



# THE RIGHT PLACE TO GROW

Catesby Estates plc  
part of Urban&Civic



# The right place to grow

## Introduction

Haverhill is a town with a young, dynamic and growing population, and it needs to secure its mid and long term growth in a way that takes advantage of the town's location, setting and economic opportunities.

This document has been commissioned by Catesby Estates as part of representations to the Issues and Options consultation of the emerging Local Plan. It sets out

our emerging ideas for future growth of Haverhill, and how the creation of a long term comprehensive vision for growth to the south west of the town could continue to deliver on the objectives outlined in the Haverhill Vision 2031 as well as help meet the growth needs of both West Suffolk and Braintree districts over the next 20 years.

## About Catesby Estates

Catesby Estates plc is a specialist strategic land promotion and infrastructure business working to plan and deliver sustainable and community focused developments where housebuilders want to build and people want to live.

In 2015 Catesby Estates plc was acquired by Urban&Civic plc, the UK's leading Master Developer.

For further information on Catesby Estates plc please visit [www.catesbyestates.co.uk](http://www.catesbyestates.co.uk)

As a leading promoter of large scale strategic sites, Catesby Estates are proud of the sustainable communities we design and the quality of placemaking subsequently delivered.

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# Why now?

Haverhill is positioned at a strategically important point in the wider geography of the region.

Located at the fulcrum of the three Counties of Suffolk, Essex and Cambridgeshire, Haverhill lies equidistant from the economic drivers of Greater Cambridge and Stansted Airport, with the centres of Braintree and Bury St Edmunds lying a similar distance to the south east and east respectively.

The town has benefited from its relative proximity to these centres, and the case for the continued economic growth of the town is recognised, with 'whole town' organisations such as One Haverhill setting out clear priorities for its continued success, both in terms of its local economy and the wellbeing of its residents.

However, there is now a growing need for local councils to work collaboratively with their neighbours to plan for strategic growth, particularly within and around the Oxford to Cambridge Arc, an area recognised by central government as not only a national but a global driver for economic growth in the UK.

To date, planned growth within Haverhill has been viewed primarily in the context of its role as the 'second town' in West Suffolk. As such, planning holistically for the sustainable growth of the town which captures the opportunity to build on its strategic economic location and support the aspirations of the wider subregion has not materialised. Whilst the town has experienced a number of substantial housing developments over recent years, the potential to plan for growth which coordinates with - and harnesses the benefits of - wider growth related initiatives has not been fully explored.

**The opportunity to do just that is now.**





# Why now?

Haverhill is one of Suffolk's fastest growing towns. Its population is young, active and upwardly mobile, helping the town to be seen as forward looking, hardworking and modern in its outlook.

In addition to the indigenous growth of employment opportunities within the town creating positive prospects for its residents, Haverhill already benefits

from good transport links to Cambridge as well as the research and industrial parks along the route. Confidence in Haverhill's prospects is now reinforced and further strengthened by the impetus driving forward the Cambridge Autonomous Metro (CAM), one of the routes of which extends to Haverhill along a route focused around the A1307 corridor.



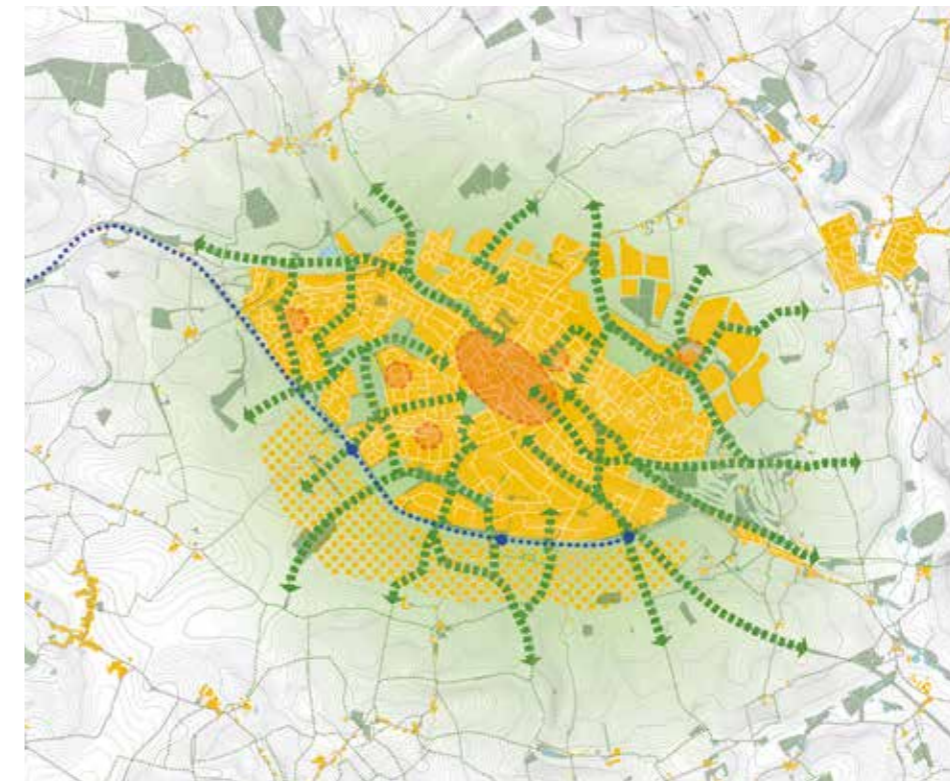
CAM will create a platform for growth across the region, by seamlessly connecting new and existing households and businesses with key employment areas, railway stations and the city centre.

The CAM aspirations, modelled on the creation of a 'Metro City' concept where satellite places around the city are connected by exemplar public transport, offer an unrivalled opportunity for sustainable growth within western West Suffolk which captures the benefits of this investment.

Specifically, growth at Haverhill Vales of the scale proposed in the Vision could unlock and support a new transport hub for Haverhill, enabling a real

shift in sustainable patterns of travel in and around Haverhill for the town's residents, as well as providing an effective Park&Ride option for those living elsewhere in the south western part of the district to access the Greater Cambridge area.

If the CAM does not come to fruition, because of the commitment already made to economic growth at nodes along the A1307 between Cambridge and Haverhill, there remains a strong justification for a high quality Public Transport link along this route. The Haverhill Vales Transport Hub would be a key aspect of any such strategic PT link, providing a wider catchment and supporting the effective operation and deliverability of PT services.



- Haverhill town centre
- Local centres
- Open spaces - town-wide, connected green infrastructure
- Green links, including pedestrian and cycle connections between the town and countryside
- Potential route of the CAM with stop locations

**Adopting a 'whole-town' approach to structuring future development offers the opportunity to build in town-wide strategies and solutions**

Despite the significance of its strategic geographic location relative to key regional centres of growth, Haverhill's position within the West Suffolk administrative area means that based on meeting forecast housing numbers for the district alone, some might argue that planning for significant future growth of the town is not warranted.

