

Matter C, 28a

Site Allocation: VC PSM1, Land north of Norwich Road, Pulham St Mary

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

VC PSM1 is a new allocation in the VCHAP.

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

The site does not have planning permission and there are no planning applications currently under consideration for 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?

Current land use: VC PSM1 is a greenfield site

Ownership position: The site is in sole ownership

Promotion by developer: The landowner has confirmed it is their intention to wait for the adoption of the VCHAP before pursuing a developer agreement for the site. It has been confirmed that there are a number of parties interested in this site.

Impact on site occupiers/ leaseholders: The site is currently vacant

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?

Yes, the site is sustainably located in relation to village services and facilities. The table below summarises the connectivity of the site to the identified services and facilities.

FACILITY	LOCATION	SETTLEMENT
Primary school	Harleston Road	Pulham Market
Local shop	The Street	Pulham St Mary
Village hall	The Green	Pulham Market
Recreation ground	N. Green Road	Pulham St Mary
Other (bus stop)	Norwich Road	Pulham St Mary
Other (public house)	Harleston Road /Station Road	Pulham Market
Other (community centre)	Station Road	Pulham St Mary

The site is connected to all of the above facilities and services by a continuous pedestrian footpath that connects the settlements of Pulham St Mary and Pulham Market, as well as a footway which extends up N. Green Road.

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?

VC PSM1 is recognised as being in a prominent position due to its edge of settlement location and its proximity to Norwich Road however the policy requires appropriate consideration to be given to the design, layout and landscaping of the site to mitigate the visual impact of development. This includes an area of open space to be retained in the southeast corner of the site. Development of the site will have limited wider visual impacts within the landscape due to the presence of existing tree belts and areas of woodland that will limit views of the site. Development of the VC PSM1 provides an opportunity to create an attractive gateway into the village.

Assessments of the landscape and townscape impact are included within the following evidence base documents:

Site assessment ([B.1A](#))

Landscape Visual Appraisal ([B.5.1](#))

The original Level 2 Strategic Flood Risk Assessment identified that the southeast corner of the site was at the head of a surface water flowpath and this informed the submitted site-specific policy requirements for the site. Subsequently, the updated National Flood Risk Assessment 2 (NaFRA2) data updated the flood risk for the site, reducing the identified flood risk on the site by a significant degree. A potential main modification has been submitted to reflect this change on the site; however, the requirement for an area of open space in the southeast corner of the site remains for both highway safety reasons and visual impact reasons.

The Level 2 Strategic Flood Risk Assessment, plus NaFRA2 Addendum, is included within the following evidence base documents:

Strategic Flood Risk Assessment Level 2 ([B.9.1](#), [B.9.2](#) and [B.9.20](#))

Strategic Flood Risk Assessment Level 2 NaFRA2 Addendum ([B.9.25](#))

The schedule of Additional Modifications and Potential Main Modifications is a core submission document available via the following link:

List of Additional Modifications and Potential Main Modifications Arising from the Statements of Common Ground (SoCG) and the Level 2 Strategic Flood Risk Assessment NaFRA2 Addendum (May 2025) ([A.6.2](#))

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

Yes. Discussions with the highways authority identified a requirement to either create a new priority route through the site between Norwich Road and Goldsmiths Way (to reduce the traffic flow along Poppy's Lane) or significantly improve the currently constrained Poppy's Lane to facilitate safe highways access to the site. This is reflected in the site-specific policy requirements, as well as a number of additional on- and off-site highway works that have been identified as being appropriate.

g) Is the estimate of site capacity justified?

Yes. The density of the site has been informed by the requirements for improvements to the local infrastructure, as well as the identified landscaping and layout requirements for the site. Whilst the site forms part of a larger parcel of agricultural land, the overall number of dwellings proposed for VC PSM1 reflects the objectives of the VCHAP.

Appendix 1 of the Topic Paper sets out the site density ([B.11.1](#)).

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

Yes. The site-specific policy requirements are supported by the evidence base for the Plan and have been informed by discussions with key technical consultees (such as the highways authority and the Lead Local Flood Authority). The policy requirements are justified by the evidence, are consistent with national policy and the Council considers that they will be effective.

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

The Council has produced a Viability Appraisal as part of the evidence base for the Plan, (B.6.1), and considers that the site is viable, and will deliver a policy compliant quantum of affordable housing.

The site promoter confirmed that the site is available, suitable and deliverable in accordance with the policy requirements in their October 2024 Delivery Statement.

The 2024 and 2025 Delivery Statement documents are appended to this statement.

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

Yes, the site is deliverable within the Plan period. The site promoter updated the anticipated timescales for delivery of the site in their October 2025 Delivery Statement.

