



# A Sustainable Approach To Land Promotion

Catesby Estates  
part of Urban&Civic



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# Purpose and Vision

## What We Do



### Our Purpose

To maximise returns through the land promotion process, bringing forward land to the market benefitting from both residential and commercial planning consents.



### Our Vision

To work collaboratively and in partnership with landowners, to provide a pipeline of consented land sites for housebuilders and developers that are technically deliverable and located in logical sustainable areas.

Our sites have the potential to deliver high-quality, sustainable new development, together with employment opportunities and significant community benefits.



## How We Work

For the planning process to work effectively, land promoters, housebuilders, councils and residents need to work together in partnership to achieve a positive outcome from development for local communities.



Catesby identifies sites that are suitable for development and at no cost to the landowner, take on the risk and the upfront investment needed to maximise the value of land, using our in-house expertise and financial resources.

We subsequently promote the land through the planning system obtaining planning permission for future development.

The site is then marketed to housebuilders or developers securing the highest possible financial return for the landowner, meaning both parties' objectives are aligned.

All our planning consents provide policy compliant levels of affordable housing and public open spaces as key features. We are proud to be helping to deliver developments and homes where people have the opportunity to take their first steps on the housing ladder or to buy a family home.

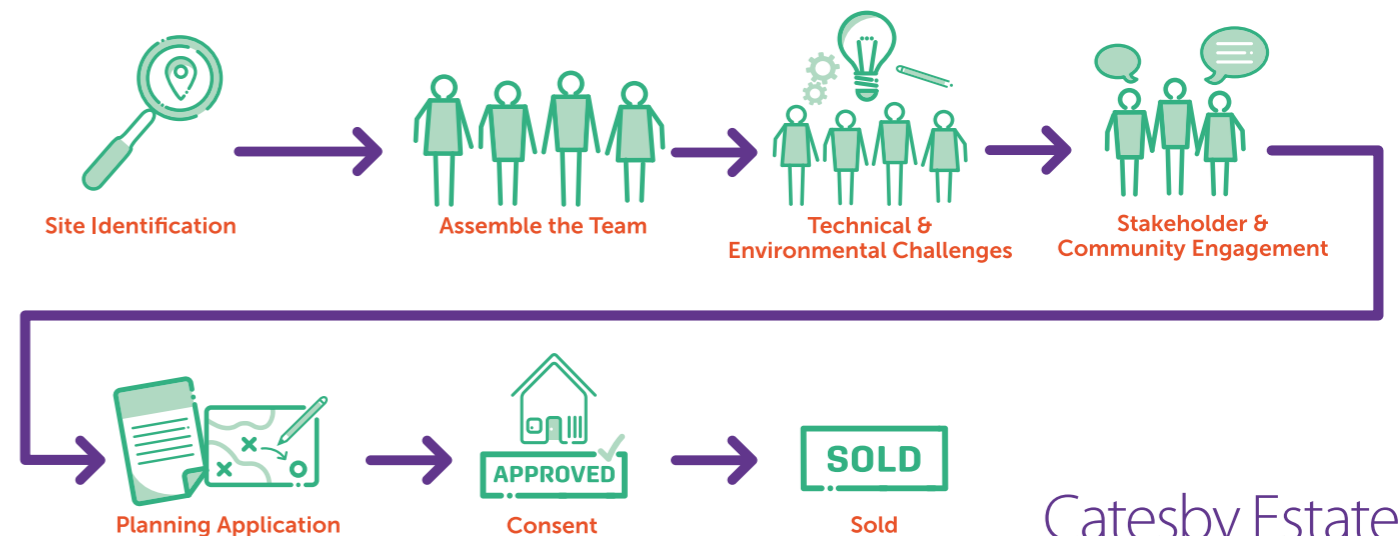
New development helps maintain and enhance the vitality of existing communities through job creation and socio-economic growth.

As part of our planning applications, considerations for the environment and sustainability are a key part of our design objectives. For example, electric charging points, early landscape planting and biodiversity improvements are just some of the features included.

We consult with leading ecology and landscaping experts to ensure the spaces we propose provide opportunities for both residents and local wildlife to flourish.

