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INTRODUCTION

Potton introduce this Design Guide for the site at Wellington Marsh offering ten fully serviced plots for purchasers to self-build individually designed homes using Potton Ltd build systems, along with five affordable houses.

Governed by the outline designs and vision of the Design Guide, the houses can be tailored to meet individual budgets, design requirements and specification. The process offers a choice of build systems and build routes and provides an opportunity to increase equity, lowering risk whilst enabling the purchaser to build their style of home, tailored to their needs and not those of a conventional developer.

Having satisfied the requirements of the Authority’s Register as part of the Self Build and Custom Housebuilding Act, Plot Purchasers will be able to customise and construct their own Potton home.

Potton offer a full Design and Planning service to plot purchasers to enable the creation of a dwelling design based on their specific requirements, taking into account the Design guide as referred to within the Outline Planning Approval and any relevant Condition contained within the Approval.

Potton are part of the Kingspan Group plc and specialise in the design and construction of timber framed homes for the custom build and self-build markets, for people who want to have a say in the design of their home.

The company was founded in 1964 and became part of the Kingspan Group in 2006. To date, Potton have built some 7,000 homes and have a database of over 50,000 people who have registered an interest in building a Potton home.

Potton will assist in the design and planning of your home and will supply the Kingspan Timber Solutions insulated timber frame system, together with doors and windows, and more if required.
As of April 1st 2016, each relevant authority must keep a public register of individuals and associations who are seeking to acquire serviced plots of land in order to build houses to occupy as homes.

Each authority must have regard to each register when carrying out their functions relating to:

- Planning
- Housing
- Disposal of Authority land
- Regeneration
FOREWORD:
PLANNING APPLICATION:

This statement accompanies a formal outline planning application, ref: P181754/O, which seeks consent for a custom build residential development of 15no. Dwellings (five of which are affordable housing) at Wellington Marsh site, in Hereford. Other than the proposed means of access, all matters have been reserved for subsequent approval by individual custom builders on a plot by plot basis.

The promotion of self-build / custom-build residential sites is therefore enshrined in the National Planning Policy Framework, which provides guidance on planning matters and which both ultimately informs local planning policy and is a material consideration in determining planning applications. In reference to the delivery of new housing the guidance states; ‘Planning authorities should, plan for a mix of housing based on current and future demographic trends, market trends and the needs of different group in the community (such as, but not limited to, families with children, older people, people with disabilities, service families and people wishing to build their own homes’.

Continuing reform in government policy guidance, in addition to a raft of new legislation, seeks to crystallise and provide transparency to ensure custom build plots are delivered on pre-existing sites and on exception sites, where permission may not have otherwise been granted.
Seizing on this unparalleled planning opportunity, and their success of delivering bespoke, high quality self-build properties on behalf of its customers for over 50 years, Potton are enabling custom build development by bringing together landowners and developers to offer for sale of individual and groups of plots to prospective customers wishing to build their own homes.

POTTON CUSTOM BUILD HOME:
For Potton, custom build is a one-of-a-kind home, designed for a specific client and location. Custom build plots are typically fully serviced and the process tends to offer a choice of build systems and build routes with a range of support services.

Custom build provides an opportunity to reduce risk by increasing likely equity, thereby maximising economic opportunities for perspective home owners. It also enable customers to build a style of home that is:
- Tailored to their budget
- Designed for them or by them
- Constructed to their specification
- Built for them or by them

This statement and accompanying plans seek to provide a guide to design which is bespoke to the planning constraints and opportunities of this particular site. The Guide seeks to fully inform and manage the expectations of each and every custom builder to ensure a cohesive redevelopment of the site and the successful delivery of highly desirable custom build plots at Wellington Marsh.
THE SITE: OUTLINE PLANNING CONSENT

This statement has been prepared pursuant to outline planning application reference no. P181754/O - the proposed erection of 10 self/custom build dwellings, 5 affordable dwellings and alteration to existing access.

