

WADDETON PARK LTD  
REPRESENTATIONS ON THE EAST DEVON LOCAL PLAN (2020 – 2042) REGULATION 19  
CONSULTATION DRAFT (MARCH 2025) BY BELL CORNWELL LLP

**INTRODUCTION**

Waddeton Park Ltd is a very well-established and successful local housing land promoter and investor with considerable interest across the district. Waddeton Park Ltd has helped to facilitate new homes, affordable housing and other uses in the area. Specifically, Waddeton Park Ltd has interests in land at London Road, adjacent to the Cranbrook built-up area boundary, which they consider has potential for residential development. We attach a plan that shows this land (please refer to the Framework Plan produced by Clifton Emery Design)

Given the nature of their long-standing interests across the district, Waddeton Park Ltd is an important local stakeholder and is interested in the proposals in the East Devon Local Plan for future development in the district.

Against this background, Bell Cornwell LLP has reviewed the policies and information set out in the East Devon Local Plan (2020 -2042) Regulation 19 Consultation Draft and makes the following representations.

**CHAPTER 3. SPATIAL STRATEGY**

**Strategic Policy SP01: Spatial Strategy**

Strategic Policy SP01 sets out the approach to be taken to the location of new development across the district. New development will be directed towards the most sustainable locations in East Devon, with a focus on the West End of the district, which will include the on-going development of Cranbrook.

Paragraph 3.7 notes that sites within or adjoining the Cranbrook Plan area are not considered for allocation in the Local Plan. This is a missed opportunity. Whilst development within the Cranbrook Plan DPD area may be subject to separate policy objectives, it is not reasonable to summarily exclude sites adjacent to Cranbrook. Indeed, paragraph 1.3 of the draft Local Plan states that many policies in this new local plan will also apply within the Cranbrook Plan area and should be applied alongside Cranbrook policies so there is clearly overlap and the policies of the two plans can be applied alongside one another.

Such sites would be within the West End and by virtue of the proximity to Cranbrook would be very well located in relation to the range of uses provided at the town. Avoiding consideration of such sites precludes the consideration of sites within the Council's main growth area – the West End – in very sustainable locations. The current approach is unsound in that it is not positive or justified and runs

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contrary to the Council's spatial strategy. Please also see our comments on Chapter 4 of the Local Plan (Development at the West End).

Whilst the overall approach within Strategic Policy SP01 is supported, Waddeton Park Ltd OBJECTS to the preclusion of sites adjacent to Cranbrook.