Our approach to strategic land promotion means we work closely with landowners to realise their aspirations and desired legacy for their land.

By approaching development in the right way, we can have a positive impact on communities, and build a level of trust as a preferred land promoter partner for councils, local stakeholders, housebuilders and developers.







# Sustainable Development and the Five Capitals Model

**“Sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs”**

As defined in the World Commission on Environment and Development’s 1987 Brundtland report ‘Our Common Future’

We have been led by our parent company (Urban&Civic) and their approach to sustainability, and the structure of their framework around five “capitals”. These have been identified as the key opportunity areas to have the most significant potential to make a positive difference as part of the Catesby approach to sustainable land promotion:



## Physical

Delivery of community benefits as well as green, grey and blue infrastructure, that is designed to reduce impact on climate change.



## Social

Create developments which promote health and wellbeing with housing types to meet the present and future generations, built around well designed and beautiful spaces.



## Economic

Our developments deliver social and economic benefits, with land available at the right time and in the right place to support growth, innovation and productivity along with the provision of infrastructure.



## Natural

Protecting and enhancing the environment by making effective use of land, delivering a minimum 10% increase in biodiversity.

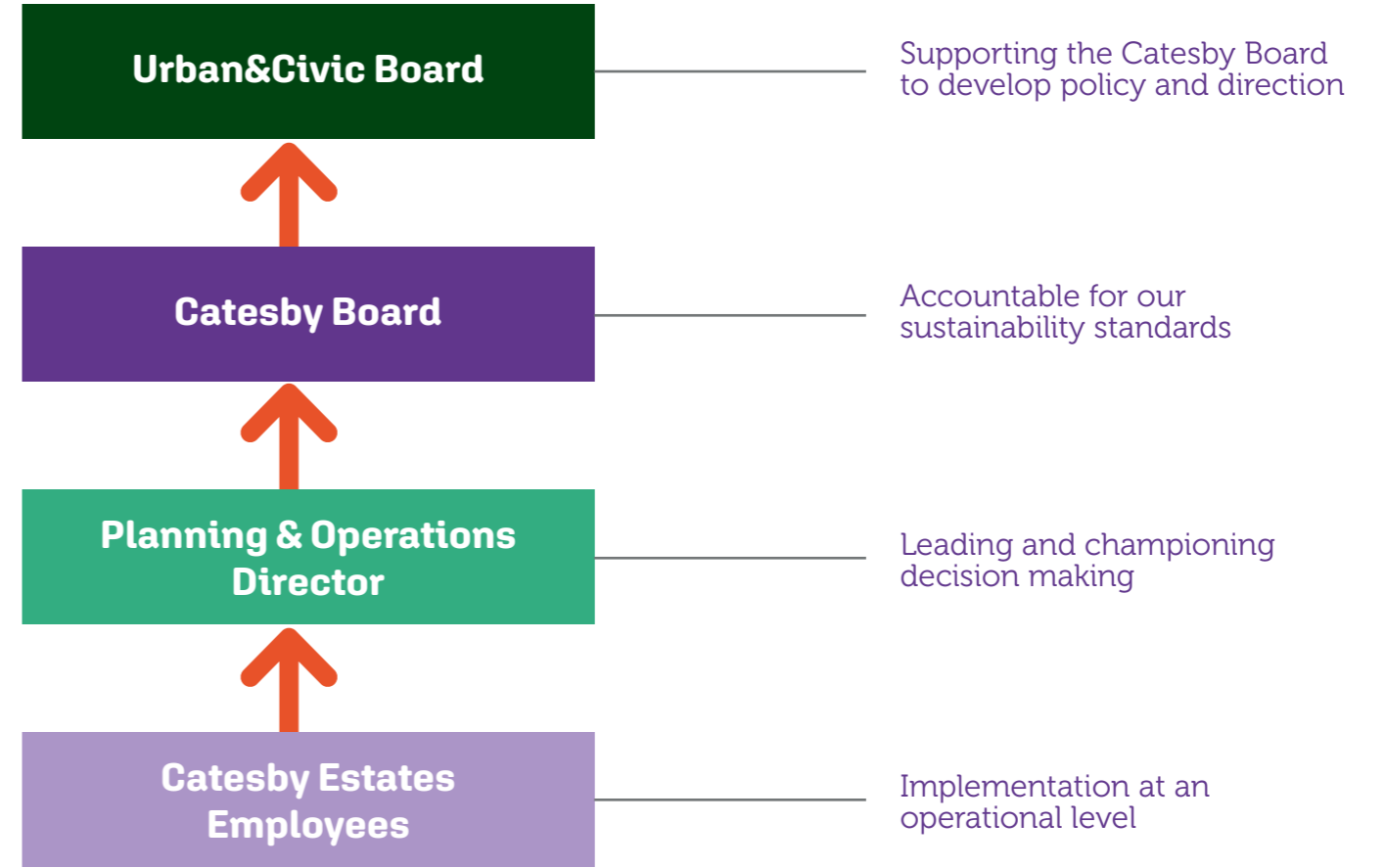


## Human

A people-centric approach including creating a culture of inclusivity and promoting health and wellbeing within our workplace.

This document provides a summary of some of the sustainable measures that can be incorporated into our proposals, planning applications and internal operating procedures to promote sustainability performance in accordance with the five capitals to meet and preferably exceed local and national planning policy and other government legislation.

## Reporting Structure





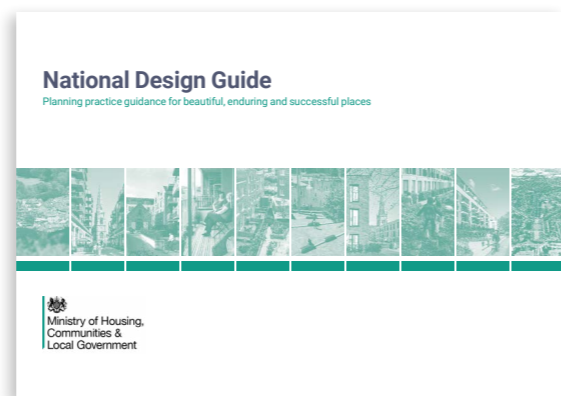
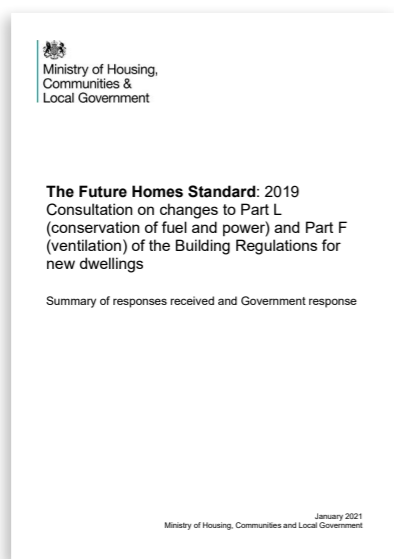
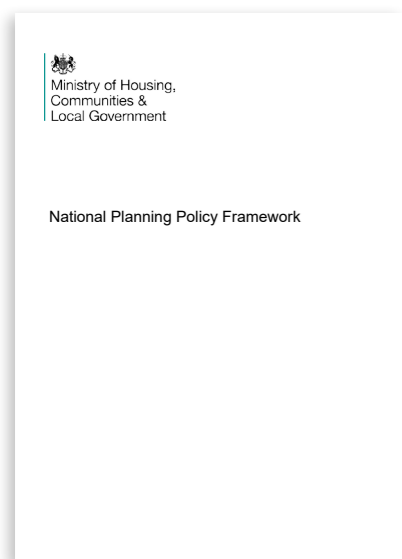
# Policy and Minimum Standards



**“The purpose of the planning system is to contribute to the achievement of sustainable development.”**

NPPF

The National Planning Policy Framework (NPPF) provides a framework for development and the Government’s planning policies for England and how these are to be applied.



The implementation of industry best practice across all our promotion sites is our standard approach and applies irrespective of size and location:

## Planning Practice Guidance

The Planning Practice Guidance (PPG) provides advice on planning issues associated with development including those linked to sustainability, low carbon/net zero and renewable energy. This underpins the policies within the NPPF.