SITE DESCRIPTION

The Marsh is a small, compact hamlet within the Parish of Wellington, 0.6 miles south of Wellington village. The site extends to 1.1 hectares of land comprising the extensive residential curtilage of Kingcup Cottage, a former orchard and a grazing field. It lies immediately adjacent to the A49 which provides direct access to Hereford, 4.5 miles south of the site.

Hereford is a cathedral city, civil parish and county town of Herefordshire, England. It lies on the River Wye, approximately 16 miles east of the border with Wales, 24 miles southwest of Worcester, and 23 miles northwest of Gloucester. With a population of 58,896, it is the largest settlement in the county.
SITE PHOTOS

Left: Google Aerial Image of existing site

Right: Aerial Image with site layout overlaid
View of existing kingcup cottage from the entrance of site

Looking west from east with open channel drainage ditch to the right

Looking north from south

View within the central area of the north boundary

Looking west from east
Please note that the house types & their sizes included in this layout, have been produced to show the massing and scale achievable on this site and are solely indicative. Ultimately, the final design of the house will be achieved through reserved matters.
INDICATIVE HOUSE TYPES

T H E  G R A N S D E N

GIA = 2790 ft²
2 Storey

DESIGN GUIDE
WELLINGTON MARSH
INDICATIVE HOUSE TYPES

THE WICKHAMPURCOURK

GIA = 2700 ft²
2 Storey
INDICATIVE HOUSE TYPES

T H E  D E N H A M

GIA = 2,650 ft²

2 Storey

DESIGN GUIDE
WELLINGTON MARSH
THE CAXTON J

GIA = 1918 ft²
2 Storey
INDICATIVE HOUSE TYPES

**THE HARLTON D**

GIA = 2,077 ft²

2 Storey

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GROUND FLOOR

- **LOUNGE**
- **DINING**
- **KITCHEN**
- **WC**
- **UTILITY**

---

FIRST FLOOR

- **BEDROOM 1**
- **BEDROOM 2**
- **BEDROOM 3**
- **BEDROOM 4**
- **BATHROOM**
- **WC**
- **LIVING ROOM**

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**DESIGN GUIDE**

WELLINGTON MARSH
INDICATIVE HOUSE TYPES

THE BAYFORD

GIA = 2,222 ft²
2 Storey
DESIGN GUIDE
WELLINGTON MARSH

INDICATIVE GARAGES

The Bassingbourn

The Weston
MATERIALS AND DETAILING

The proposed materials have been chosen to ensure that the development responds sensitively to its local context, with the principle materials commonly found in the surrounding environment.

In the surrounding area, traditional red brick, natural stone and white renders can be seen as an external finish predominantly at first floor level with a Tudor Style façade on the upper floor. Sustainable sources will be recommended.

Pitched roofs will be clad in slate or clay tiles, to provide continuity throughout the development and relate to the roofs present in the local area.

High performance windows are recommended for all glazed areas. The use of natural wood, uPVC or contemporary powder coated aluminium windows and doors are envisaged.

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THE PROCESS

Wellington Marsh will provide ten fully serviced plots for purchase by custom builders along with five units of affordable houses. All infrastructure works including roads and sewers will be installed for each individual purchaser to complete and connect to, all in accordance with the Planning Consent.

FULLY SERVICED PLOTS

Each plot will have connections provided for electric, water and BT at a convenient point set at the back edge of the footpath adjacent to the drive indicated on the Design Guide Layout. Easy connection into the sustainable drainage system will be available within each plot.

Each plot will be prepared to a formation level 300mm below the finished ground level floor level directed by the design guide to the footprint indicated on each concept and extended by 2m subject to plot boundary.

Boundaries to plots will be defined by the following:-
External boundaries by retained hedges or tree or other identified in the Approval.
Boundaries adjacent to roads by finished edging.
Divisional boundaries between plots by fence or planted hedge.

PLOT PURCHASER

Having satisfied the requirements of the Authority’s Self-Build and Custom build Register, Plot Purchasers will be obligated to build a Potton Home.

