

FAO Annette Feeney

Local Plan Programme Officer
South Norfolk District Council
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Shared electronically

28th November 2025

Our ref: Church, Broome

Dear Annette

Ref: Response to Matters, Issues and Questions for VCHAP Examination

Site: Land west of Old Yarmouth Road, Broome

Cluster reference: Cluster 13: Ditchingham, Broome, Hedenham and Thwaite (57)

Allocation reference: BRM1 (12)

Ahead of the Examination of the South Norfolk Village Clusters Housing Allocations Plan (VCHAP), I have provided responses to the Standard Questions for Each Allocation set out within the Matters, Issues and Questions in relation to the land west of Old Yarmouth Road, Broome, on behalf of my client, W R Church & Sons, care of Matthew Church.

a) Has the site been allocated previously or is it a new allocation?

The site is a new allocation.

b) Does the site have planning permission and/or are there current applications under consideration?

There are no planning permissions or applications on the site.

c) What is the land currently used for, what is the ownership position and is the site currently being promoted by a developer? Are there any site occupiers/leaseholders who would be affected, if so how?

The site is owned and farmed (arable) by W R Church & Sons. No occupiers or leaseholders would be affected.

d) Is the site sustainably located in relation to village services and facilities? Where is the nearest (a) primary school (b) convenience shop (c) village hall (d) recreation ground (e) other key facilities? How accessible are these for walkers and cyclists, in the case of walkers for example by continuous footways?

The site lies in the village of Broome, which is very close to the larger village of Ditchingham, as well as Ellingham and Kirby Cane.

a) Ditchingham C of E Primary Academy – 1.1 miles / 3 minute drive / 23 minute walk / 5 minute cycle. Part of this journey can be made by crossing Broome Heath, thereby avoiding the road.

b) Ditchingham Stores and Post Office – 1.3 miles / 3 minute drive / 26 minute walk / 6 minute cycle

c) Broome Village Hall – 0.4 miles / 1 minute drive / 8 minute walk / 2 minute cycle

d) Broome Play Area - 0.4 miles / 1 minute drive / 8 minute walk / 2 minute cycle

Broome Heath - 0.4 miles / 1 minute drive / 8 minute walk / 2 minute cycle

e) The village also benefits from a public house which is being renovated and due to open soon, The Artichoke. There are numerous amenities and facilities in the nearby villages, including Crossways of Ellingham, a popular country store, and the town of Bungay is a short distance from the site. In addition to an extensive network of public footpaths, there is also a pedestrian/cycle path running along the former railway line along the A143, connecting Broome with Kirby Cane, Ellingham, Ditchingham and Bungay.

e) Would the landscape and other physical impacts of the housing allocation be acceptable? Would it be acceptable in relation to the character and appearance of the area? How does it relate to the existing built-up area of the settlement? Are there any other significant constraints?

The site is adjacent to a site that was allocated in the previous local plan and is now built out. The site is fairly exposed and is visible from the road, however, the development pattern in this part of the village is linear. There are no heritage assets or particularly sensitive landscape areas close to the site. The allocation wording proposed landscaping to contain the development and integrate the site, and for the development to be frontage only, both of which are considered reasonable.

The site is relatively unconstrained.

f) Is the access and site acceptable in highway terms?

Access is proposed from Old Yarmouth Road, and the allocation wording requires the widening of the existing footpath and extension of the existing speed limit, which is considered reasonable. The site is acceptable in highway terms.

g) Is the estimate of site capacity justified?

The Client owns further land in the immediate area, but the site area was deemed reasonable by the policy planning team given the size of Broome and the scale of development in the area. 12 dwellings on 0.62 hectares is 19dph, which is considered reasonable. There are no on-site constraints to be considered, and the full acreage can be developed.

BNG could be provided on the landowner's retained land.

h) Are the site-specific requirements for development of the site justified, consistent with national policy and would they be effective?

We consider the proposed allocation wording to meet these tests.

i) Would development of the site be viable, including the delivery of policy compliant affordable housing?

The site is considered to be viable including 33% affordable housing. Durrants has an in-house Land & New Homes team and are confident that there will be demand for the site and plots. The previous site sold very well.

j) Overall, is the site deliverable within the plan period? When is development likely to commence? Has the landowner/developer confirmed this?

Assuming the VCHAP is adopted in April/May 2026, the site will be marketed for sale to a developer immediately thereafter, with a sale agreed July/August 2026, planning application submitted Winter 2026, permission granted Spring/Summer 2027 and start on site later in 2027. The landowner has confirmed these dates are achievable as the site can be sold at the earliest opportunity.

Yours sincerely,

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