## National Design Guide

The 2019 National Design Guide introduces ten characteristics of well-designed places which work together to create development character and community, while positively addressing environmental issues.

## Future Homes Standard (FHS)

Future Homes Standard aims to future proof the design of new homes to reduce carbon emissions and help meet the 2050 zero carbon target.

## Other key considerations:

- Sport England – Active Design Principles
- Environment Bill 2021 has formalised at 10% minimum target Biodiversity Net Gain (BNG) for all new housing schemes
- Secured by Design
- Building Regulations
- Department for Transport – Manual for Streets
- NHS – Putting Health into Place
- Water and nutrient neutrality





# Our Five Capital Commitments Pledge

A sustainable approach to new development can assist with the current cost of living crisis experienced by many across the country, by delivering more energy efficient homes, sustainable commuting options and boosting the economy by creating new jobs and investment.

There are opportunities for reducing the impact on natural resources, ensuring cleaner air, protecting the natural environment and providing health and wellbeing opportunities through our land promotion work.

Utilising the experience of our in-house design team and incorporated at an outline planning application stage, our proposals feature designs that support environmental protection and enhancement, whilst also seeking to reduce our impact on climate change.





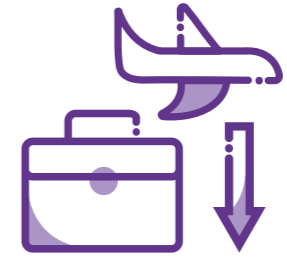



# Physical

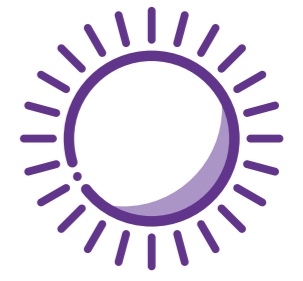
According to the HBF, households in the UK account for over 20% of greenhouse gas emissions each year. To help reduce carbon emissions and keep down household energy costs we seek to promote the following future proofing development techniques through our sites:



Sustainable transport options including walking and cycling



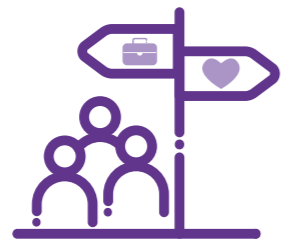
Improve digital connectivity to reduce work travel



Design to promote passive solar gains, maximise natural daylight, sunlight and ventilation



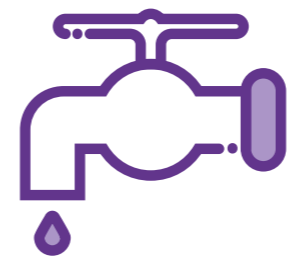
Zero carbon buildings. Reducing carbon emissions by up to 31% in accordance with the new Building Regulations, increasing to 75-80% reduction by 2025



Design standards in accordance with the Building for a Healthy Life Guidance



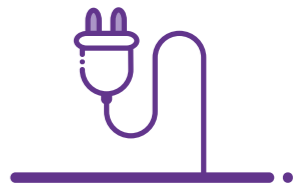
Low carbon sustainable materials in the building design reducing environmental construction impact



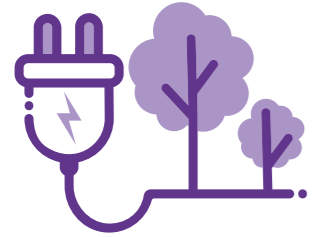
Rainwater harvesting and grey water recycling to reduce water consumption.



EV charging infrastructure and adequate cycle storage provision for each home



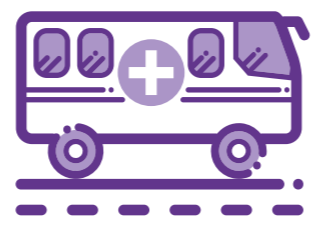
Encourage housebuilders to use energy providers with options for residents to purchase certified renewable energy.



