

# MEASHAM – SITE ASSESSMENT

## SETTLEMENT SUMMARY

### Settlement Hierarchy

- Measham is a Local Service Centre in the adopted Local Plan.
- It is proposed to remain as a Local Service Centre in the Local Plan Review.

### *Key services and facilities*

- Measham has two primary schools (Measham C of E Primary School and St Charles Catholic Primary Voluntary Academy). Both schools currently have some capacity and there is a scheme in place to extend Measham C of E from a total capacity of 240 places to 315 places.
- The closest secondary schools are in Ashby (Ivanhoe School and Ashby School) and Ibstock (Ibstock Community College). Ivanhoe School is an 11-16 school. The school is over capacity but there are several schemes underway to increase pupil capacity using S106 funds. The school has recently secured planning permission to build a new sports hall with four additional classrooms. Ashby School is an 11-19 school. The school is over capacity but has a scheme underway to increase pupil capacity using S106 funds. Ibstock Community College is an 11-16 school. The school is expected to be over capacity from January 2023, with the growth in pupil numbers linked to the South East Coalville development. The school is exploring options to increase pupil capacity using S106 funds.
- Measham has a designated local centre and two main grocery retailers (Co-op and Tesco Express).
- There is one primary employment area in Measham (Westminster Industrial Estate) as well as other employment opportunities in the local centre, Ashby Road and Measham Brickworks.
- Measham is served by an hourly bus service (19/19B/19C) which provides links to the higher order settlements of Ashby, Swadlincote and Burton upon Trent.

### *Other services and facilities*

- The settlement also has a GP surgery, pharmacy, library, several community venues, public houses, places of worship and formal/informal recreation opportunities (including Measham Leisure Centre and sports pitches, multi-use games area, skatepark and allotments).

### Settlement Features

- **River Mease Site of Special Scientific Interest (SSSI)** – the River Mease runs in close proximity to the south-western boundary of the settlement.
- **River Mease Special Area of Conservation (SAC)**– The settlement and surrounding area are in the catchment of the River Mease SAC.
- **Flood Zone 2/3a/3b** – there are areas at greater risk of flooding (associated with the River Mease) to the south west of the settlement.
- **Ashby Canal** – the historic route of the Ashby Canal crosses the settlement in a NW/SE direction. The adopted Local Plan includes a policy (IF6) which seeks to reconstruct the canal from Snarestone to Measham as well as protect the historic route from development which would prejudice its restoration.

- **HS2** – The proposed HS2 route ran through the western part of Measham, through the Westminster Industrial Estate and site M9 (Local Plan allocation H2a). However, in October 2023 the government confirmed the route would be scrapped.
- **Measham Conservation Area** – this designation is in the historic core of Measham, covering land to the east and west of High Street. Part of site M1 is in the Conservation Area and site M2 adjoins the Conservation Area.
- **National Forest** – the settlement and surrounding area is in the National Forest.
- **Measham Brickworks** – lies to the south of the settlement. A section 73 application, to allow for the export of up to 30,000 tonnes per annum of clay is currently pending determination (2021/VOCM/0031/LCC).
- **Minerals Consultation Area (MCA) for at or near surface coal** – the northern part of the settlement (to the north of the Ivanhoe Way) is situated in this MCA (impacts M1, M2, M5, M11, M16 and M17). Different parts of the settlement are in low/high risk coal development areas.
- **Coal Development Risk Areas** – the southern part of Measham has a low risk of unrecorded coal mining related hazards. Land to the north (including sites M2, M5, M9, M11 and M17) has a high risk of unrecorded coal mining related hazards meaning a Coal Mining Risk Assessment would be required in advance of any development.
- **Minerals Consultation Area (MCA) for brick clay** – land to the south east of Measham is in this MCA. The designation partly impacts M14 and encroaches slightly on M7.
- **Leicestershire and South Derbyshire Coalfields Landscape Character Area (LCA)** – The majority of the settlement and the surrounding area is in this LCA (M1, M2, M5, M11, M14, M16, M17).
- **Mease/Sense Lowlands Landscape Character Area** – Land to the south-west of Measham is in the LCA. This includes sites M13, M15 and part of M7.