However, we consider that now is the time to move away from a strategy which has seen a series of incremental development allocations at Haverhill to adopt a growth strategy for the town which reflects its wider context. This approach would mean that:

- Haverhill could realise many more of its town-wide aspirations (both within and beyond the 2031 Vision and One Haverhill's aspirations);
- Haverhill could take a more proactive stance in relation to the CAM initiative as part of effective

joint working with South Cambridgeshire - delivering a new transport hub for the town which unlocks more sustainable options for local as well as intra-urban travel needs;

- Haverhill could pave the way for effective cross border working with Braintree district, leading a cross-border strategy for coordinated growth aligned in design and master planning, even if the timescales for local planmaking are different;
- a long term framework for Haverhill's future growth could be created, within which development sites and new neighbourhoods can be brought forward in a flexible and integrated manner depending on the growth needs of local plans;
- a framework for a new and enhanced strategic green infrastructure setting for western Haverhill could be agreed, within which new development would sit.



# Why here?

## The right place to grow Haverhill

Haverhill is a valley settlement, contained by ridges and areas of higher ground that separate the town from neighbouring valleys and settlements.

Future growth must reflect the settlement pattern of the area to retain the identity of Haverhill itself and the surrounding villages.

The right place to accommodate growth is to the south and south-west of the town. Future growth to the north would see the settlement spill into a neighbouring valley (Kedington/Great Wratting), to the south-east would see coalescence with Sturmer and to the north-west would see coalescence with Withersfield.

The landscape and visual appraisal for the site identified that the terrain to the south of the bypass is complex, made of intimate valleys and small ridges that descend into Haverhill, relating to the broad valley within which the town is located. These areas have identities of their own, and their landscape features will help define distinct neighbourhoods of Haverhill Vales.

### Parameters for growth:

- should not extend beyond the plateau of higher ground;
- should maintain separation between neighbouring settlements;
- should not extend into neighbouring valleys containing Steeple Bumpstead and Kedington;
- should use remnant and distinctive blocks of ancient woodland on higher ground as the limits to the settlement edge.



### 1. The 'Haverhill Bowl'

Haverhill is located in a system of valleys formed by Stour Brook and its tributaries. These valleys form a larger 'bowl', surrounded by higher ground, within which Haverhill sits. The growth of Haverhill should be contained within that system, to maintain the compactness of the town, its visual characteristics and the character.



### 2. Preventing settlement coalescence

New development should be created in a way that ensures neighbouring villages and hamlets are not absorbed into it, lose their identity and sense of place.



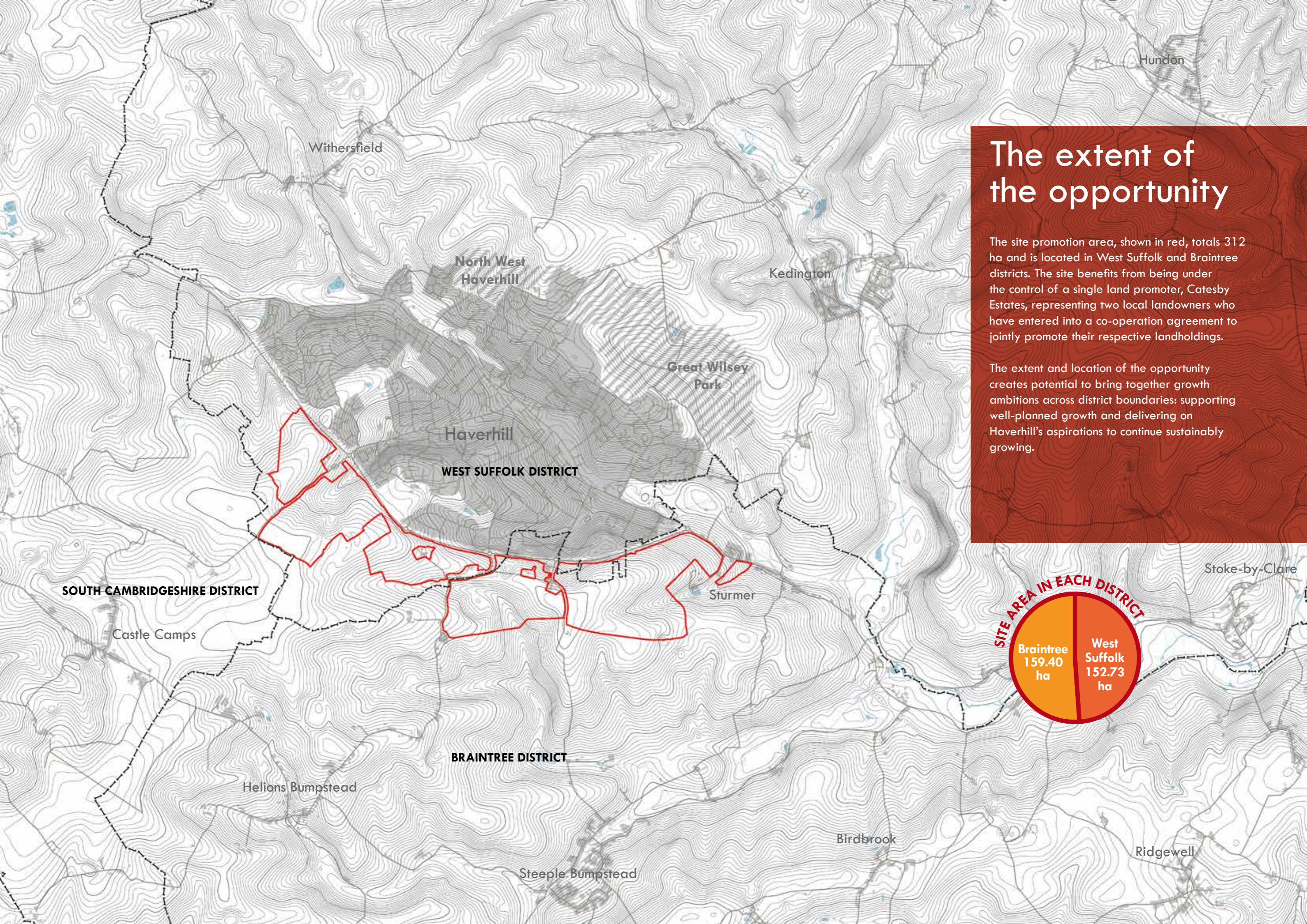
### 3. Haverhill catchment and highway access

The growth should be delivered in proximity to the existing highways and infrastructure, to ensure it does not put additional strain on local roads and it benefits from the critical mass of the existing neighbourhoods to support new uses and public transport connections.

### 1+2+3: The right place to grow Haverhill

Future growth of Haverhill should be delivered within the white dashed boundary to ensure it maintains the principles of Haverhill remaining within the Stour Brook Valley system, non-coalescence and maintaining good physical connectivity with the town.