Homes with sustainable technology which could include solar PV panels, heat pumps, triple glazing and other heat loss reduction measures



Delivery of community benefits as well as the necessary green, grey and blue infrastructure



Direct and indirect contributions to the delivery of sustainable safe and well-maintained transport infrastructure







# Social

All of our sites provide local authority policy compliant affordable housing, comprising a mixture of affordable homes for rent and affordable routes to home ownership (such as Shared Ownership, First Homes or Rent to Buy).

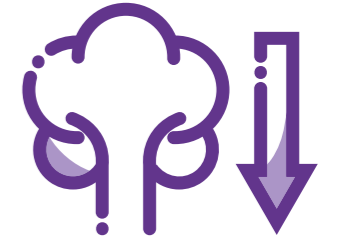
Affordable rented homes are allocated to eligible households on the waiting list, with priority given to local residents or those with a local connection. The provision of affordable housing is a significant community benefit, it means that households who are currently 'priced-out' of the market will have greater opportunities to access good-quality housing.



Support 'grow your own food' opportunities with provision of community orchards and allotments



Safeguard important environmental and heritage features



Minimise environmental impact on neighbouring properties by appropriate mitigating measures



Support the use of Design Codes providing more certainty on how developments will be delivered



Integrate well-designed public open spaces meeting a range of community needs



Provide active lifestyle opportunities including walking, cycling and exercise trails and sports facilities



Design environments which recognise and accommodate differences in the way people use the built and natural environment. Helping with facilitating dignified, equal and intuitive use by all



Use a holistic approach to the lifecycle of commercial buildings considering social and economic sustainability performance. Adhering to BREEAM (Building Research Establishment Environmental Assessment Method) where possible







# Economic

The economic benefits of new housing development are significant. A study by the Confederation of British Industries (CBI) demonstrates that construction projects have a significant benefit on the local and wider economy. The report concludes that for every £1 of construction expenditure, £2.84 is injected into the economy.

New development, offers the opportunity to stimulate economic growth, create jobs, assist in meeting local housing need and add to the Local Authority's revenue stream through Section 106 and Community Infrastructure Levy (CIL) payments, increased council taxpayers and the New Homes Bonus scheme.



The delivery of new homes and the introduction of new residents also helps to support existing local businesses, services and groups. Research conducted by Onepoll on behalf of Barratt Homes suggests that the average homeowner spends approximately £5,500 within 18 months of moving to make the property "feel like home".

Working towards net zero development provides an opportunity for business and consumers to transition to clean energy and green technology. This lowers reliance on fossil fuels and reduces the risk of high and volatile prices in the future.

Development of new green technologies will unlock investment and create new jobs.







# Natural

Utilising the experience of our in-house design team and incorporated at an outline planning application stage where possible we feature exemplar masterplanning and sustainability measures for environmental protection and enhancement, whilst also seeking to reduce our impact on climate change.

Our design proposals will be informed by the retention and enhancement of landscape, ecology and habitat features on our sites. This will include the retention and enhancement of existing trees and hedgerows where possible with significant new areas of ecological habitat including new wildflower meadows and tree planting which will provide biodiversity net gain as well as new habitat for species such as birds, bats and insects. Wildlife friendly features can also be incorporated such as bat and bird boxes and vegetative buffers to provide further ecological enhancements.

Designs will also seek opportunities for minimising the impact on natural resources including but not limited to, water usage reduction and following cleaner air mandates.



Provision of bird and bat boxes and hedgehog domes



New habitats created through new native planting, creation of wetland features around proposed sustainable urban drainage systems (SuDS), as well as provision of new wildflower grassland areas



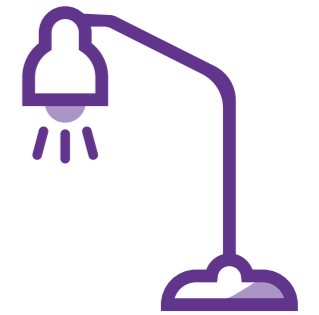
The creation of habitats for invertebrates such as habitat piles, wildflower planting and use of bee bricks



A minimum 10% biodiversity net gain



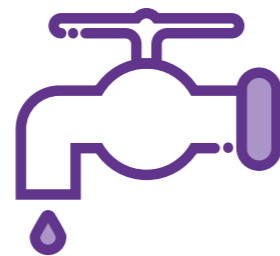
Net tree gain where possible, and provide protection for those identified as having significant importance