## STAGE 1 - SITE IDENTIFICATION

The 2021 SHELAA identifies 12 sites for housing in Measham:

Site Reference	Site Address
M1	Youth Club / Land west of High Street
M2	Land at Chapel Street
M4	Land at Pot Kiln Farm, New Street
M5	Ashby Road
M7	Oaktree House, Atherstone Road
M9	Adjacent A42 / Canal Basin (Measham Waterside)
M11	Land at Leicester Road/Ashby Road
M13	Land at 39 Browning Drive
M14	Land at Abney Drive
M15	Land at Atherstone Road
M16	South of Bosworth Road
M17	The Pot Kilns, New Street

A further site, Land north of Bosworth Road (M18), was submitted to the Council on behalf of the landowner in May 2021. An updated submission for the same site was submitted on behalf of a housebuilder in December 2021.

## STAGE 2 – SITE SIEVE

Three sites were sieved out at this stage, leaving nine sites for further assessment.

Site Reference	Site Address	Reason for being sieved out
M4	Land at Pot Kiln Farm, New Street	Under construction
M9	Adjacent A42 / Canal Basin	Detailed planning permission
M16	South of Bosworth Road	Agents confirmed not available

Site **M9** (known as Measham Waterside) is identified in adopted Local Plan Policy H2: Housing Provision – Resolutions (site H2a) with a capacity of 450 dwellings. Following the adoption of the Local Plan, detailed approval was given for 426 dwellings (19/02381/REMM); the permission has been implemented so is now extant. **M1** forms part of Measham Waterside and it is proposed to reinstate an area of canal through the site.

To date, Measham Waterside has not been developed because it was impacted by the proposed route of HS2. However, the government’s announcement in October 2023 that the HS2 leg through the East Midlands is to be scrapped indicates that the site could now be delivered. Following the announcement, the site promoter has confirmed that the site is available and will be marketed for sale early in 2024.

## STAGE 3 - SUSTAINABILITY APPRAISAL

SA Ref	SA Objective	SA Summary
<b>SA1</b>	Improve the health and wellbeing of the District’s population	<b>M1, M2 and M14</b> score <b>significant positive</b> <b>M5, M11 and M17</b> score <b>minor positive</b> <b>M7, M13 and M15</b> score <b>minor negative</b>
<b>SA2</b>	Reduce inequalities and ensure fair and equal access and opportunities for all residents	<b>M14</b> scores <b>significant positive</b> <b>M1 and M2</b> score <b>minor positive</b> <b>M5, M11 and M17</b> score <b>minor negative</b> <b>M7, M13 and M15</b> score <b>significant negative</b>
<b>SA3</b>	Help create the conditions for communities to thrive	<b>M1 and M2</b> score <b>minor positive</b> <b>M5, M7, M11, M13, M14, M15, M16 and M17</b> score <b>minor negative</b>
<b>SA4</b>	Provide good quality homes that meet local needs in terms of number, type and tenure in locations where it can deliver the greatest benefits and sustainable access to jobs	<b>M1, M2, M5, M7, M11, M13, M14 and M15</b> score <b>significant positive</b> <b>M17</b> scores <b>minor positive</b>

