

10 October 2006
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GL HEARN 

Dear Mr Tyler

**SHERFORD AREA ACTION PLAN (SUBMISSION STAGE)
EVIDENCE BASE CONSULTATION – SAVILLS RESEARCH
COMMENTS ON BEHALF OF PLYMOUTH & SOUTH WEST CO-OPERATIVE SOCIETY LTD**

It is clear from the Council's clarification to GL Hearn (below) and the documents themselves that both the Density Paper and the Savills Research should be treated with some caution as representing a robust and credible evidence base for a Sherford new settlement.

"In response to your recent email, the density paper was produced and published by Red Tree in order to help inform the preparation and publication of the Sherford AAP (June 2006). As you are aware the paper was omitted from the consultation on the Sherford AAP Submission stage document during July/August 2006, and thus it has been made available for comment until the 10 October.

South Hams District Council has shown the anticipated submission of the planning application for information. We have no control over the timing of the submission and we still anticipate the application to be submitted in October 2006.

The Savills report was commissioned by Red Tree in order to help inform the production and publication of the Sherford AAP.

With respect to the weight attached to the evidence base, this will be a matter for the Inspector to decide at the Examination.

Yours sincerely

Rebecca Webber

*Major Developments and Implementation Planner
South Hams District Council"*

The Savills Research document has been commissioned by and prepared for Red Tree the prospective applicant and developer of the scheme which South Hams District Council has promoted as the Sherford new settlement. One of the aims as stated at para.1.1 is to "add value to their land interests". That is neither surprising nor inappropriate but does raise the question of what reliance



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can be placed on this as an impartial objective assessment to best inform the development of a new settlement in accordance with confirmed and emerging policy.

Furthermore para.1.3 states:

"The output of this report, such as the detailed potential land use tables, should not be treated as a definitive guide to development but rather as a starting point for filling in the detail on the Sherford masterplan and to form the basis upon which this detail can evolve over time. Each sector and property type will probably need further detailed investigation prior to development."

On that basis then the Society is content that relatively little weight will be attached to the Savills research document but it could be used as background research for the Society's alternative Sherford Masterplan and the Red Tree Masterplan.

We note that under Retail, at 7.11, the Savills research suggests there could be scope for at least two supermarkets in Sherford which Savills chose to further clarify as follows:

".....perhaps consisting of one 'upmarket', eg.Waitrose and one discount supermarket, eg.Asda, Lidl, Morrisons."

Apart from any concern that we could express about the promotion of one retailer over another we question what clarity is provided by linking Asda/Lidl/Morrisons as discount supermarkets.

Yours sincerely

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cc J Carter, P&SWC
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