

# Annex H

## SWOT analysis for all the potential sites for development

### A **STRENGTH WEAKNESS OPPORTUNITY THREAT** (SWOT) ANALYSIS OF THE NINE ORIGINAL CBC “CALL FOR SITES” AND OTHER LOCATIONS IDENTIFIED BY THE NP GROUP

1. The Neighbourhood Plan Group has not only met with all the landowners and where relevant, their agents of all the nine sites to discuss their proposals – see map at Annex D, but the Group has also carried out its own physical survey of all of the sites.
2. In Site numerical order, the outcomes of our meetings with the landowners and/or their agents; the physical surveys carried out by the Neighbourhood Plan Group, and the villagers ranking score, are summarised in the following table:-

Serial	Site	Size	Sustainability	Suitability and Impact
1	035	6.7 Ha	<ul style="list-style-type: none"> <li>- Flat, open site with meadows and livestock (sheep)</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>-Sufficient road access from A1124 – Essex County Council (ECC) Highways survey<sup>18</sup></li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 6 by the villagers</li> <li>-Site big enough to cope with proposal of up to 150 houses</li> <li>- Nearest bus stop some 50m away</li> <li>-Primary school just under 1km away</li> <li>- Access would be adjacent to a very busy junction off the A1124 bordered by an “S” bend in the road – would require a new roundabout?</li> </ul>

<sup>18</sup> (5<sup>th</sup> May 2016) Email from Colchester Borough Council

			<ul style="list-style-type: none"> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- No existing pavement on side of road next to Site</li> <li>- Would not of itself, lead to coalescence of the two “ends” of the village</li> <li>- <i>Loss of open space/views within the village</i></li> <li>- <i>Greatly increase housing to the south of the A1124</i></li> </ul>
2	039	6.6 Ha	<ul style="list-style-type: none"> <li>- Open site planted with crops</li> <li>-The southern portion of the Site is flat but some fifty per cent of Site slops downwards towards the northern boundary</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding but drainage at the northern edge down to the brook may be a problem</li> <li>- Access to the larger site “has sufficient road access from A1124 but there is Public Rights of Way within and/or immediately adjacent the site which may need to be permanently diverted</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 9 ie last by the villagers</li> <li>- Site not big enough to cope with proposal of up to 150 houses</li> <li>- Bus stop adjacent to Site</li> <li>- Primary school just over 1km away</li> <li>- Developer is proposing road access via Spring Lane and The Walk which is an access route for an existing estate containing young families and elderly residents</li> <li>Extra traffic on to Spring Lane which is already a busy road especially early morning and evening via the “rat run” from West Bergholt on to the A12, thus avoiding the pinch point of</li> </ul>

			<p>and/or upgraded” – ECC Highways survey</p> <ul style="list-style-type: none"> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<p>Colchester railway station roundabout</p> <p><i>- Fills in the centre of the village, leading to loss of open spaces within the village</i></p>
3	063	8 and 3.5 Ha	<ul style="list-style-type: none"> <li>- Both flat sites – larger site orchard and trees, smaller site meadow scrub</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>- Larger Site contains a partly designated “Priority Woodland and Old Orchard Habitat Site” on southern edge</li> <li>-Detrimental to protected area of Seven Star Green</li> <li>- Access to the larger site “has sufficient road access from A1124” – ECC Highways survey but not from Turkey Cock Lane</li> <li>Access to smaller site not supported by ECC Highways “as no safe means of access for pedestrians”</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 8 by the villagers</li> <li>-The larger of the two Sites is big enough to cope with proposed 150 houses</li> <li>- Nearest bus stops some 100m away (smaller site) but adjacent (larger site)</li> <li>- Primary school just over 1km away</li> <li>- <i>Greatly increase housing to the south of the A1124</i></li> <li>- <i>Potential loss of a precious habitat</i></li> </ul>

4	124	1.06 Ha	<ul style="list-style-type: none"> <li>- Flat enclosed site with numerous trees and wild scrub</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>- Access directly on to roundabout near the Holiday Inn</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 4 by the villagers</li> <li>- Only a 64 bed care home proposed by the developer – does not help toward the housing “target” number</li> <li>- Access to an already very busy roundabout</li> <li>- Site adjacent to bus stop</li> <li>- Primary school approx 2 km away</li> <li>- <i>Site currently provides attractive habitat to wildlife by way of trees and scrub that will be removed by any development</i></li> </ul>
5	149	5.8 Ha	<ul style="list-style-type: none"> <li>- Ninety per cent flat open site with crops growing</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 7 by the villagers</li> <li>-Site big enough to cope with proposed 150 houses</li> <li>- Site “landlocked” - would have to be accessed via Site 124 ie no direct access on to A1124</li> <li>- “Not clear how this Site would be accessed as it does not seem to have any road frontage” – ECC Highways</li> <li>- Nearest bus stops some 500m away</li> <li>- Primary school approx 2 km away</li> </ul>