<b>SA5</b>	Support economic growth throughout the District	0
<b>SA6</b>	Enhance the vitality and viability of existing town centres and village centres	<b>M1 and M2</b> score <b>significant positive</b> <b>M5, M7, M11, M13, M14, M15</b> and <b>M17</b> score <b>minor positive</b>
<b>SA7</b>	Provision of a diverse range of employment opportunities that match the skills and needs of local residents	<b>M1, M2, M5, M11, M14</b> and <b>M17</b> score <b>minor positive</b> <b>M7, M13</b> and <b>M15</b> score <b>minor negative</b>
<b>SA8</b>	Reduce the need to travel and increase numbers of people walking cycling or using the bus for their day-to-day needs	<b>M1 and M2</b> score <b>significant positive</b> <b>M5, M11, M14</b> and <b>M17</b> score <b>minor positive</b> <b>M7</b> and <b>M15</b> score <b>minor negative</b> <b>M13</b> scores <b>significant negative</b>
<b>SA9</b>	Reduce air, light and noise pollution to avoid damage to natural systems and protect human health	?
<b>SA11</b>	Ensure the District is resilient to climate change	<b>M1, M2, M5, M7, M11, M14, M15</b> and <b>M17</b> score <b>neutral</b> <b>M13</b> scores <b>significant negative</b>
<b>SA12</b>	Protect and enhance the District's biodiversity and protect areas identified for their nature conservation and geological importance.	--
<b>SA13</b>	Conserve and enhance the quality of the District's landscape and townscape character	<b>M1 and M2</b> score <b>minor positive</b> <b>M7</b> and <b>M13</b> score <b>uncertain</b> <b>M5, M11, M14, M15</b> and <b>M17</b> score <b>significant negative</b>
<b>SA14</b>	Ensure land is used efficiently and effectively	<b>M1 and M13</b> score <b>minor positive</b> <b>M2, M5, M7, M15</b> and <b>M17</b> score <b>minor negative</b> <b>M11</b> and <b>M14</b> score <b>significant negative</b>
<b>SA15</b>	Conserve and enhance the character, diversity and local distinctiveness of the District's built and historic heritage	<b>M5, M7, M11, M13, M14, M15</b> and <b>M17</b> score <b>neutral</b> <b>M1</b> and <b>M2</b> score <b>uncertain</b>

<b>SA16</b>	Protect water resources and ensure they are used efficiently	<b>M1, M2, M5, M7, M11, M14 and M15,</b> score <b>neutral</b>  <b>M13</b> scores <b>uncertain</b>  <b>M17</b> scores <b>minor negative</b>
<b>SA17</b>	Ensure the efficient use of natural resources, including reducing waste generation	<b>M13, M14 and M15</b> score <b>neutral</b>  <b>M1, M2, M5, M7, M11 and M17</b> score <b>uncertain</b>

## STAGE 4 – DETAILED SITE ASSESSMENT SUMMARY

### M1 – Youth Club / Land west of High Street (1.37 ha / about 34 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance to all the facilities and services in Measham. Like all sites in Measham, travel outside the settlement is required to access secondary education. The site entrance is adjacent to bus stops on High Street, providing access to the hourly 19 bus service.

#### Summary of SA

SA Objectives																
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste	
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17	
++	+	+	++	0	++	+	++	?	0	--	+	+	?	0	?	

The site scores the most positive scores in Measham (significant and minor positive combined). All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

#### Key Planning Considerations

- The site is in the Limits to Development and comprises part greenfield, part previously developed land. It forms part of the approved Measham Waterside development. It has been assessed separately because until very recently, there was uncertainty about whether Measham Waterside could be delivered.
- The site frontage is in the Conservation Area and there are Grade II listed buildings adjacent on both sides of the High Street.
- Residential amenity is a potential issue; the properties on Oddfellows Row directly abut and overlook Site M1, with the latter sitting on higher ground.

*Deliverability/Developability* – Following the government’s announcement in October that HS2 was to be scrapped, this site is not available for housing and will form part of the access/canal reinstatement at Measham Waterside.

### M2 – Land at Chapel Street (0.77 ha / about 19 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance to all the facilities and services in Measham. Like all sites in Measham, travel outside the settlement is required to access secondary education. The site is c.180m from the nearest bus stops on High Street, providing access to the 19 bus service.

## Summary of SA

SA Objectives															
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17
++	+	+	++	0	++	+	++	?	0	--	+	-	?	0	?