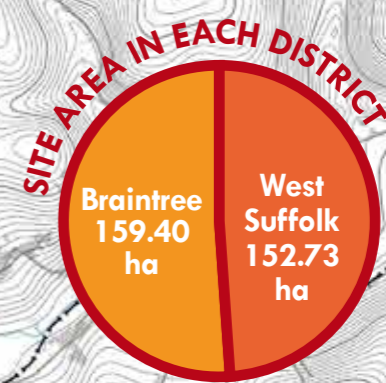




# The extent of the opportunity

The site promotion area, shown in red, totals 312 ha and is located in West Suffolk and Braintree districts. The site benefits from being under the control of a single land promoter, Catesby Estates, representing two local landowners who have entered into a co-operation agreement to jointly promote their respective landholdings.

The extent and location of the opportunity creates potential to bring together growth ambitions across district boundaries: supporting well-planned growth and delivering on Haverhill's aspirations to continue sustainably growing.





# What kind of place could it be?

## Our overriding principles

Six overriding principles will underpin and guide the evolution of the masterplan to help answer the question “What kind of place will Haverhill Vales be?”. These principles are paramount to creating successful, resilient communities and securing good, place-based growth for Haverhill.

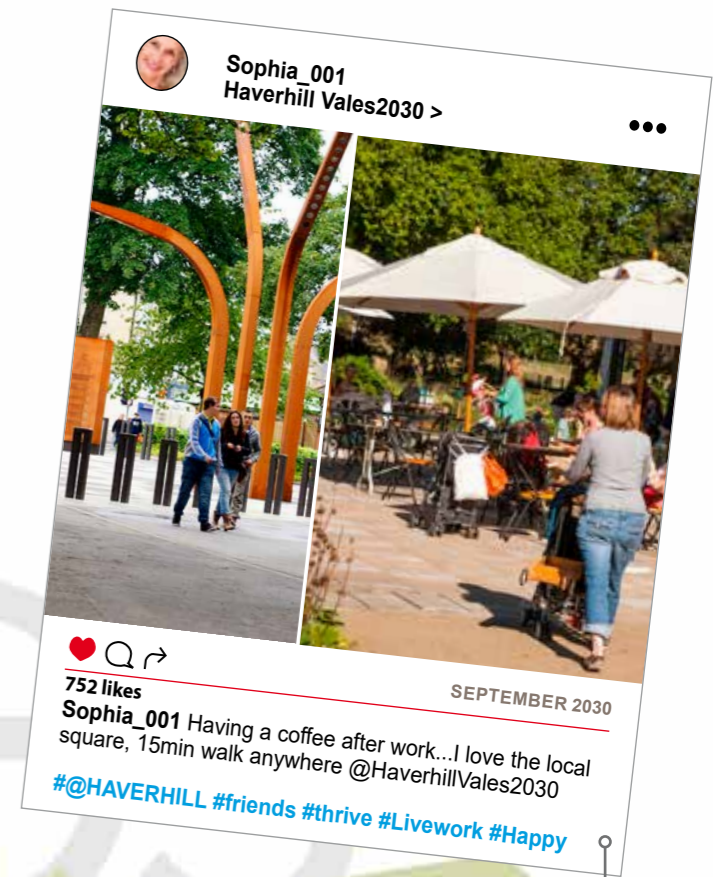


**DISTINCTIVE**  
*Unique identity, unique experiences*

The Vales will draw from the landscape cues of the context. We want their distinctiveness to be defined by memorable public spaces and lively mix of uses animating them.

**COMMUNITY FOR LIFE**  
*from cradle to grave  
 a community for all ages*

The Vales could include uses and places for people of all ages, from nurseries, to schools, workplaces, to retirement communities and care facilities. A range of house sizes and tenures will enable people to grow their families and continue living in the Vales



**CONNECTED**  
*Attractive links promoting sustainable movement*

Haverhill Vales should be connected by a network of legible, safe walking and cycling paths, to create an intuitive choice of means of movement. The paths will be green and peaceful, but will at the same time connect to the lively centres and Haverhill



**EVERYTHING YOU NEED**  
*Living, working, playing and learning*

The neighbourhoods will be flexible to include a mix of uses, besides residential. There will be complete environments to lead meaningful lives - with workplaces, schools and leisure provision within walking distance.



**BIODIVERSE**  
*Healthy environment*

Woodlands and stream corridors provide a good basis for an extensive network of habitats. Habitat enhancement and creation will contribute to achieving climate resilience. The large scale creation of wildlife rich, accessible greenspace and the protection of the existing ancient woodland will provide a net gain in biodiversity and leave our natural world in a better state than we have inherited it.



**FUTUREPROOFING FOR HAVERHILL VALES**

*Embedding flexible future scenarios for a growing town*

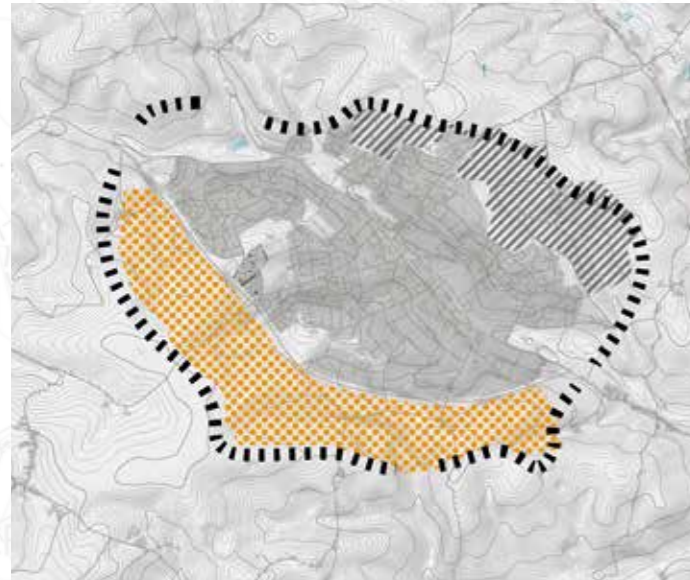
The Vales could give Haverhill the space for the flexible growth it needs. Our approach means the programme of the Vales could easily adapt to accommodate the changing needs of the growing town. Phased delivery at the right pace ensures the growth of Haverhill is managed and sustainable.



# What are the structuring elements?

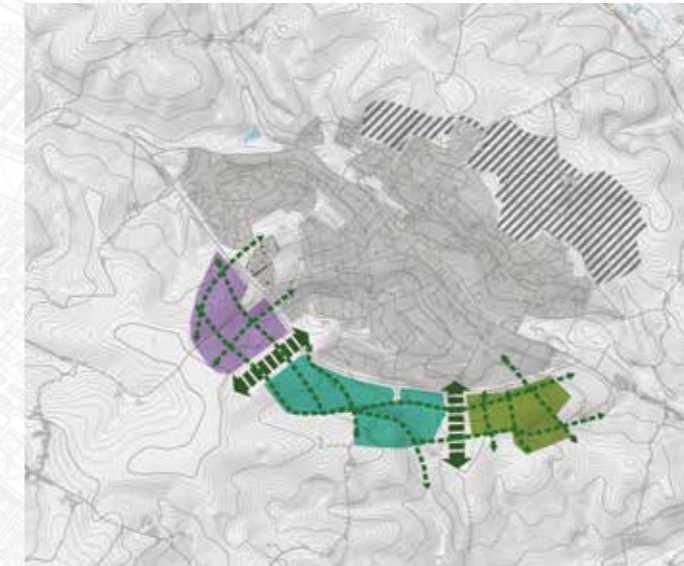
## Building on the spatial rationale

The analysis of the surrounding landscape, as well as the understanding of local settlement typologies, and the relationship of the site to the rest of the town, has led to establishing the four main structuring themes. These spatial and design objectives have helped to shape Haverhill Vales as a series of distinctive, interconnected neighbourhoods that belong to the town.



