

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**Emerging CILs**

The creation of well balanced new communities is essential for long term successful places. Savills planning and urban design is leading the preparation of the masterplanning, promotion and delivery of a number of major strategic housing projects throughout the UK.

### Appeals and Housing Supply

Savills is at the forefront of Planning Research and Housing Land Supply analysis, which remains pivotal in the successful promotion and delivery of strategic land through the Local Plan process via Appeal. Through monitoring the performance of the Local Planning Authorities, Savills Planning has an extensive track record of identifying opportunities for clients, successful land promotions and formulating robust arguments concerning the need to maintain a rolling supply of deliverable sites against the tests set out within the NPPF.

This pedigree in Housing Land Supply analysis has added with the successful delivery of a number of Greenfield sites for clients, notably on behalf of Wates Developments Ltd. On both occasions, the land concerned Greenfield sites not allocated within an adopted Local Plan and won on Appeal by drawing on the requirements of the NPPF and the specific 5 year land supply tests within.

**Dwellings achieved in Appeal pre- and post- NPPF**

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Dwellings achieved in Appeal pre- and post- NPPF
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Our approach is to use Savills multi disciplinary commercial knowledge and specialist housing and design research, together with our award winning creative design experience, to deliver viable and sustainable design solutions. The results are responsive and intensifying places, and is part of much larger strategic proposals including the delivery of nationally important strategic infrastructure.

Savills masterplanning has delivered a number of schemes where previous masterplans have not been viable, thorough effective consideration of phasing, land use, and CIL. Our expertise is in maximising returns from development in both the short and long term, often using Savills development knowledge and contacts to develop innovative delivery options.

The masterplan for Bickmarsh, the western urban extension of Watford, Hertfordshire generated over 2,550 new homes and a range of local facilities, health centres, community centres, schools and a mixed-use local centre. Effective community consultation and workshops resulted in a minimal number of objections to the proposals. During 2013 the team prepared proposals for over 45,000 new homes as part of mixed use communities and urban extensions. These vary from long term regional visions, and strategic site promotions to planning applications and design coding, all demonstrating how successful, commercially viable places can be delivered.

### Masterplanning

Savills Urban Design provides an innovative masterplanning consultancy, a balance of expertise to ensure that all design aspects of strategic housing development can be fully appreciated.

Our clients include consortia (where we are often involved in the coordination of land owners and developers), landed estates, major institutions; investors; developers and housebuilders. We have successfully delivered strategic housing and development proposals for constrained and contaminated sites, on Greenfield sites and Green Belt extensions, and as part of much larger strategic proposals including the delivery of nationally important strategic infrastructure.

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