After M1, this site has the highest combination of significant positive and positive scores in Measham; the site is well located for existing facilities and services and is in the Limits to Development. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

### Key Planning Considerations

- The site is in the Limits to Development.
- The northern half of the site previously had outline permission for 9 dwellings (15/00627/OUT), but this permission is presumed to have lapsed.
- Areas of the site, particularly on the southern half, are heavily landscaped and trees would have to be removed to enable the development of the whole site. A
- public right of way runs in parallel with (but outside of) the northern boundary.
- The site adjoins Measham Conservation Area and is in close proximity to the Grade II Listed Measham Baptist Church.
- It is also within 100m of two Candidate Local Wildlife Sites (Measham Grassland 1 and Measham Pond). There is potential for badgers to inhabit the site. The hedgerows within the site represent potential Biodiversity Action Plan habitats.

*Deliverability/Developability* – Information submitted for the above planning application showed that there were three owners of the northern half of the site. The fact that the permission lapsed points to deliverability issues and it is not clear if the site is still available. The highways conditions were discharged with no objection from the highways authority confirming that access to the site is achievable.

### M5 – Ashby Road (0.4 ha / about 12 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance of the local centre, convenience shop, employment, pharmacy, informal/formal recreation and public transport. It is within a reasonable walking distance to the primary school and GP surgery. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The site is c. 145-265m from the nearest bus stops on Ashby Road.

## Summary of SA

SA Objectives															
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17
+	-	-	++	0	+	+	+	?	0	--	--	-	0	0	?

The site scores mostly positive for its accessibility to facilities and services. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment. The significant negative score under SA13 reflect the fact the site is greenfield land outside of the Limits to Development.

### Key Planning Considerations

- The site is shown in the Landscape Sensitivity Study as being part of National Forest woodland (Fiveways Wood). There is mature landscaping in the site and it presents a rural setting to the approach into Measham.
- There is some built development on the opposite side of Ashby Road but this is set back from the road and more rural in character.
- Whilst the site is in a wider parcel of land (06MEA-C) deemed to have medium-low landscape sensitivity and low visual sensitivity for housing, it is identified as part of an important recreational feature where sensitivity should be considered (Landscape Sensitivity Study).
- There are likely to be ecological impacts given the site's location adjacent to a wood and the habitat on the site itself. There is potential for badgers, water voles and otter to occupy the site, and Great Crested Newts (GCN) could potentially be found within 250m of the site.

*Deliverability/Developability* – The site is being promoted on behalf of the landowner and was submitted to the Council in 2017. There is no evidence of developer interest at present. Access appears achievable although some of the site frontage is subject to a 50mph speed limit; speed reduction measures could be required.

### M7 – Oaktree House, Atherstone Road (0.4 ha / about 12 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance of informal open space. It is within a reasonable walking distance of a convenience shop, employment, GP surgery, formal recreation and public transport. It is not within a reasonable walking distance of the local centre, primary school and pharmacy. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The closest bus stops on High Street/Burton Road are over 800m. There are potentially shorter routes to some facilities via a public right of way connecting Dennis Way and Horses Lane (site M14), but this route is unlit so has not been used in the assessment.

## Summary of SA

SA Objectives															
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17
-	--	+	++	0	+	-	-	?	0	--	?	-	0	0	?

Along with M15, M7 has the fewest positive scores in Measham. This is largely a reflection of its accessibility to facilities and services. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

### Key Planning Considerations

- The site is currently outside the Limits to Development but is being considered as part of the Limits to Development review.
- It is part previously developed land as there are two dwellings within the site boundary (123/125 and 127 Atherstone Road). The remainder of the site comprises gardens and a planting belt on the southern boundary.
- The site is adjacent to Measham Brickworks, presenting potential amenity issues.
- The site's proximity to the Brickworks means it is in a parcel of land (06MEA-B) that is of low landscape and low visual sensitivity.
- Several applications for an additional dwelling adjacent to 123/125 have been refused, with highway safety being one of the reasons for refusal (lack of adequate visibility at the site access).
- There is potential for bats to roost in buildings on site.

*Deliverability/Developability* – The site was last promoted by an agent on behalf of the land owner in 2011. Since this time, permission has been granted for the erection of a double garage (21/00266/FUL). The details provided as part of that application indicate that the site is now in a different ownership. This may explain why no response was received when officers enquired about the site's availability in 2019. It would be reasonable to assume that the site is no longer available.