				<ul style="list-style-type: none"> <li>- <i>Loss of open spaces enjoyed by dog walkers</i></li> </ul>
6	150	0.95 Ha	<ul style="list-style-type: none"> <li>- Flat open site with crops growing</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>- Access to site via a narrow, single carriageway in front of six existing properties</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 3 by the villagers</li> <li>- Site not big enough to cope with proposed 150 houses</li> <li>- Bus stop some 20m away</li> <li>- Primary school approx 2 km away</li> <li>- Site backs on to the London to Norwich railway line – a noise reduction fence would be required</li> <li>- <i>In effect, would lead to coalescence with Stanway – Parish Council has rejected this as a suitable site as has Colchester Borough Council</i></li> </ul>
7	155	0.8 Ha	<ul style="list-style-type: none"> <li>- Flat site with crops growing</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>-Sufficient road access from A1124 – ECC Highways survey</li> <li>- No known negative biodiversity or nature conservation issues</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 2 by the villagers</li> <li>- Site not big enough to cope with proposed 150 houses</li> <li>- Potentially, nine houses will overlook any development</li> <li>- Primary school approx 1km away</li> <li>- <i>Would start the process of major building on both sides of the A1124</i></li> </ul>

			<ul style="list-style-type: none"> <li>- No negative heritage issues apparent</li> </ul>	
8	208	1.14 Ha	<ul style="list-style-type: none"> <li>- Flat site left to scrub and small trees</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>- A small, dry pond in SE corner of site</li> <li>-Not prone to flooding</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>- Site provides attractive habitat to wildlife</li> <li>- Very poor access on to bend of old Halstead Road</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 5 by the villagers</li> <li>- Site not big enough to cope with proposed 150 houses</li> <li>- Nearest bus stop some 500m away</li> <li>- Primary school approx 2 km away</li> <li>- <i>Would lead to coalescence with Stanway</i></li> <li>- <i>Houses bordering site would have restricted views</i></li> <li>- <i>Site currently used unofficially by dog walkers</i></li> </ul>
9	226	7.982 Ha	<ul style="list-style-type: none"> <li>- Flat open site comprises three fields, all of which are open meadow</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-Not prone to flooding</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Sufficient road access from A1124 – ECC Highways survey</li> </ul>	<ul style="list-style-type: none"> <li>-Ranked No 1 by the villagers</li> <li>-Site big enough to cope with proposed 150 houses</li> <li>-Nearest bus stop some 200m away on the A1124 and some 80m away to the east on Fiddlers Hill</li> <li>- Location at Western edge of the village helps maintain the open centre of the village</li> </ul>

		<ul style="list-style-type: none"> <li>- Large underground water pipe in centre of site (link between River Colne and Abberton Reservoir)</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Primary school approx 1km away</li> <li>- <i>Site would not lead to any coalescence with nearby villages</i></li> <li>- <i>Minimal interference with existing housing</i></li> </ul>
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3. In addition to the nine “Call for Sites” localities, the Neighbourhood Plan Group surveyed three Possible Other Sites (POS) in the village and the outcome of these were as follows:-

Serial	Site	Sustainability	Suitability
10	POS 1 - Heath Road	<ul style="list-style-type: none"> <li>- Large flat, open site planted with crops</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-Not prone to flooding</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Not assessed by villagers</li> <li>-Site big enough to cope with proposed 150 houses</li> <li>- Heath Road is a rural, unlimited, unlit road with no pavements</li> <li>- Heath Road has 60mph speed limit</li> <li>-Nearest bus stop some 500m away</li> <li>- Primary school ½ km away</li> <li>- <i>Starts to extend village northwards towards the Colne Valley</i></li> <li>- <i>Housing would lead to extra traffic on a truly rural road</i></li> </ul>

