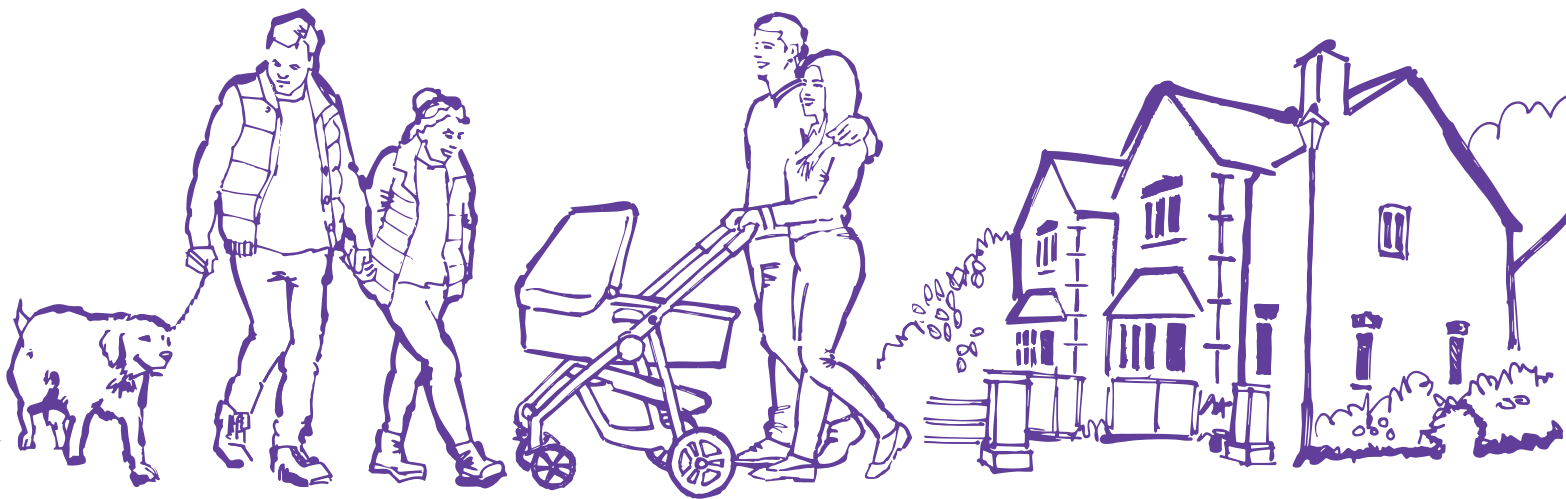


Catesby Estates plc

part of Urban&Civic

Your community

and new development



The need for new homes has never been more pressing



The worsening UK housing crisis is well publicised, with the Government vowing to deliver 300,000 new homes every year.

The pressure on the housing market is significant with the demand for homes outstripping supply.

For many first-time buyers and young people, house prices are out of reach, with ever increasing deposits and monthly payments reducing the number of owner occupiers.



The delivery of environmentally friendly and sustainable housing coupled with the ability to provide local residents with the infrastructure and community assets they want and need, remains a challenge.

Local Authorities are under increased pressure to provide quality resources for health, housing, education, transport and culture. At a time when public funds are scarce, new development can generate the revenue to provide infrastructure improvements which would not otherwise be delivered.



Working together to achieve a positive outcome

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 residential development for local communities.

We work at both a local and national level to help build policy which supports the delivery of new homes and infrastructure in key areas across the country.



Helping deliver the homes this country needs



Catesby Estates plc is highly regarded as one of the foremost experts in land promotion and infrastructure delivery in the UK.

As land promoters we work with landowners to bring land to the market with planning consent for housing, in order to deliver much needed, high quality new homes.



We believe the key to our success is our collaborative approach and commitment to delivering sensitively designed housing developments tailored to the character of the local area and providing real community benefits.

Acknowledging the significant roles local stakeholders play in the planning process we have an in-house communications team who engage directly with stakeholders, rather than using external third party agencies.



Communication is a key part of the process



We look to involve the community at an early stage, so they can help inform our final proposals, helping to underpin the vision of our developments.

Not limited to desk research, we 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 residents, community groups, elected representatives and other key stakeholders.

This enables us to better understand the local issues and seek to offer real tangible benefits to the local community.



A perceived lack of transparency or openness and a deficit of communication and engagement, breeds resentment and cynicism, which often manifests itself in direct opposition both at a political and local level.

By approaching residential development in the right way, we can leave a positive legacy for the area, and build a level of trust as a preferred land promoter.



A right to be heard

How we interact and air our views has changed and many of the standard planning consultation methods used do not adequately capture the views of the majority.

Often the loudest voice and those most actively involved in community engagement are those against development, believing it will have a negative impact on the area.

Public exhibitions are often dominated by individuals who own their own home, have high disposable incomes and have the time and means to attend in person.

Research by Shelter has found people who are opposed to local housing are three times more likely to actively oppose than supporters are to actively support an application (21% compared to 7%). This means many voices are not being heard by the planning system.



Engaging the silent majority

'The silent majority', including young workers, families and people with disabilities, often find it difficult to attend and engage with community consultation. Yet often they have the most to gain from new housing, employment and other benefits created by development.

We use the power of social media to overcome many of the time and accessibility barriers that prevent people from attending traditional consultation events.