### **M11 – Land at Leicester Road/Ashby Road (14.9 ha / about 279 dwellings)**

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance of the local centre, convenience shop, primary school, employment, pharmacy, formal/informal recreation and public transport. It is within a reasonable walking distance of the GP surgery. However, levels of accessibility will vary across the site given its scale. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The majority of the site is under 800m from the nearest bus stops on Ashby Road/High Street.

## Summary of SA

SA Objectives																
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste	
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17	
+	-	-	++	0	+	+	+	?	0	--	--	--	0	0	?	

The site generally scores positively under the social and economic objectives although the assessment does not take into account varying levels of accessibility across the site. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

### Key Planning Considerations

- The site is identified as a housing allocation for about 300 dwellings in the adopted Local Plan (site H3c) and is effectively a reserve site if HS2 prevents the delivery of Measham Waterside (M9/H2a).
- Following the government's announcement in October 2023 to scrap HS2 and the landowner's confirmation that the site is still available for development, there is a greater degree of certainty that Measham Waterside can be built during the plan period.
- Hallam Land Management submitted an outline application for up to 300 dwellings in April 2018 (18/00498/OUTM). The development is considered acceptable by the majority of statutory consultees (highways authority etc) although like all sites without permission in Measham, a solution for the River Mease SAC needs to be found.
- Another key issue is the scale of development and whether another 300 homes (in addition to the 426 permitted at Measham Waterside) are necessary in Measham to meet the district's housing need.

*Deliverability/Developability* – The site is being promoted on behalf of a strategic land promoter and proposals for the site have progressed via an (as yet undetermined) outline planning application. A solution for the River Mease would need to be found before the site can be considered deliverable/developable, but this is the case for all new sites in Measham.

### M13 – Land at 39 Browning Drive (0.44 ha / about 11 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance of informal recreation. It is within a reasonable walking distance of a convenience shop, GP surgery, employment, formal recreation and public transport. It is not within a reasonable walking distance of the local centre, pharmacy and primary education. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The closest bus stops on High Street/Burton Road are over 800m.

## Summary of SA

SA Objectives															
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17
-	--	-	++	0	+	-	--	?	--	--	?	+	0	?	0

The site is further from facilities and services than most in Measham, which reflects its poorer scores under some of the social and economic objectives. The site is mostly within an area at greater risk of flooding, reflecting its significant negative score under SA11. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

### Key Planning Considerations

- The site is part previously developed land in the limits to development and part countryside/National Forest planting.
- The site is adjacent to the River Mease SSSI and the majority of the site is in Flood Zones 2/3a/3b.
- The site is in a wider parcel of land (06MEA-A) deemed to have medium-low landscape sensitivity and medium visual sensitivity for housing (Landscape Sensitivity Study). The River Mease is also identified as an important or vulnerable landscape feature which is a consideration for development in this wider parcel.
- An application for a detached dormer bungalow on a small part of M13 was recently refused on the grounds of flood risk and inappropriate development in the countryside (21/00466/FUL). It was subsequently dismissed at appeal (1 November 2022).

*Deliverability/Developability* – The site is being promoted on behalf of the landowner and was submitted to the Council in 2018. There is no evidence of developer interest. The majority of the site is not considered suitable for development given its location in an area adjacent to the River Mease SSSI and in an area at risk of flooding.

### M14 – Land at Abney Drive (6.54 ha / about 122 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance of the local centre, a convenience shop, primary education, employment, a GP surgery, formal/informal recreation and public transport. Whilst it is within a 'reasonable' walking distance of the pharmacy, it is just over the 800m threshold. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The site is c.650/700m from the nearest bus stops on High Street.