Potton offer a full Design and Planning service to plot purchasers to deliver architectural design, individual planning permission, building regulation submission, energy efficiency calculations and structural engineering services.
BUILD SYSTEM
Purchasers may choose from a choice of systems offering alternative windows, doors and stairs as well as thermal performance and options to add further products.

ROUTES TO BUILD
Purchasers may choose to manage the build themselves or take advantage of the extensive support services and partner network available from Potton, to utilize a Project Management Partner or Turnkey Build Partner.

THE DESIGN GUIDE
The Design Guide describes a set of overall guidelines for the scheme and in particular sets expectations for the building form and external material specifications.

The Guide enables us to work with our customers and develop architectural designs for them safe in the knowledge that they will secure Detailed Planning Permission when submitted and give confidence to those granting Approval that expectations will be realised.

The Purchaser can therefore create a dwelling design based on their specific requirements, but taking into account the Design Guide as referred to within the planning consent and any relevant Condition contained within the Approval.
APPLICATION FOR OUTLINE CONSENT

This Design Guide supports the outline planning application reference P181754/O to consent the development of 15 homes located at Wellington Marsh, Hereford. It is intended that the Application enables consideration of intended visual impact, scale, appearance and material palette.

This Design Guide seeks to enable individual Plot Purchasers to vary or amend the Consent to provide opportunity for Custom Build, by means of Reserved Matters. Individual Plot Purchasers will enter into a Design and Planning Agreement with Potton, who will make application on their behalf to amend conditions granted under the Consent, for agreement on a plot-by-plot basis in accordance with the overall plans and Design Guide provided herewith.

Variation will relate to plot layout, scale, appearance and materials. It is intended that this Guide is conditioned to enable consideration of any proposed amendment.

RESERVED MATTERS
To be true to the principles of custom build, the following matters have been reserved for subsequent approval on a plot-by-plot basis:

(a) Layout
(b) Scale
(c) Appearance and building materials
(d) Hard and Soft Landscaping

Outlined consent will include the approval of the means of vehicular access but it will be granted conditional on the details of the above ‘reserved matters’ being submitted to and approved in writing by the LPA.

Reserved matters (a) to (c) are for agreement on a plot-by-plot basis in accordance with the overall site concept plans and design guide provided herewith. Individual and/or group plot applications for approval of reserved matters is envisaged. Matter (d) will require a strategic site wide hard and soft landscaping proposal to be commissioned by the site enabler as a condition of the outline consent. This will then inform individual plot landscaping proposals.
OUTLINE PLANNING CONDITIONS

In addition to the standard Reserved Matters Applications (RMA) to be undertaken on a plot-by-plot basis (as detailed previously), the outline consent will be subject to the imposition of several site wide conditions, such as landscaping of communal areas. These matters will be agreed with the LPA by the site enabler through the submission of a formal application of the approval of details controlled by conditions pursuant to the grant of outline planning permission.

The following are site wide example conditions which will be dealt with by the site enabler following the grant of outline planning permission:

Example Condition (1) - TREES: No ground clearance, demolition, or construction work shall commence until a scheme has been approved in writing by the local planning authority to safeguard trees to be retained on / adjacent to the site as part of the development. The submitted scheme shall include the provision of a tree protection plan (TPP) based on an arboricultural implications assessment (AIA) as recommended in BS5837:2012. The integrity of the approved tree protection measures / scheme shall be maintained for the duration of the construction works.

Example Condition (2) - LANDSCAPE MANAGEMENT: Development shall not take place until a landscape management plan, including long term design objectives, management responsibilities and maintenance schedules for all landscape areas, other than small, privately owned domestic gardens, has been submitted to and approved in writing by the Local Planning Authority.

Example Condition (3) - DRAINAGE: No development shall take place until a scheme of foul drainage and surface water drainage, incorporating the principles of sustainable urban drainage design, has been submitted to, and approved by the Local Planning Authority. The approved scheme shall be completed before the development is occupied.

Example Condition (4) – CONTAMINATION: Development shall not take place until an approved scheme of remediation has been submitted to and agreed by the Local Planning Authority.