There are circa 42 million Facebook users in the UK with more than 60% in the 18–44 age bracket. Adverts and posts on a range of topics about our proposals can be shared with a large audience and comments can be monitored for feedback.

This means there is potential to gather opinion from a wider cross section than just those who would attend traditional consultation events.

Keeping the lines of communication open

A range of options for feedback are provided throughout the process including online forms, email, freepost and telephone.

Where contact has been made, we provide regular updates to maintain relationships during the life cycle of our involvement with the site and during handover to the housebuilder.



By listening and responding to the community and the feedback received, we adapt our proposals where possible to ensure the community recognises their meaningful input has been recognised, which in turn helps to develop trust between us and the local stakeholders.



Sustainability and positive change



All our sites provide policy compliant levels of affordable housing, and significant public open space as a key feature.

We consult with leading ecology and landscaping experts to ensure ample public space is provided within developments for both residents and local wildlife to flourish.



It is our responsibility to work closely with local stakeholders to ensure we deliver new sustainable developments that will thrive for years to come.

We help deliver sustainable developments and homes where people have the opportunity to take their first steps on the housing ladder, buy a family home, or downsize. Our developments help maintain and enhance the vitality of existing communities through job creation and socio-economic growth.

Considerations for the environment and sustainability are at the forefront of our decision-making process. For example electric charging points, early landscape planting and biodiversity improvements are just some of the features included in our sites.

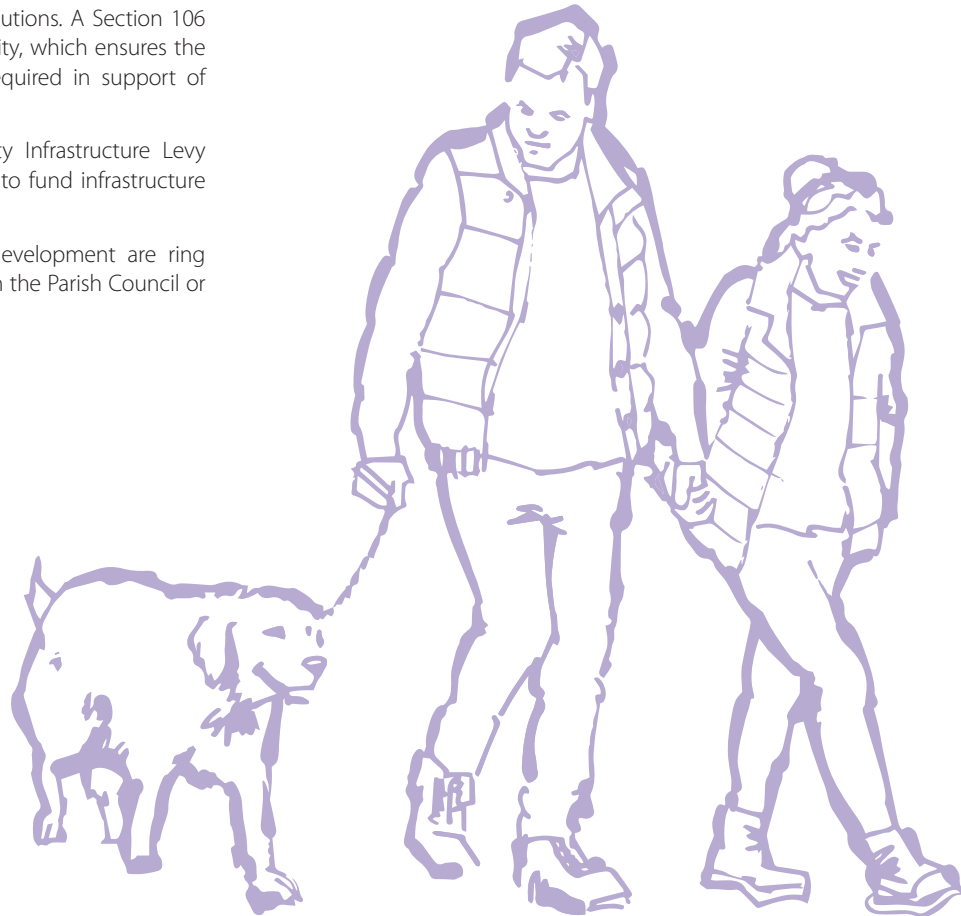


Community benefits and infrastructure

Development generates significant financial contributions. A Section 106 is a legal agreement with the local planning authority, which ensures the required community benefits and infrastructure required in support of development is delivered.

In addition to S106 contributions, the Community Infrastructure Levy (the 'CIL levy') is a further tool for Local Authorities to fund infrastructure improvements from new development.

Between 15-25% of levy receipts secured from development are ring fenced to be spent by the local community, through the Parish Council or Town Council.



Well planned community benefits can bring tangible improvements to communities where development takes place including housing, socio-economic and transport betterment.

Whilst we are a business and operate to deliver a profit, we consider local needs and deliver long term value for the community.

We are honest about the choices and trade-offs we all must face if we are to meet the UK's need for more homes.



Head Office: Catesby House, 5B Tournament Court, Edgehill Drive, Warwick, CV34 6LG
T: +44 (0)1926 836910

South East Office: Arena Business Centres, The Square, Basing View, Basingstoke, RG21 4EB
T: +44 (0)1256 637914



E: info@catesbyestates.co.uk
www.catesbyestates.co.uk