## Summary of SA

SA Objectives															
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17
++	++	-	++	0	+	+	+	?	0	--	--	--	0	0	0

The site has good access to facilities and services reflecting the number of significant positive and positive scores. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

### Key Planning Considerations

- The site is in the countryside but is surrounded by built development on three sides (predominantly residential but also Measham Brickworks).
- The site is in a wider parcel of land (06MEA-C) deemed to have medium-low landscape sensitivity and low visual sensitivity for housing (Landscape Sensitivity Study). A public right of way crosses the site connecting Dennis Way to Horses Lane.
- There is a mature ash tree on site which is subject to a tree preservation order (and has been identified as a potential Local Wildlife Site). Works to the tree were approved in December 2018 (18/01825/TPO).
- A full planning application (18/01842/FULM) for 150 dwellings was submitted by David Wilson Homes in October 2018 (an extension to their scheme at Dennis Way). It has not been determined, primarily because an appropriate River Mease mitigation scheme has yet to be identified. In addition, there are unresolved highways, design, drainage, ecology and National Forest issues, which require further information from the applicant or changes to the proposed layout.
- If these issues could be resolved, there is still the issue of scale and whether another 150 homes (in addition to the 426 permitted at Measham Waterside) are necessary in Measham to meet the district's housing need.

*Deliverability/Developability* – As confirmed above, the site is being promoted by a national housebuilder. Proposals for the site have progressed via a full planning application, but there are several technical matters that need to be resolved before the proposals can be considered acceptable in planning terms.

### M15 – Land at Atherstone Road (0.51 ha / about 13 dwellings)

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance informal open space. It is within a reasonable walking distance of a convenience shop, employment, GP surgery, formal recreation and public transport. It is not within a reasonable walking distance of the local centre, primary school and pharmacy. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The closest bus stops on High Street/Burton Road are over 800m. There are potentially shorter routes to some

facilities via a public right of way connecting Dennis Way and Horses Lane (site M14), but this route is unlit so has not been used in this assessment.

*Summary of SA*

SA Objectives																
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste	
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17	
-	--	-	++	0	+	-	-	?	0	--	--	-	0	0	0	

Along with M7, M15 has the fewest positive scores in Measham. This is largely a reflection of its accessibility to facilities and services. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

*Key Planning Considerations*

- The site is irregular shaped and surrounded by dense tree planting (National Forest woodland) to the south and mature trees on the site frontage. In combination, these factors could impact the total number of dwellings able to be provided.
- A quarry connected to Measham Brickworks is on the opposite side of the woodland and could present amenity issues.
- The site’s proximity to the Brickworks means it is in a parcel of land (06MEA-B) that is of low landscape and low visual sensitivity. The site is well screened by existing planting.
- The same highways safety issues that applied to M7 could also apply to this site; there is also a low-running overhead cable and a mature tree obstructing the site frontage.
- There is the potential for badgers to be on site and a known population of great crested newt in the vicinity. The grassland and trees are potential BAP habitat.

*Deliverability/Developability* – The site is being promoted on behalf of the landowner and was submitted to the Council in 2017. There is no evidence of developer interest at present and questions about its suitability in highways access and safety terms.

**M17 – The Pot Kilns, New Street (0.33 ha / about 10 dwellings)**

*Services & Facilities* – In line with the parameters in the accompanying methodology, the site is within a good walking distance of the local centre, convenience shop, employment, pharmacy and informal/formal recreation. It is within a reasonable walking distance of primary education and the GP surgery. Like all sites in Measham, travel outside of the settlement is required to access secondary education. The site is c. 160/200m from the nearest bus stops on Ashby Road.

## Summary of SA

SA Objectives															
Health and Wellbeing	Inequalities	Community	Housing	Economy	Town/Village centres	Employment	Sustainable travel	Air, Light & Noise	Flooding	Biodiversity & Geodiversity	Landscape	Land-use efficiency	Historic Environment	Water & Soil	Waste
SA1	SA2	SA3	SA4	SA5	SA6	SA7	SA8	SA9	SA11	SA12	SA13	SA14	SA15	SA16	SA17
+	-	-	+	0	+	+	+	?	0	--	--	-	0	-	0

The site has good accessibility to services and facilities as reflected by its mostly positive scores for social and economic objectives. All sites in Measham score significant negative under SA12 because they are in the River Mease SAC catchment.