### The right place

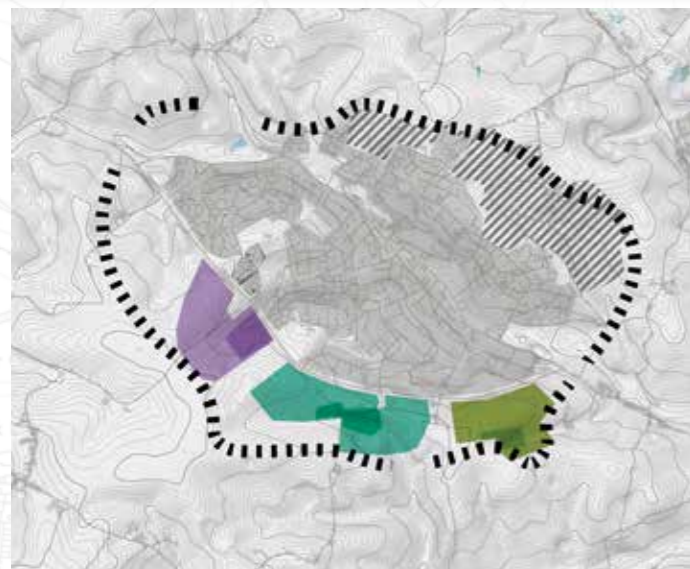
Our vision for the development begins with ensuring it delivers on the principles established for the growth of Haverhill: containing the growth within the Haverhill valleys; preventing coalescence with other settlements; and maximising benefits from the existing highway network and infrastructure.



### Interconnectivity

The Haverhill Vales location offers a prime opportunity to provide substantial gains for biodiversity on land that is currently predominantly intensively farmed arable land. The scale of open space being created allows for a network of spaces connecting the neighbourhoods and creating landscapes that are accessible to all, alongside places 'reserved for nature'.

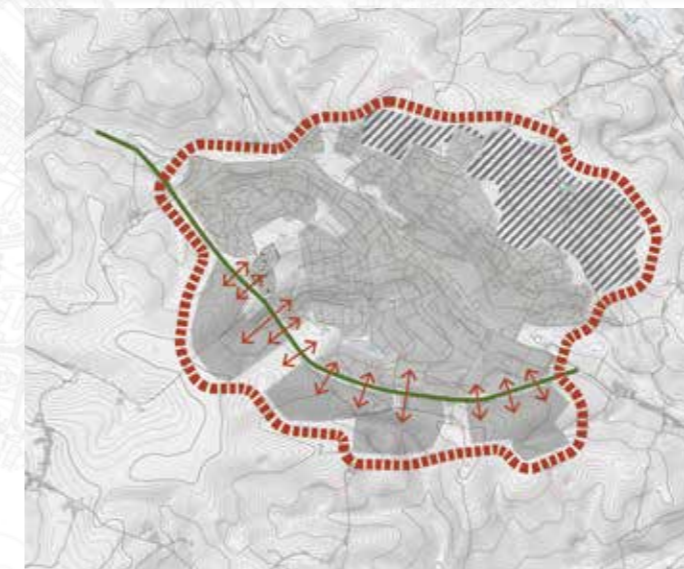
These connections will include existing public rights of way, footpaths and green corridors, as well as potential new linkages reinforcing the tie to Haverhill.



### Three Neighbourhoods

The landscape rationale establishes three distinctive places that are appropriate for the location of the neighbourhoods: the valleys, clearly recognisable within the landform. These will form a physical frame for the three neighbourhoods, each with a distinctive character and identity, each a '15-minute place', where day-to-day education, workplace, leisure and community uses are no further than a quarter of an hour walk or cycle ride.

The centre of each area will be closely tied with the most recognisable landscape feature of the neighbourhood, to further strengthen the identity of the place.



### Stitching Together

The bypass currently forms an impermeable barrier, cutting off Haverhill's linkages to the open countryside. New development can positively address this barrier by reimagining the bypass as a 'connector' for people and movement, making links across and along this road to give priority to sustainable forms of movement whilst recognising its continued role as a key movement corridor for the town. Finally, the improved bypass should act as a 'stitch': an enhanced public transport corridor between existing and new communities giving the road clearer definition and greater purpose.





# What kind of place...

...could the neighbourhoods be?

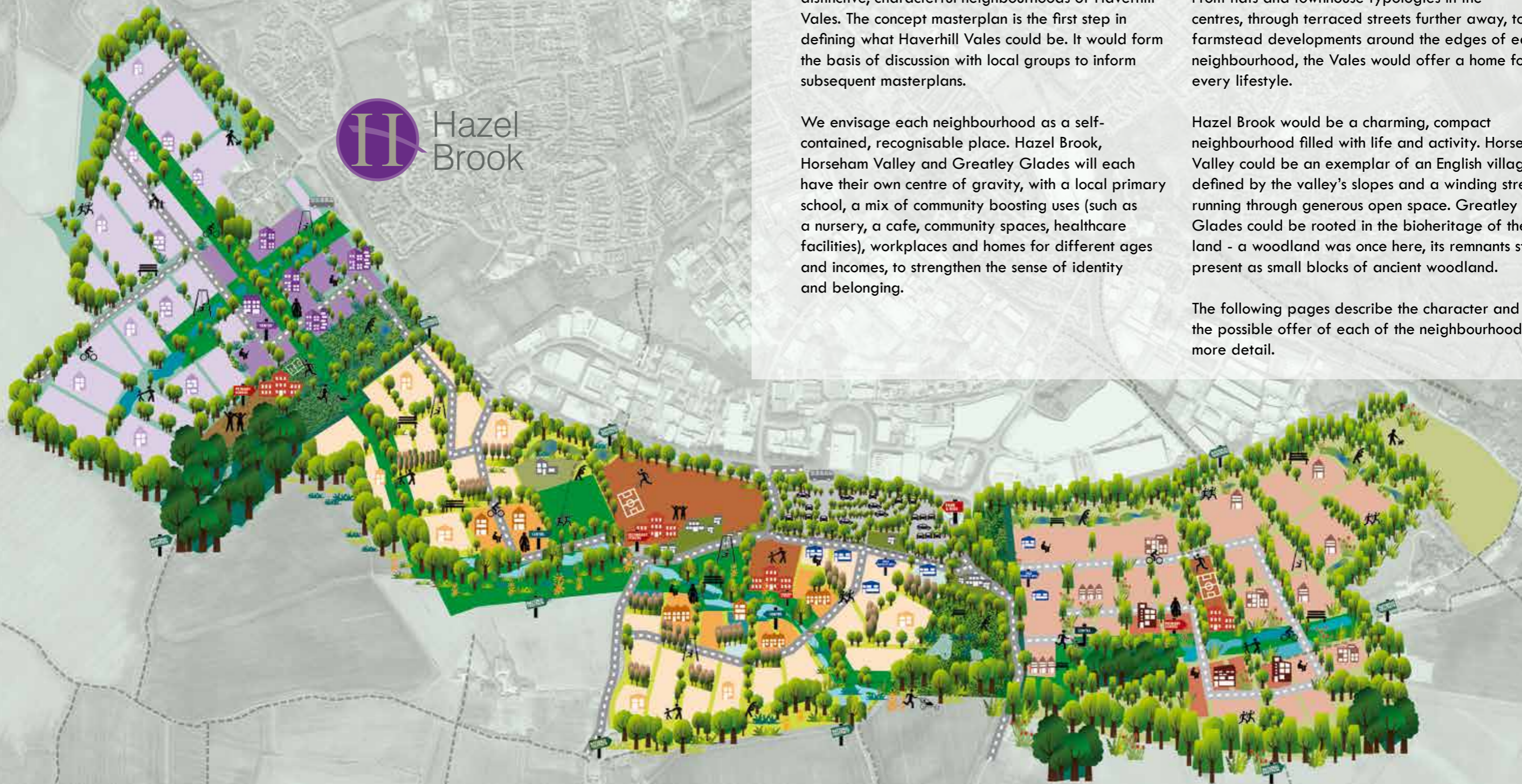
Our emerging concept masterplan shows how the key principles and structuring elements translate into the distinctive, characterful neighbourhoods of Haverhill Vales. The concept masterplan is the first step in defining what Haverhill Vales could be. It would form the basis of discussion with local groups to inform subsequent masterplans.