Example Condition (5) – SITE MANAGEMENT PLAN: Development shall not take place until a Site Management Plan has been submitted to and approved in writing by the Local Planning Authority. The plan should include the following details:

- Parking of vehicles of site personnel, operatives and visitors
- Site compound and loading and unloading of plant and materials
- Storage of plant and materials in constructing the development
- Storage of oil, fuel and chemicals
- Protection of ecology and archaeology
- Prevention of mud being deposited on highway
- Measures for the control and reduction of noise from construction
- Measures for control of construction traffic on and off the site
- Hours of operation of construction works and others works on the site
- The erection and maintenance of security hoarding and displays
DESIGN GUIDE: DESIGN PROCESS & DESIGN GUIDE CONCEPT PLANS

The outline planning application which is the subject of this statement is accompanied by a Site Layout providing for a number of Concept House Types. It is also accompanied by concept floor plans and elevations. These drawings seek to inform the evolution of individual custom builder designs on a plot-by-plot basis.

In this regard, the design guide, which is set out in the following section of this statement, seeks to provide clear guidelines for individual developers regarding the location of properties within their respective plots, design parameters, material choices and the integration of more sustainable technologies within their build.

The guide will be used to inform each custom builder to ensure a cohesive and successful development of the site, whilst delivering highly desirable custom build plots that permit design flexibility.

DEVELOPMENT INFRASTRUCTURE

Services
Each plot is to be provided with access to foul and surface water drainage, and utility connections, with service terminals for use during and after construction.

Public
Throughout the development shared boundaries will employ consistent materials, detailing and planting to foster a cohesive community atmosphere.

INDIVIDUAL PLOTS

Landscaping
Each plot with benefit from boundary treatments in accordance with the outline planning application, adhering to a landscape strategy which provides suitable treatment to plots boundaries and the adjoining open countryside and road.

Site Boundaries
Soft planting will be required to enhance the overall design and privacy between plots. Front gardens will remain open and free from fence. Hedging planting to delineate ownership is acceptable.

Density
Each plot can accommodate a single dwelling.

Separation
Although plot widths are sufficiently large to support generous ‘freedom’ of layout, all proposals should allow access for maintenance of buildings and boundaries. It is considered that the gap to side boundaries should be a minimum of 1.5m, unless specific house design and site layout permits.

Building Footprints
The indicative plots are of a size and form which enables them to accommodate footprints of between circa 1,900ft² to 2,800ft² per plot. Marketing undertaken by the applicant confirms that houses of this size are popular with potential custom builders.
**Site Access**
The provision and location of individual plot accesses will be fixed according to the primary infrastructure, as specified in the development master plans i.e. the consented Site Layout and Drainage solution.

**Driveways and Paths**
Materials used in the construction of private driveways and paths should complement those used in the common infrastructure.

** MASSING AND COMPOSITION**

**Number of Storeys**
To maximise assimilation into the surrounding countryside and to preserve individual plot amenity, it is perceived that all properties will be two-storeys in scale and form with opportunity for room-in-the-room where appropriate.

**Composition**
Elevation heights and scales should be contextual. Other matters to consider include solar orientation; visibility from the street; day-to-day functionality; individual plot layout; and, the relationship with adjacent social / communal spaces.

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**Private Gardens**
Each property is shown to be served by variety of paving, lawn and planting inter separation. This will ensure suitable residential amenity is afforded to each plot in terms of privacy, overshadowing, outlook and garden sizes.

**Building Positions**
Development will follow a general building line to their respective road frontage with primary windows facing front and rear. Precise building positions and footprints will ultimately be reviewed on a plot-by-plot basis. This will enable the individual requirements of each custom builder to be duly considered, whilst ensuring that one dwelling does not unduly overlook, over shadow or over dominate another.

**Parking**
A minimum of 2no. open parking spaces are envisaged to the front or side of each property, along with detached or integral garaging where relevant, similar with types exampled in this guide.
SUSTAINABILITY AND ENERGY EFFICIENCY
All materials supplied by Potton will be responsibly sourced, including full chain of custody for all timber used in the manufacture of the insulated frame system. All insulants used in the dwelling will only use substances that have a GWP<5 in manufacture and installation.