11	POS 2 – Bungalow Corner	<ul style="list-style-type: none"> <li>- Small flat Site adjacent to and on a double bend on A1124</li> <li>- Field fallow</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-Not prone to flooding</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Not assessed by villagers</li> <li>-Site not big enough to cope with proposed 150 houses</li> <li>- Primary school approx 1 km away</li> <li>- Poor access to A1124 – on fast bend despite 30mph limit</li> <li>- <i>A move toward filling in the centre of the village plus the loss of open spaces within the village</i></li> </ul>
12	POS 3 – “Brick and Tile” Site	<ul style="list-style-type: none"> <li>- Small flat site alongside the A1124</li> <li>- Site now a meadow and car park for dentists (used to be the old Brick and Tile PH site)</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-Not prone to flooding</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Not assessed by villagers</li> <li>-Site not big enough to cope with proposed 150 houses</li> <li>- Bus stop adjacent to site</li> <li>- Primary school approx 1 km away</li> <li>- Access directly on to A114</li> <li>- <i>Would start to “urbanise” this part of the village</i></li> </ul>

4. Subsequent to the Spring 2016 consultation exercise, another consultation exercise was carried out in January 2017 and the SWOT



analysis, in the order of the preferences shown on 21<sup>st</sup> January 2017 indicated:-

1	226	7.982 Ha	<ul style="list-style-type: none"> <li>- Flat open site comprises three fields, all of which are open meadow</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-Not prone to flooding</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Sufficient road access from A1124 – ECC Highways survey</li> <li>- Large underground water pipe in centre of site (link between River Colne and Abberton Reservoir)</li> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>-Ranked again as No 1 by the villagers</li> <li>-Site big enough to cope with proposed 150 houses</li> <li>-Nearest bus stop some 200m away on the A1124 and some 80m away to the east on Fiddlers Hill</li> <li>- Location at Western edge of the village helps maintain the open centre of the village</li> <li>- Primary school approx 1km away</li> <li>- Site would not lead to any coalescence with nearby villages</li> <li>-Minimal interference with existing housing</li> </ul>
2	155	Approx 6 Ha  (larger site was offered)	<ul style="list-style-type: none"> <li>- Flat site with crops growing</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>-Sufficient road access from A1124 – ECC Highways survey</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked again as No 2 by the villagers</li> <li>- Site is now big enough to cope with proposed 150 houses</li> <li>- Potentially, nine houses will overlook any development</li> <li>- Primary school approx 1km away</li> <li>- Would start the process of major building on both sides of the A1124</li> </ul>

			<ul style="list-style-type: none"> <li>- No known negative biodiversity or nature conservation issues</li> <li>- No negative heritage issues apparent</li> </ul>	
3	063	8 Ha	<ul style="list-style-type: none"> <li>- A flat site containing an orchard and trees</li> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>- Site contains a partly designated "Priority Woodland and Old Orchard Habitat Site" on southern edge</li> <li>-Detrimental to protected area of Seven Star Green</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>- Ranked No 3 by the villagers</li> <li>-The Site is big enough to cope with proposed 150 houses</li> <li>- Nearest bus stops some 100m away (smaller site) but adjacent (larger site)</li> <li>- Primary school just over 1km away</li> <li>- <i>Greatly increase housing to the south of the A1124 Colchester Borough Council are not keen to encourage development south of the A1124</i></li> <li>- <i>Potential loss of a precious habitat</i></li> <li><i>Although the proposal is for access, via a mini-roundabout off the A1124, there is a "ransom strip" preventing the proposed access</i></li> <li><i>Access via Turkey Cock Lane not supported by ECC Highways</i></li> </ul>
4	HF	13 Ha	<ul style="list-style-type: none"> <li>- Open site with crops crops growing</li> </ul>	<ul style="list-style-type: none"> <li>Ranked No 4 by the villagers</li> </ul>

			<ul style="list-style-type: none"> <li>-No obvious or visible contamination</li> <li>-No restrictive covenants</li> <li>-Not an SSSI site</li> <li>-No known mineral deposits</li> <li>-No known archaeological remains</li> <li>-Not prone to flooding</li> <li>- No negative heritage issues apparent</li> </ul>	<ul style="list-style-type: none"> <li>-The Site is big enough to cope with proposed 150 houses</li> <li>- A bridleway crosses the NE corner of the site</li> <li>- No direct access to A1124</li> <li>- Poor access via a busy housing estate</li> <li>- Entrance and exit route via the very busy Spring Lane which already has long queues at peak times</li> </ul>
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