

19th April 2021

Ms Tracey Crews
Director of Planning
Cheltenham Borough Council
Municipal Offices
Cheltenham
Gloucester
GL50 9SA

Dear Ms Crews

Application No: 20/00759/FUL, 265 New Homes, Manor Road

Bloor Homes is a major landowner and developer within the Joint Core Strategy comprehensive housing allocation at North West Cheltenham (Policy A4). This planning application represents an initial phase of the wider allocation and I am therefore submitting this representation in the interests of protecting the deliverability of the North West Cheltenham scheme.

Bloor has no objection to this 265 dwelling application subject to arrangements being put in place to ensure that the application will not prejudice the delivery of the comprehensive allocation. Bloor's concerns are simply addressed through the completion of a Collaboration Agreement between the main landowners and developers (Bloor/Persimmon/GCC). This Collaboration Agreement needs to deal with the promotion, implementation and delivery of the wider allocation but will also need to agree any infrastructure and Section 106 costs which are fairly and reasonably attributable to this 265 dwelling application. This Collaboration Agreement needs to be entered into before the Planning application is reported to committee for determination.

Without a Collaboration Agreement in place Bloor cannot have any confidence that this 265 home scheme will not prejudice the wider allocation in terms of issues such as apportionment of S106 and infrastructure costs, highway capacity and the inconsistency with the wider North West Cheltenham Masterplan. These are however all matters that can most easily be addressed through a Collaboration Agreement.

Furthermore, the Collaboration Agreement will confirm Persimmon's commitment to positively promote and deliver the balance of the scheme jointly with Bloor and GCC to ensure that Persimmon, once having secured permission on the 265 home scheme, focuses on this limited phase only, directly prejudicing any further development from taking place.

The terms of a Collaboration Agreement are already well rehearsed and GCC has already obtained approval from the Council's Internal Property Board to enter into such an agreement. A short period of effort should therefore place us in a position where a Collaboration Agreement could be entered into in advance of this application being reported to committee.

I would reiterate that Bloor does not object to this application in principle as a first phase of the wider project, but we must also ensure that the deliverability of the wider North West Cheltenham allocation is not undermined. In the event that we are able to complete a Collaboration Agreement with Persimmon Homes that deals with the aspects outlined above, then I would be happy to fully offer my support for this application.

50 YEARS
& COUNTING

JS Bloor (Services) Limited Ashby Road, Measham, Swadlincote, Derbyshire DE12 7JP
T 01530 270100 F 01530 273665 purchase@bloorhomes.com

Registered No. 02164993 England.

Registered Office Ashby Road, Measham, Swadlincote, Derbyshire DE12 7JP VAT Reg No. 125 4938 61

bloorhomes.com

I trust that you will find this representation helpful, but please do not hesitate to contact me if you have any queries or questions.

Your

Spencer Claye

Senior Planning and Development Director

Cc Sandra Ford – Development Services Manager – Tewkesbury Borough Council