Anticipated planning application submission date: Winter 2026

Completion of site sale: Spring 2027

Commencement of works on site expected: Autumn 2027

Completion expected: Autumn 2028

Delivery Statement: Supplementary/Amended Information

(October 2025)

SITE REFERENCE:

VC PSM1

SITE ADDRESS (as per the site allocation policy):

Land north of Norwich Road and west of Poppy's Lane, Pulham St Mary

SUPPLEMENTARY/ AMENDED INFORMATION COMPLETED BY (and on behalf of):

Jasmine Philpott (Durrants) on behalf of landowner, Richard Cole

DATE OF COMPLETION OF SUPPLEMENTARY/ AMENDED INFORMATION:

16th October 2025

Please provide an update in the text box below to any of the original responses provided in response to Questions 1-4 of the 'Delivery Statement for South Norfolk Council Village Clusters Housing Allocations Plan' for your site. You will need to refer to the original submission when completing this form and **clearly state which response is to be updated**. This information will be brought to the attention of the Inspector as part of the Examination process.

(Please continue on a separate sheet if necessary).

4. The previous timescales were based on the VCHAP progressing slightly quicker. The updated timeline is adoption Summer 2026; Submission of planning application Winter 2026; Grant of planning permission and completion of sale Spring 2027; start on site Autumn 2027; Site completion Autumn 2028 (build out rate of 2 per month).

Or

The information submitted in 2024 remains valid and unchanged

J Philpott (Durrants) 16th October 2025

Delivery Statement for South Norfolk Council Village Clusters Housing Allocations Plan

SITE REFERENCE:

VC PSM1

SITE ADDRESS (as per the site allocation policy):

Land north of Norwich Road and west of Poppy's Lane

PROPOSED DEVELOPMENT:

Up to 50 dwellings on 2.83ha

DELIVERY STATEMENT COMPLETED BY (and on behalf of):

Jasmine Philpott (Durrants) on behalf of Richard Cole (landowner).

DATE OF COMPLETION OF DELIVERY STATEMENT:

3rd October 2024

1. Please confirm whether the site meets the three tests set out in the National Planning Policy Framework (NPPF) and can therefore be considered to be available, suitable and deliverable taking into account the policy requirements of the GNLP and the VCHAP, as well as CIL payments, Biodiversity Net Gain, and where appropriate Nutrient Neutrality.

(Approx. 100 words)

VC PSM1 remains available for development. Initial masterplanning work was undertaken to inform the promotion work, and the landowner and agent remain committed to bringing the site forward for development. The landowner owns much of the surrounding land, which is available for BNG offset if required. The Site is outside of any Nutrient Neutrality catchment. The landowner has been approached by numerous developers and promoters. At 50 units, the site is considered viable with the relevant policies taken into account and is therefore available, suitable and deliverable.

2. Please confirm the land ownership details of the site, including any discussions and/or agreements with developers if appropriate.

(Approx. 100 words)

The freehold of the Site is wholly owned by Richard Cole (registered under his business name, Pulham Farms Ltd). He has been approached by numerous developers and promoters, but has not accepted any offers to date as it was deemed preferable to await the adoption of the VCHAP before pursuing a development agreement.

3. Please provide any details relating to progress made towards the submission of a planning application on the site if applicable (i.e., obtaining pre-application advice, technical surveys, engagement and/or agreements with statutory bodies, or the submission of a planning application).

(Approx. 100 words)

Due to the delays in preparing the VCHAP, the decision was taken not to pursue any technical work until the Plan was at a more advanced stage.

4. Please provide a brief commentary on the site's delivery, for example an anticipated date for the submission of a planning application, a predicted start-on-site date and the likely completion date of the development.

(Approx 100 words)

Assuming the VCHAP is adopted in Winter 2025, we would anticipate the following timeline: Adoption Winter 2025 / Site marketed for sale Winter 2025 / Submission of planning application Summer 2026 / Completion of sale and grant of planning permission Autumn 2026 / Start on site Spring 2027 / Site completion Spring 2029 (assuming a build rate of 2 per month).

Matter C, 28b

Settlement Limit: Pulham Market and Pulham St Mary

a) Are the settlement limits proposed suitable and justified given their policy function?

Yes, the existing settlement limits for Pulham Market and Pulham St Mary are suitable and justified.

The settlement limit for Pulham Market focuses primarily on the main built area of the village, with an additional area to the southeast around Beck Close and the primary school. The settlement limits have purposely excluded the church, allotments and bowling green to ensure these are not encroached upon.

The settlement limit in Pulham St Mary is also split into two sections, north and south of Norwich Road. Again, important public areas such as the church, The Grange and allotments have been purposely excluded from the settlement limits for their protection.

The settlement limits do not meet any of the criteria outlined in the Topic Paper and therefore there are no proposed changes to the existing boundaries.

The existing settlement limits will allow some limited future infill development to occur in the two most sustainable locations in the cluster whilst preventing encroachment into the most sensitive locations. There are no significant areas of existing development that are not included in the settlement limits.

b) Where changes to settlement limits are proposed, are these:

(i) Justified by development on the ground? or

(ii) Where potentially allowing further development, that development would be in a suitable location relative to services and facilities, would not harm the character and appearance of the area and would not have any other adverse planning effect?

No changes to the settlement limits are proposed as part of the VCHAP.

c) Should any other settlement limits be included in the plan to reflect other hamlets or existing areas of development in the cluster?

No. There are no other hamlets or existing areas of development that are of a significant enough scale to justify a settlement limit.