We envisage each neighbourhood as a self-contained, recognisable place. Hazel Brook, Horseham Valley and Greatley Glades will each have their own centre of gravity, with a local primary school, a mix of community boosting uses (such as a nursery, a cafe, community spaces, healthcare facilities), workplaces and homes for different ages and incomes, to strengthen the sense of identity and belonging.

The density of buildings could help define distinctions between and within the neighbourhoods. From flats and townhouse typologies in the centres, through terraced streets further away, to farmstead developments around the edges of each neighbourhood, the Vales would offer a home for every lifestyle.

Hazel Brook would be a charming, compact neighbourhood filled with life and activity. Horseham Valley could be an exemplar of an English village, defined by the valley's slopes and a winding stream running through generous open space. Greatley Glades could be rooted in the bioheritage of the land - a woodland was once here, its remnants still present as small blocks of ancient woodland.

The following pages describe the character and the possible offer of each of the neighbourhoods in more detail.



 Hazel Brook

 Horseham Valley

 Greatley Glades



# What kind of place...

...could Hazel Brook be?



## Small town charm

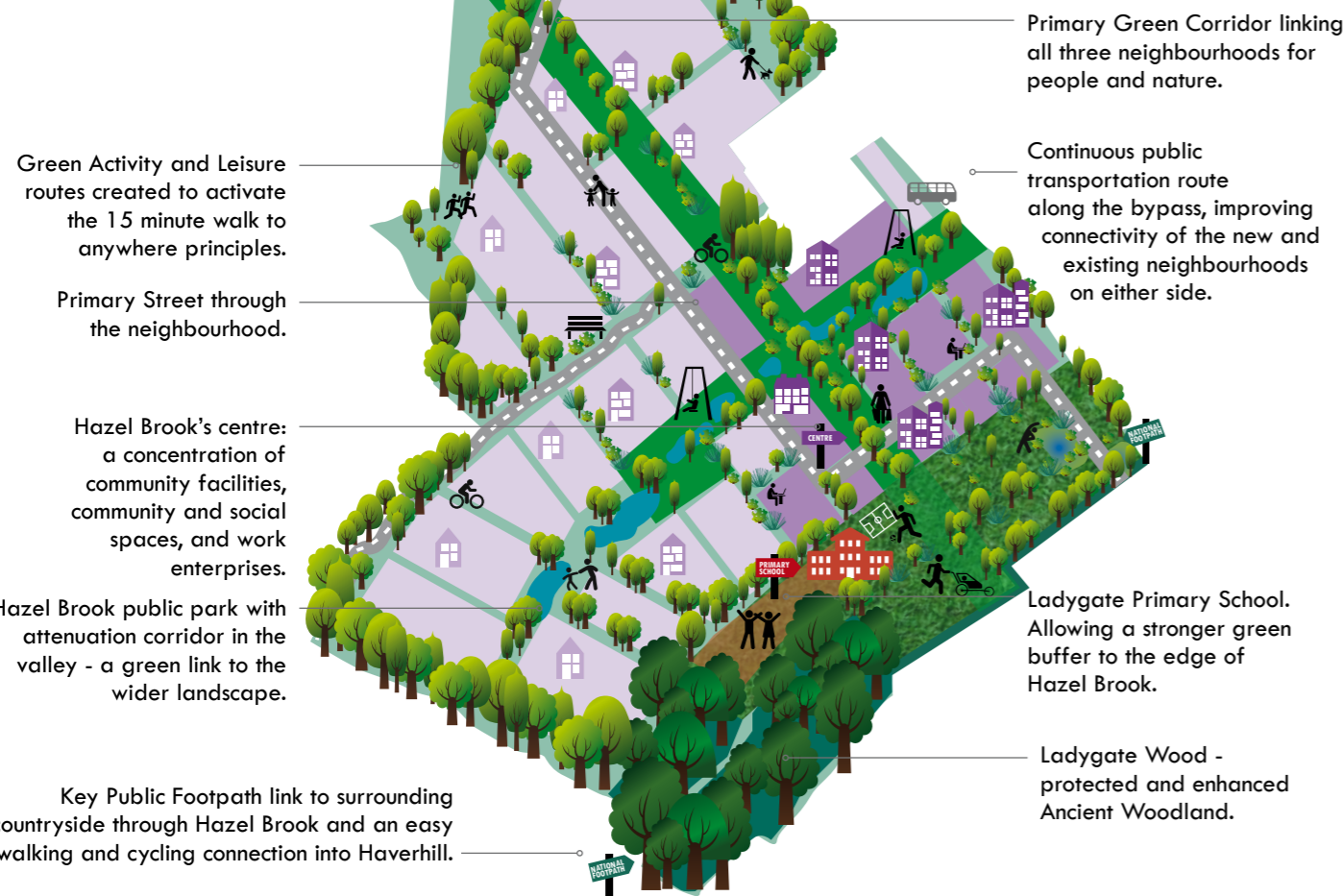
Hazel Brook will be characterised by higher densities and a rich mix of uses in its centre, interspersed with a brook and areas of mature woodland. The green open spaces in the centre will be formal, an example of a contemporary urban park.

Homes in Hazel Brook could include a mix of densities and types, to create a vibrant community of people at different stages in their lives: starter homes and flats for younger generation enjoying the vibrancy of the centre; and retirement properties

for those who want to lead an active retirement, close to their friends and families.

