



Managing Development in the Countryside

24/03/2020

- **Successful rural developments are contingent on a continuously updated evidence base.** Landscape Character, Sensitivity & Visual Impact Assessments are useful tools, when used at the right scale, for effective planning decisions and understanding the value and qualities of a place.
- **Natural capital thinking needs to be included in decision making.** Natural environment assets can support rural economies and achieve policy objectives such as biodiversity net gain and carbon offsetting – as well as the more strategic objective to increase the health and wellbeing of our communities.
- **Overcoming resistance must involve tailoring housing products better suited to the needs of local communities.** To further capture local ‘buy-in’, new rural developments need to recreate the hap-hazard density and informal quality to our best villages organically nurtured over hundreds of years.
- **New developments need to feel like they ‘belong’ to the rural landscapes beyond the red line.** This means allowing nature to come in and colonise carriageways and footways with green infrastructure. Ally S38 Highway adoption with this vision to move away from standard tarmac black top and bloc work inappropriate to verdant, country scenes.
- **Local involvement will allow new developments to better integrate with existing communities** and avoid sites that function as islands with severe ‘edge’ conditions and limited, uni-modal access points. Delivering quality multi-modal pedestrian and cycle links and through-routes are a key element of any countryside development and can assure sustainable and healthy neighbourhoods that put people first.

Speakers:

David Birkbeck, Chief Executive, Design for Homes
 Andrew Watson, Associate Director (Planning), Savills
 Molly Biddell, Policy Analyst (Rural Research), Savills
 Kate Ahern, Director, Land Use Consultants Ltd Director,
 Giles Perkins, Head of Future Mobility, WSP