Energy Efficiency
Potton offer a variety of insulated panel solutions and windows all of which improve upon the standard elemental approach of the Building Regulations Part L 2013. With thermal conductivity as low as 0.020 W/m.K, Kingspan Kooltherm insulation are the most thermally efficient insulation products commonly used. By upgrading the frame system, Custom Builders can choose to increase the external wall U-value from 0.15 to 0.1 W/m2.K, compared with the 0.18 used as a standard within SAP, depending on external cladding type.

When integrated into designs that feature approved construction details resulting in y-values of 0.05, which is better than the y=0.08 achieved by using the DCLG Accredited Details, we can provide self-builders with a guaranteed 10% improvement on the Building Regulations Target Fabric Efficiency figure, and opportunity to improve further. Individual Plot Purchasers will be given opportunity subject to meeting with their budget aspiration.

Sustainability and Responsible Sourcing
In common with all businesses within Kingspan, Potton operate an Integrated Management system that is certified by BRE. The system covers ISO 9001 (Quality), ISO 14001 (Environment) and OHAS 18001.

In 2011 Kingspan Group set a target that by 2020 all its energy needs will be met by renewable energy. By the end of 2016, 57% of the total need of 424GWh came from renewable sources. The group is ahead of its net Zero Energy target.

The timber and board materials Potton purchase are sourced from sustainable forests and are certified by either PEFC or FSC® depending upon source and product. We hold chain of custody certification from PEFC and FSC®. Any timber (preservative) treatments required are applied in our factory after timber has been cut to size.

We therefore do not produce any treated timber waste or have to brush treat cut ends in the factory or on site.

All of the Kingspan Insulation products Potton use have a Low Global Warming Potential (<5) and Zero Ozone Depletion Potential. Kingspan Insulation products (Therma, Kooltherm, TEK® and OPTIM-R) are covered by BES 6001 a Framework Standard for Responsible Sourcing.

The Building Elements produced by Potton typically achieve Green Guide ratings of A or A+ depending on the nature of the finish or cladding used. Potton will encourage each purchaser to incorporate into their design renewable and other energy saving options depending upon budget and choice of route to build, to deliver their unique home.
Once you decide to Custom Build with Potton you will have unlimited access to our acclaimed Self Build Academy to help guide you at each stage of the process.

Self Build Academy
To celebrate the 50th anniversary of Potton back in 2014, we launched the Self Build Academy using our extensive experience and knowledge. We developed a range of four core workshops and seminars aimed at making this knowledge available to all self builders.

Now, the Academy contains over 10 different masterclasses and courses, each targeted at different stages of the self build journey. From finding land and an introduction to the process, through to the design element, creating energy efficient homes and how to manage the build.

Together, they will guide you all the way through the process of building your dream home and will help you develop the skills needed to successfully complete your project.

Visit [www.potton.co.uk/courses](http://www.potton.co.uk/courses) to see the full list of upcoming courses and dates.
DESIGN GUIDE
WELLINGTON MARSH

BEAUTIFULLY TAILORED

Designed to meet your needs, tailored for your lifestyle and budget...

Creating a home...

Just imagine...

Perfectly planned...

Beautifully tailored...
Visit Our Show Centre…

Our stunning show homes will inspire your imagination…

**Gransden**
The Tudor-style Gransden is a wonderfully spacious four bedroom family home with exposed posts and beams.

**Milchester**
The Milchester is a Rectory-style home that provides all the formal elegance, style and space of Georgian architecture.

**Caxton**
Caxton cottage, with its sloping ceilings and post and beams, recently updated with a contemporary feel.

**Wickhambrook**
The energy efficient Wickhambrook combines contemporary interiors with a traditional barn exterior.

**Elsworth**
The UK’s first show home to be certified to Passivhaus standard is now complete.

START YOUR SELF BUILD JOURNEY AT POTTON.CO.UK
Build a home that’s truly yours