Workplaces in the neighbourhood centre could take the form of office spaces, but also co-working hubs and community touchdown spaces.

Cars will not dominate Hazel Brook's streets and plazas, but will be parked in integrated car parks, leaving public spaces clean, safe and full of life.





# What kind of place...

...could Horseham Valley be?



## The best of English landscape

This could be a contemporary English village, with all its informal atmosphere and easily accessible amenities and community life.

This neighbourhood would be centred around a gently sloping stream valley, dotted with a generous common and linear park along the valley floor.

The community uses could nestle around these spaces, creating a strong public narrative, while the sunny slopes could be associated with high quality living environments. Community spaces dotted around the slopes could include village orchards, allotments and community vegetable gardens for the residents.

## Transport Hub

The north of the neighbourhood offers an opportunity to introduce a new transport hub for Haverhill Vales. Located at a position which would serve the existing community as well as Haverhill Vales, the transport hub would establish a high quality transport interchange, where Park & Ride provision for up to 500 vehicles is integrated with a public transport interchange. In addition to providing the CAM interchange for Haverhill as this comes forward, the hub could incorporate cycle hire and storage, as well as provide small scale office start-up space or communal workspaces, all within a high quality landscaped public realm. It would be a centre of activity which encourages interaction and innovation between new and existing businesses.





# What kind of place...

...could **Greatley Glades** be?



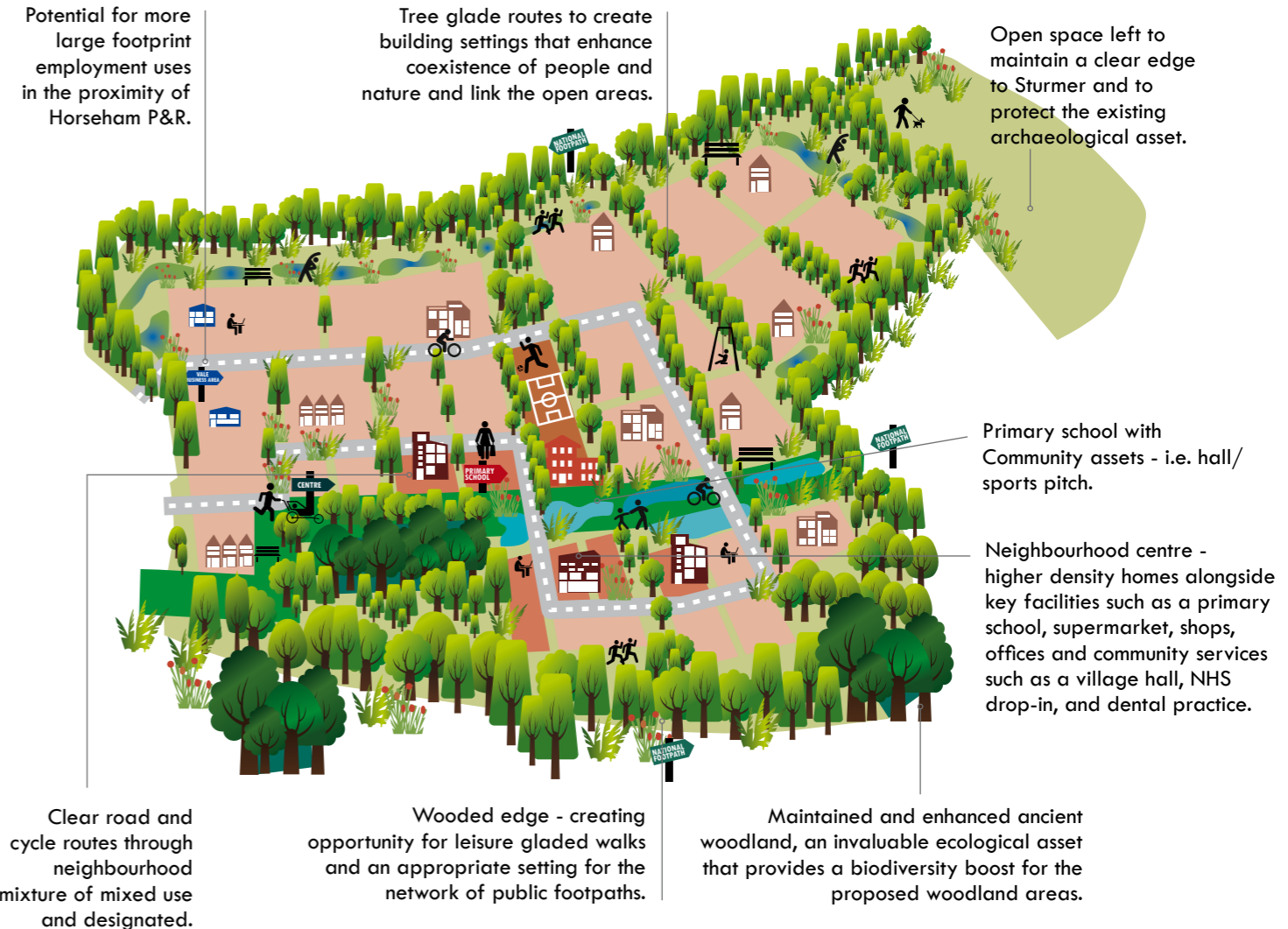
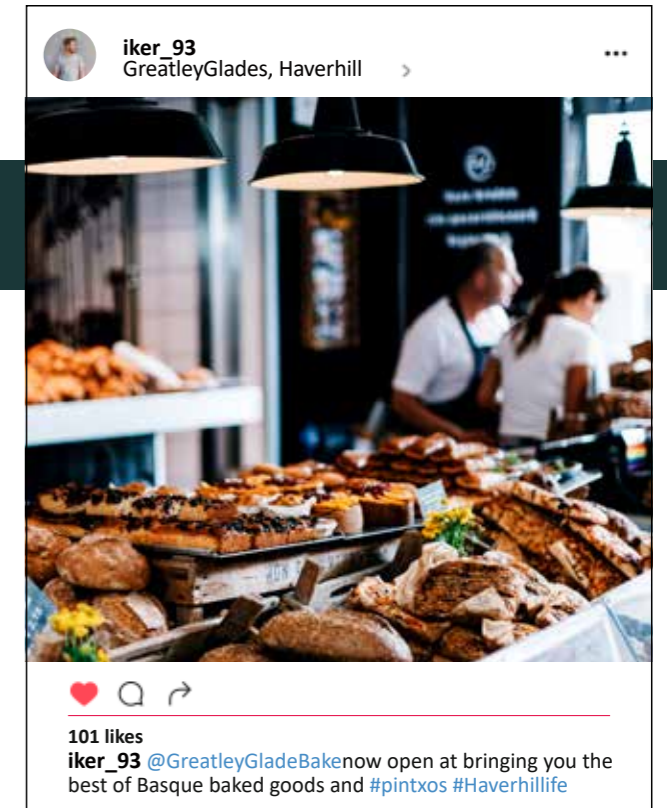
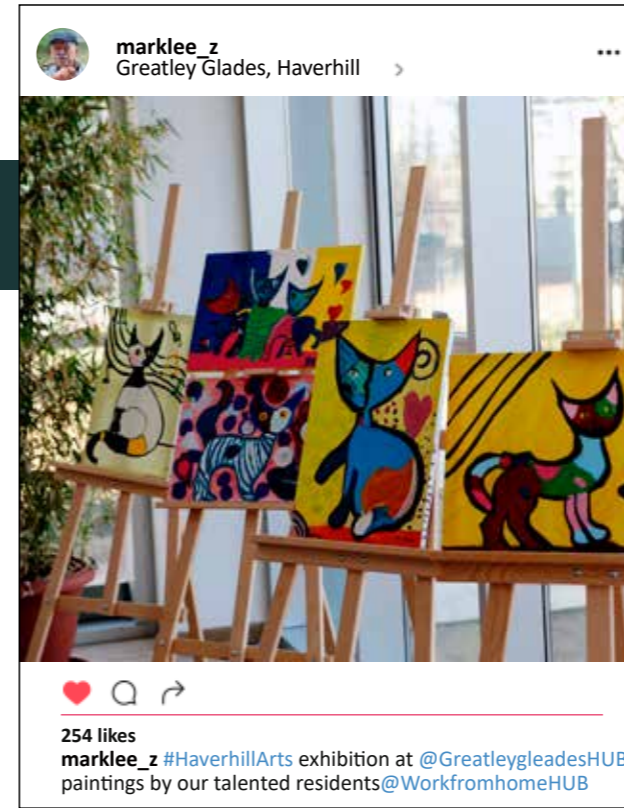
## Haverhill's woodland neighbourhood