### Key Planning Considerations

- The site is heavily landscaped, including several mature trees on the site boundaries and in the centre of the site which would potentially require removal in order to accommodate development.
- It is surrounded by existing residential development on all three sides. The site abuts the former Pot Kilns café and fishing lake which now appears to have closed.
- The site is in a wider parcel of land (06MEA-C) which is of medium-low landscape sensitivity and low visual sensitivity.
- There is the potential for badgers to be on the site. The trees, grassland and hedgerows may be potential BAP habitats.

*Deliverability/Developability* – The site is being promoted on behalf of the landowners and was submitted to the Council in 2018, alongside an indicative layout for 9 dwellings. There is no evidence of developer interest. It is unclear how the site would be accessed given the café development to the rear of the site.

### STAGE 5 – OVERALL CONCLUSIONS

The very recent change in situation with regards to HS2 means that there is now a realistic prospect that **M9** (adopted Local Plan allocation H2a) could be developed during the plan period (although the safeguarded HS2 route will need to be formally distinguished before this can happen).

This means that there is the potential for **426 dwellings** to be delivered in Measham between 2020 and 2040.

Of the nine sites assessed:

- **M1** – Development of the site for housing was considered by officers on the basis that HS2 was expected to impact the wider Measham Waterside development. However, HS2 has now been scrapped and the promoters of Measham Waterside have confirmed the site is available and will be actively marketed in 2024. M1 will form part of the access and reinstated canal for Measham Waterside.

- **M2** – The northern part of the site previously had planning permission, suggesting it could be sustainably developed. Development of the southern part of the site would result in the loss of landscaping and trees. It is not clear if the site is available and the previous permission lapsed indicating deliverability issues. We are not proposing to allocate the site but if a future planning application was submitted, the principle of development would be acceptable because the site is in the Limits to Development.
- **M5** – The site has been discounted due to its proximity to Fiveways Wood and the fact it forms part of the rural setting to the wood and the approach to the village.
- **M7** – It is not clear if this site is available as ownership appears to have changed. The site is further from facilities, services, and bus stops than other sites in Measham and users of the site would be more likely to rely on their cars. The site is adjacent to Measham Brickworks which has amenity implications and a previous application was refused on highways safety grounds.
- **M11** – The site is currently identified as a reserve allocation in the adopted Local Plan. The site promoters have progressed an outline application for up to 300 dwellings where the main technical constraint to development is its impact on the River Mease. However, there is greater certainty that the allocated site (Measham Waterside) can now be delivered. Allocating M11 would result in a commitment for 726 dwellings in Measham; at present this is a scale of development which is not considered necessary to meet our housing needs between 2020 and 2040.
- **M13** – the primary reason for discounting this site is its location adjacent to the River Mease, its greater potential for flood risk and the fact that there are sequentially preferable sites (i.e. at a lower risk of flooding) both in Measham and elsewhere in the district.
- **M14** – The development of this site is an extension of the same housebuilder’s scheme on Dennis Way. The housebuilder has progressed a full planning application for 150 dwellings, although there are several technical matters that need resolving. Allocating M14 would result in a commitment for 576 dwellings in Measham; at present this is a scale of development which is not considered necessary to meet our housing needs between 2020 and 2040.
- **M15** – The site is further from facilities, services, and bus stops than other sites in Measham and users of the site would be more likely to rely on their cars. The site is adjacent to Measham Brickworks and there are questions about whether a safe access is achievable.
- **M17** – The site sits between existing residential development but its development would result in the loss of trees within the setting of Fiveways Wood.

## Recommendations

On the basis that **426** dwellings are already committed at Measham Waterside and there is now a reasonable prospect that they will be delivered over the plan period, **it is proposed to not allocate any further housing sites in Measham.**

Given the greater certainty about the scrapping of HS2, **Land at Leicester Road/Ashby Road (M11 / H3c) is no longer required as a reserve allocation** for around 300 dwellings.