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(Representations submitted by email to: [localplan@ryedale.gov.uk](mailto:localplan@ryedale.gov.uk) )

Dear Ms. Thompson,

Gladman Developments Ltd (from here on referred to as Gladman) specialise in the promotion of strategic land for residential development with associated community infrastructure.

Gladman has considerable experience in the development industry in a number of sectors including residential and employment development. From that experience, Gladman understands the need for the planning system to provide local communities with homes and jobs that they need to ensure that they have access to decent housing and employment opportunities.

Gladman also has considerable experience in contributing to the Development Plan preparation process, having made representations on numerous local planning documents through the UK and having participated in many local plan public examinations. It is on the basis of that experience that the comments are made in this representation.

These representations are submitted by Gladman in response to the current consultation on the publication version of the Ryedale Local Plan Sites Document and Policies Map.

### **National Policy**

The National Planning Policy Framework sets out four tests that must be met for Local Plans to be considered sound. In this regard we submit that in order to prepare a sound plan it is fundamental that it is:

- **Positively Prepared** – The Plan should be prepared on a strategy which seeks to meet objectively assessed development and infrastructure requirements including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development.
- **Justified** – the plan should be the most appropriate strategy, when considered against the reasonable alternatives, based on a proportionate evidence base.
- **Effective** – the plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities; and
- **Consistent with National Policy** – the plan should enable the delivery of sustainable development in accordance with the policies in the Framework.

### **The White Paper – ‘Fixing our Broken Housing Market’**

The Government White Paper (‘Fixing our Broken Housing Market’) issued in February 2017 is a very clear statement from Government on the importance of the delivery of housing to the wider economy. The Government are in no doubt that the housing market in Britain is broken which, according to the Prime Minister, is one of the greatest barriers to progress in the country today.

Average house costs are almost eight times average earnings which is an all-time record and soaring prices and rising rents caused by a shortage of the right homes in the right places has slammed the door of the housing market in the face of a whole generation.

The reason for this crisis is that the country is simply not building enough homes and has not done so for far too long. The consensus is that we need from 225,000 to 275,000 or more homes per year to keep up with population growth and to start to tackle years of under-supply.

Everyone involved in politics and the housing industry therefore has a moral duty to tackle this issue head on. The White Paper states quite unequivocally that “the housing shortage isn’t a looming crisis, a distant threat that will become a problem if we fail to act. We are already living in it.”

Tackling the housing shortage is not easy. It will inevitably require some tough decisions. But the alternative, according to the White Paper, is a divided nation, with an unbridgeable and ever-widening gap between the property haves and have-nots.

The challenge of increasing supply cannot be met by government alone. It is vital to have local leadership and commitment from a wide range of stakeholders, including local authorities, private developers, housing associations, lenders and local communities.

The starting point is building more homes. This will slow the rise in housing costs so that more ordinary working families can afford to buy a home and it will also bring the cost of renting down. We need more land for homes where people want to live. All areas therefore need a plan to deal with the housing pressures they face.

Currently, over 40 per cent of local planning authorities do not have a plan that meets the projected growth in households in their area. All local authorities should therefore develop an up-to-date plan with their communities that meets their housing requirement based upon an honest assessment of the need for new homes.

In October 2017, the Prime Minister reaffirmed the Government's commitment to addressing the broken housing market by bringing forward measures to boost home ownership and housing supply, stating:

**"I will dedicate my premiership to fixing this problem – to restoring hope. To renewing the British Dream for a new generation of people. And that means fixing our broken housing market."**

**"For 30 or 40 years we simply haven't built enough homes. As a result, prices have risen so much that the average home now costs almost 8 times average earnings. And that's been a disaster for young people in particular."**

Furthermore, in a message to housebuilders, the Prime Minister indicated that:

**"We, the government, will make sure the land is available. We'll make sure our young people have the skills you need. In return, you must do your duty to Britain and build the homes our country needs."**

The Autumn Budget 2017 brought further details of the Government's commitment to building a Britain that is 'fit for the future'. A prominent feature of this is tackling the housing crisis, with housebuilding featuring prominently amongst the Chancellor's announcements, which included further confirmation that:

**"The Government is determined to fix the broken housing market, and restore the dream of home ownership for a new generation."**

The affordability of housing for young people is a key challenge for the Government, and whilst it is recognised that there is no 'single magic bullet' to solve the housing crisis, the Government is actively seeking to tackle obstacles standing in the way of first-time buyers. The Government sees a 'big step up' in new house building as an important element in its strategy to address the acute affordability problem and has set a goal to build 300,000 homes a year by the mid-2020s.

### **Site Allocations**

Gladman note that 9 proposed residential allocations are set out within the publication version of the plan. Some 660 dwellings are proposed for the Principle Town of Malton and Norton (600 dwellings over the plan period) across two separate allocations.

Gladman consider that it is appropriate that development is focussed upon the main settlement of Malton and Norton, as these represent the most sustainable locations for growth. However, the Council should recognise that directing further growth to Ryedale's smaller settlements will result in a number of benefits for their ongoing vibrancy.

The largest of these two Malton/Norton allocations, Land at the east of Beverley Road (Policy SD3) is expected to deliver 540 dwellings over the plan period, along with a new road linking Beverley Road and Hugden Way and the provision of land for a new Primary School. Whilst the identification of strategic allocations is an approach that can be 'made sustainable' through the timely provision of associated infrastructure, it is essential that local plans take into account the risks associated with the delivery of any such schemes and the knock-on effect that this can have in terms of housing delivery.

It is essential that the Council's suite of housing land allocations can demonstrably deliver the local plan requirement over the plan period whilst maintaining a five-year housing land supply

Gladman therefore recommend that the Council continue to identify sites around the Principle Town of Malton and Norton, that are capable of delivering sustainable residential development and can assist the Council in meeting in full, their objectively assessed need for housing.

### **Conclusions**

It is considered essential that the Council are confident and can robustly demonstrate that the sites that are proposed for residential development are suitable and deliverable.

As the Council will be aware, a failure in the ability of any allocations to deliver over the plan period, will lead to significant undersupply for the authority.

Gladman hope that you have found these representations helpful. If you have any queries about our response or wish to discuss anything further, please do not hesitate to contact me or a member of the Gladman team.

Yours Faithfully,

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Megan Pashley

Gladman Developments Ltd.

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