Inspired by this place's past, Greatley Glades will have a very distinctive and recognisable character. With the ancient woodland at its heart, the new forest will help recreate a rich and diverse ecosystem. The character of the neighbourhood could celebrate the woodland identity, with glade-like public open spaces, trees lining the streets and lending character to buildings.

The neighbourhood's form could emphasise the feeling of openness and access. The neighbourhood's

centre, located by the watercourse against a strong woodland edge, could benefit from taller residential buildings set in generous green setting.

In the event that demand for new employment is forthcoming, new workplaces could form part of Greatley Glades, well-related to the transport hub and providing space for emerging R&D and high tech laboratory and manufacturing activity.





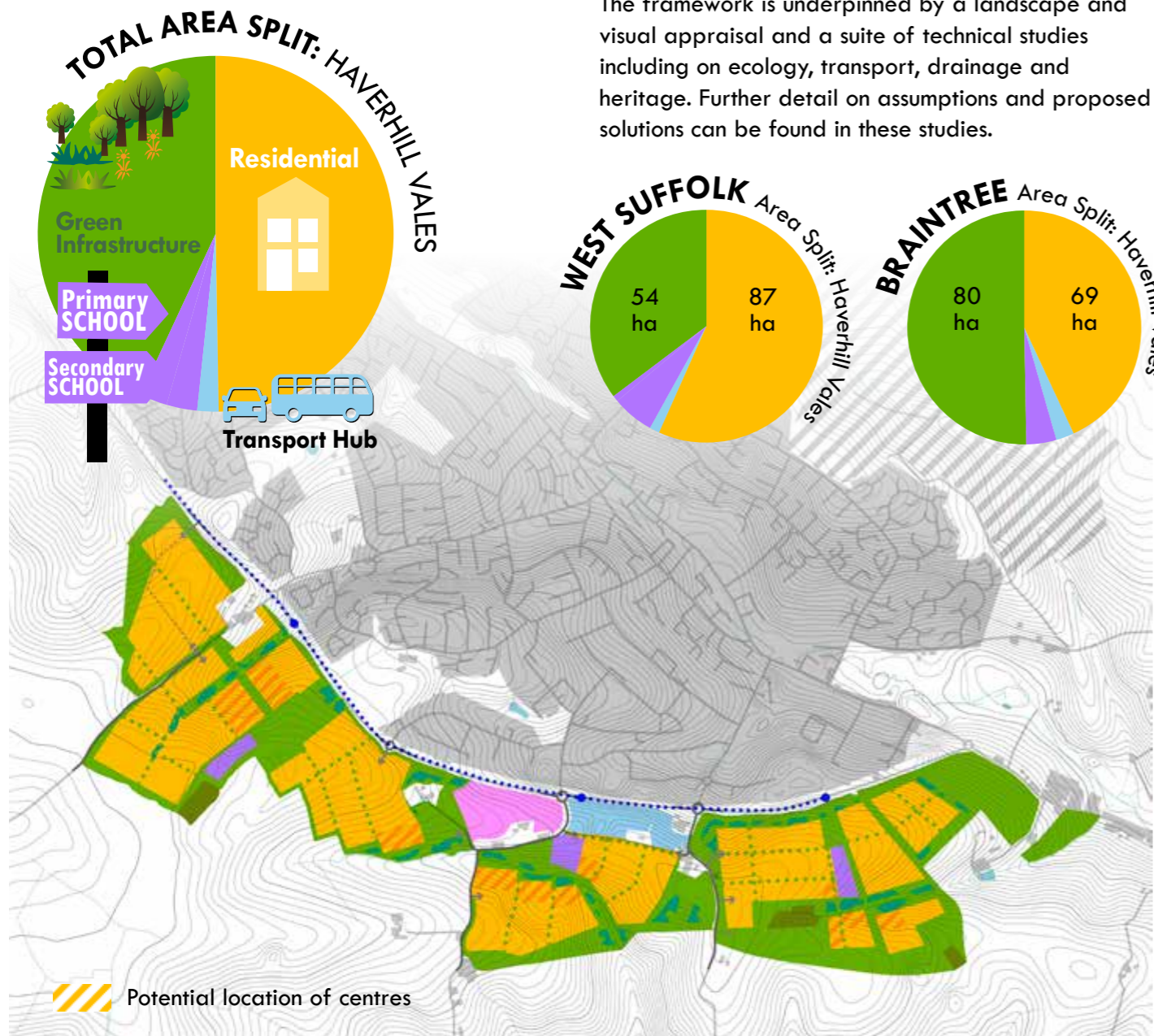
# How will Haverhill Vales work?

## Framework

These pages show how the design principles could translate into a set of parameters for development - a framework defining land uses, as well as potential access points and principal assumptions on movement.

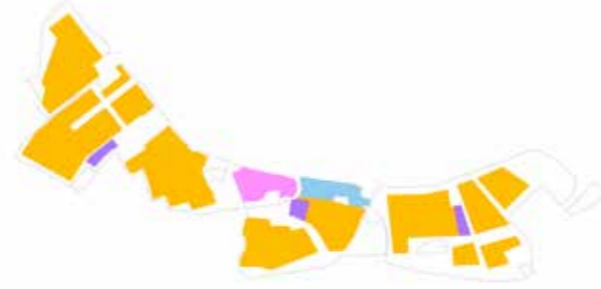
**The framework** for Haverhill Vales will be characterised by flexibility. This is paramount to accommodate the potential future needs of the growth of Haverhill. A flexible framework rooted in the robust overarching principles will ensure Haverhill Vales will be liveable, healthy and well connected, regardless of the final, delivered mix of uses.