Sensitive lighting design to suit site habitats and species, including light exclusion zones and light barriers



New homes developed only in Flood Zone 1, and provision of a surface water drainage system designed to mitigate a 1 in 100 storm event, including a 40% allowance for climate change



Water efficient fittings to reduce water consumption in line with the UK Government's higher water efficiency standard. This could include a range of efficiency measures such as dual flush WC's, water meters and low flow fittings








# Human

Employees undertake at least ten hours of non-mandatory company provided or sponsored learning, training or professional study per year. We recruit, train and develop people for the long term and the business places strong emphasis on lifelong learning.

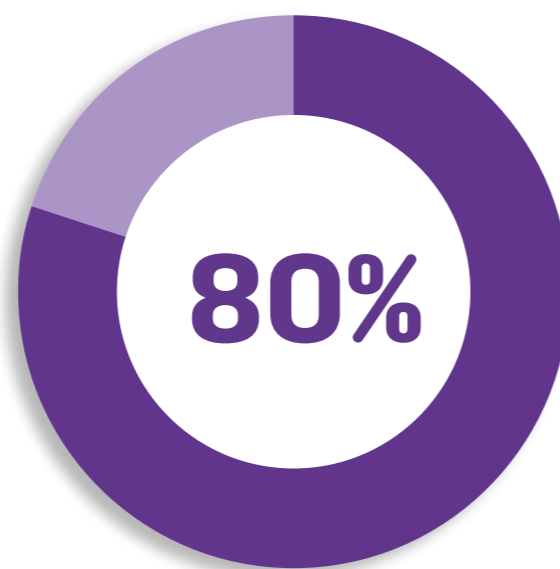
Employee retention within the business is high with 50% of employees being with the business for five years or more, and nearly 80% with the business for more than three years.

We conduct performance appraisal reviews annually to ensure that our staff have a clear development plan, and we support our employees to pursue and maintain professional qualifications and any other relevant professional development goals.

## Employee Retention



of employees with the business for five years or more



of employees with the business for more than three years

Our work with local communities helps us to better understand local issues and provide solutions such as road improvements, affordable housing or more public open space. Through our business operations we:



Involve the local community at an early stage so they can help inform our final proposals



Pride ourselves on our 'boots on the ground' approach. We don't shy away from difficult conversations, and we are always happy to engage with local stakeholders



Support organisations local to our sites, working with the likes of Berks, Bucks and Oxon Wildlife Trust (BBOWT) and the Forest of Marston Vale



Encourage employees to participate in the company wide volunteering scheme. Employees are eligible to apply for paid volunteering leave to undertake approved volunteer work, for up to three of their equivalent working days per calendar year. Team members have volunteered at a local community foodbank and also assisted a group providing support for young carers



Have representatives on our parent company Employee Advisory Group (EAG), engaging with colleagues across all levels of the company so that they share thoughts and ideas around a range of topics including sustainability and health and wellbeing





# Sustainable Business Operations

Our employees and day to day business operations are key to supporting our sustainability commitments.

Where possible our offices operate on green electricity tariffs and recycling facilities are provided. Employees have the opportunity to participate in a salary sacrifice electric car scheme, and a car share initiative for site visits and office commutes is well utilised.

Investing in our employee's health and wellbeing ensures high levels of productivity, knowledge and business resilience. Our employees have undertaken mental health training and we have mental health champions within the business providing support to other team members where necessary.

We provide ongoing sustainability training to increase awareness of key issues affecting our business. For example, our employees attended training from the Carbon Literacy Project delivered by Groundwork East to raise:

"An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis."

Members of the Catesby senior management team sit on the Urban&Civic Executive Management Committee (EMC) and Senior Strategy Group as part of their role within the parent company and wider group activities. This ensures awareness of the wider group sustainability initiatives.

Our five capital commitments are used as guiding principles for all stages of the design, planning and delivery of our new developments.

This document provides a reference to be used by all our internal and external teams to build awareness and communicate our commitments.

**Feedback on our overall approach and our aspirations is welcome.**



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