The framework is underpinned by a landscape and visual appraisal and a suite of technical studies including on ecology, transport, drainage and heritage. Further detail on assumptions and proposed solutions can be found in these studies.



- Development parcels  
*Indicative no. homes*
- Primary schools
- Secondary school
- Transport Hub
- Open spaces - green infrastructure
- Developable land total**

	West Suffolk	Braintree	TOTAL
Development parcels	87ha	69ha	<b>156ha</b>
<i>Indicative no. homes</i>	2,700-3,700	2,200-3,000	<b>4,900-6,700</b>
Primary schools	2ha	4ha	<b>6ha</b>
Secondary school	9ha		<b>9ha</b>
Transport Hub	1ha	7ha	<b>8ha</b>
Open spaces - green infrastructure	54ha	80ha	<b>134ha</b>
<b>Developable land total</b>	<b>99ha</b>	<b>80ha</b>	<b>179ha</b>



### The framework is flexible on proposed densities and urban form.

It does not prescribe an exact mix of uses, being able to accommodate residential, employment, community, healthcare provision, retail and leisure uses as needed. The total range of residential provision reflects potential density scenarios within the shown development parcels.

The framework includes provision of three primary schools and a secondary school. The exact locations and sizes of the proposed schools will be subject to further discussions with the district and county councils, depending on the evolution of the development capacity of the allocation and the local authorities' future needs.

A transport hub site is also identified in the framework. The potential delivery of a high quality public transport solution between Cambridge and Haverhill would be strengthened by a strategically located Park and Ride facility linked to the CAM. The hub in the proposed location is best placed to relieve the bypass of congestion, and provides easy access to the city, as well as Haverhill's employment areas. The hub site could also include employment and ancillary uses.

### Green Infrastructure framework provides the requisite amount of open space for residents, establishing character, creating a framework of connectivity for people and wildlife between the neighbourhoods and Haverhill.



**Movement framework** highlights proposed access points to the development areas and potential vehicular connectivity between the neighbourhoods. The exact street layout will be subject to more detailed analysis and engagement with the respective highway authorities.

The framework also identifies the potential for an enhanced public transport route linking Haverhill and Cambridge, along the bypass, together with proposed locations of the stops.



# How will Haverhill Vales work?

## Sustainability

### Climate action

An exciting opportunity exists for Haverhill Vales to achieve a 'step-change' in performance and quality, demonstrating how new communities should be explicitly responding and adapting to climate change in the 21st century.

There are two main considerations for the development of Haverhill Vales: first how the proposals respond and adapt to the effects of climate change which are already set in motion, such as increased temperatures, flood risk and a decline in biodiversity; and second how the development mitigates its own impact on future climate change, in particular through reducing greenhouse gas emissions.



In this first regard, there are a number of ways in which Haverhill Vales will be 'climate proofed', including:

- **the layout and orientation of development** - balancing the benefits of minimising heat loss in winter with the risk of excessive solar gain during the summer;
- **drainage** - designing with future climate in mind, appreciating that Haverhill is likely to be subject to hotter, dryer summers, wetter winters and prone to more extreme weather events. Implementation of a sustainable drainage strategy, incorporating natural solutions such as swales and ponds to attenuate rainwater, will provide resilience to future flooding whilst providing a wealth of ecological, amenity and wellbeing benefits.
- **water** - by minimising water consumption, Haverhill Vales will be resilient to and further mitigate its contribution towards a warming climate. Opportunities for rainwater and greywater harvesting will be explored as well as other building-level solutions for reducing demand for potable water, such as low flow fixtures and fittings, leak detection and flow control devices.
- **adopting a natural capital based approach** - through the protection and provision of trees and woodland to provide shade and reduce wind speeds, encourage carbon sequestration. Provision of opportunities for local food production such as allotments and other community growing space.

### Energy efficient, low carbon homes and buildings

As well as considering the resilience to climate change, Haverhill Vales will mitigate its future impact, in particular the amount of carbon emissions associated with the development.

Reflecting the timescales for the delivery of Haverhill Vales, the proposals have been formulated on the expectation that all new homes will, as a minimum, be built to the Future Homes Standard that the Government has committed to introducing before 2025.

To secure additional carbon savings, other measures which will be considered at the masterplan level include:

- Solar farm
- Solar street furniture
- Heat network for district centres and employment areas
- Battery storage
- Anaerobic digestion
- Small to medium scale on site wind energy generation

## What next? Opening up the conversation

Our emerging concept for Haverhill Vales has been shaped by a desire to build on the Haverhill Vision 2031 objectives by:

- reinforcing an outstanding quality of life, manifested by a lively town centre, vibrant community life, amenities that cater to all ages and abilities and accessibility to public open spaces that link to the open countryside;
- creating sustainable modes of movement to go to work, visit the town centre and enjoy the countryside;
- nurturing a healthy, varied economy that harnesses benefits of proximity to key economic centres such as Cambridge [and Stansted] while creating diverse work opportunities in the town;
- responding to the challenges and mitigating the effects of climate change.

Growth at Haverhill Vales could help finance improvements to the existing structure of the town and deliver solutions and infrastructure that encourage and enable this change.

Catesby Estates are committed to fully engaging with the local community and stakeholders to discuss and develop the emerging concept for Haverhill Vales. We would welcome the opportunity to engage jointly with West Suffolk Council, Braintree District Council and South Cambridgeshire Council to facilitate a discussion with key officers and Members on this aspect of cross-border planning.

From early 2021 onwards a programme of engagement and regular dialogue will commence to discuss how the emerging proposals can be developed to respond to local issues and requirements.



# L D A DESIGN

## *London*

209 – 215 Blackfriars Road  
London SE1 8NL  
United Kingdom  
+44 (0) 20 7467 1470

## *Bristol*

Studio 4B  
36 King Street  
Bristol BS1 4DZ  
United Kingdom  
+44 (0) 117 203 3628

## *Cambridge*

The Courtyard  
17A Sturton Street  
Cambridge CB1 2SN  
United Kingdom  
+44 (0) 1223 949054

## *Exeter*

Kings Wharf, The Quay  
Exeter EX2 4AN  
United Kingdom  
+44 (0) 1392 260 430

## *Glasgow*

Sovereign House  
158 West Regent Street  
Glasgow G2 4RL  
United Kingdom  
+44 (0) 1412 229 780

## *Manchester*

Hilton Square  
3 Tariff Street  
Manchester M1 2FF  
United Kingdom  
+44 (0) 161 359 5684

## *Oxford*

Worton Rectory Park  
Oxford OX29 4SX  
United Kingdom  
+44 (0) 1865 887050

## *Peterborough*

17 Minster Precincts  
Peterborough PE1 1XX  
United Kingdom  
+44 (0) 1733 310 471

[www.lda-design.co.uk](http://www.lda-design.co.uk)

LDA Design Consulting Ltd  
Registered No: 09312403  
17 Minster Precincts, Peterborough PE1 1XX

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