

Cranbrook: 10 years in

30th March 2022

eastdevon.gov.uk @eastdevon

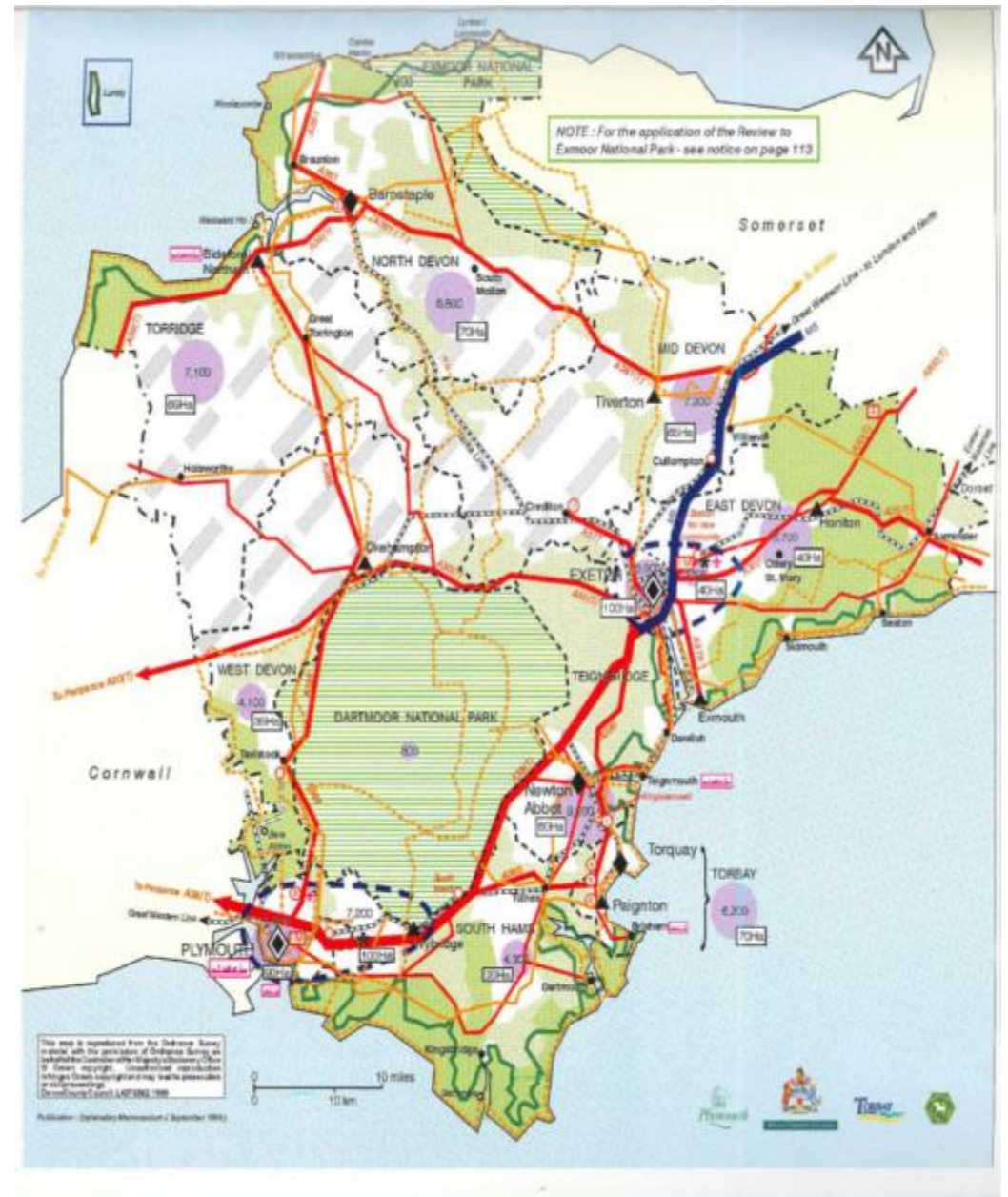
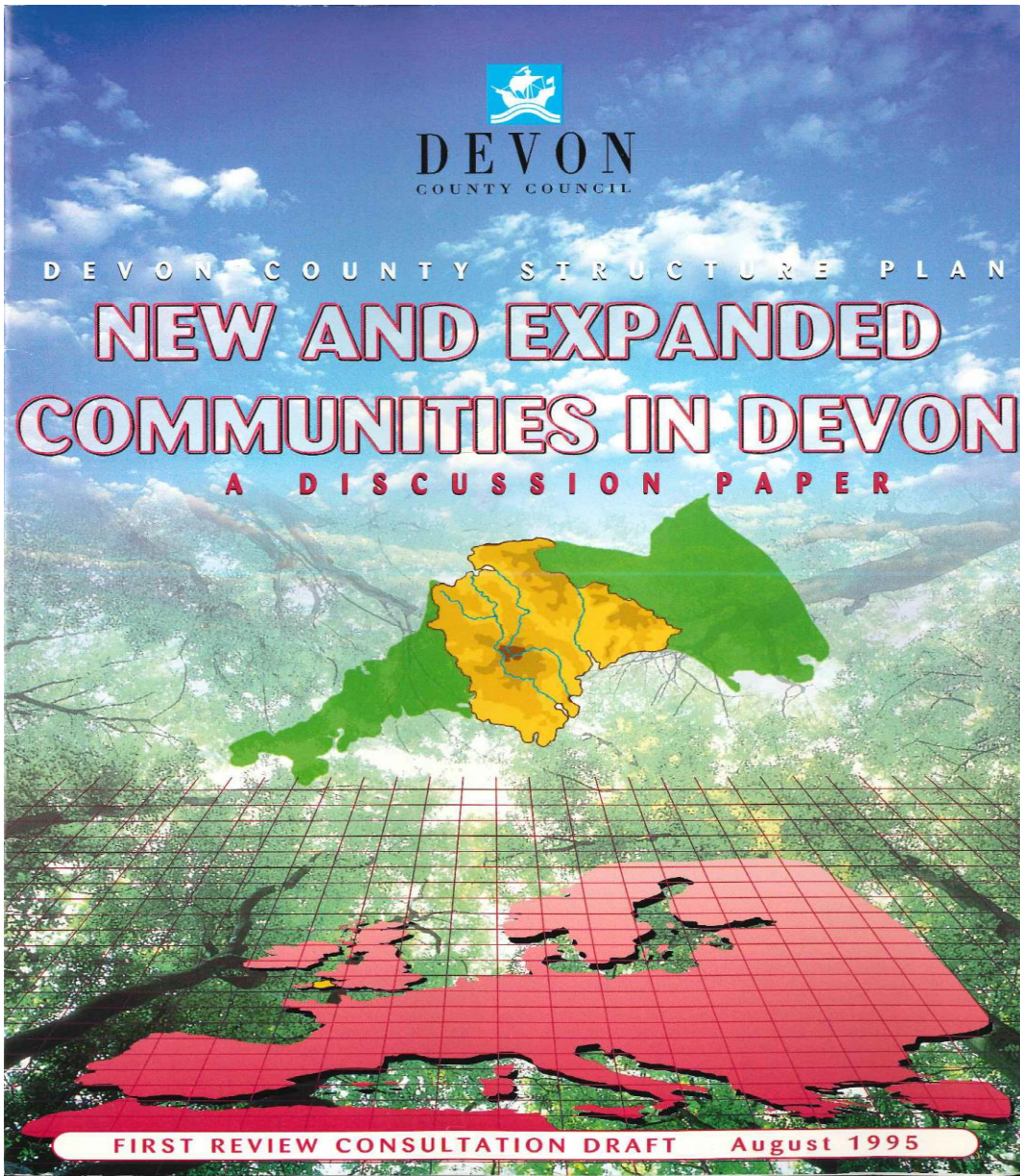


An aerial photograph of a suburban town. The town is characterized by dense residential areas with red-tiled roofs and light-colored walls. The town is surrounded by green fields, some of which are divided into smaller plots by hedges or fences. There are several roads and a parking lot visible. The overall scene is a mix of urban development and rural landscape.

Commercially driven model

No public sector controlled land

Is there market failure?





Vision for Cranbrook:

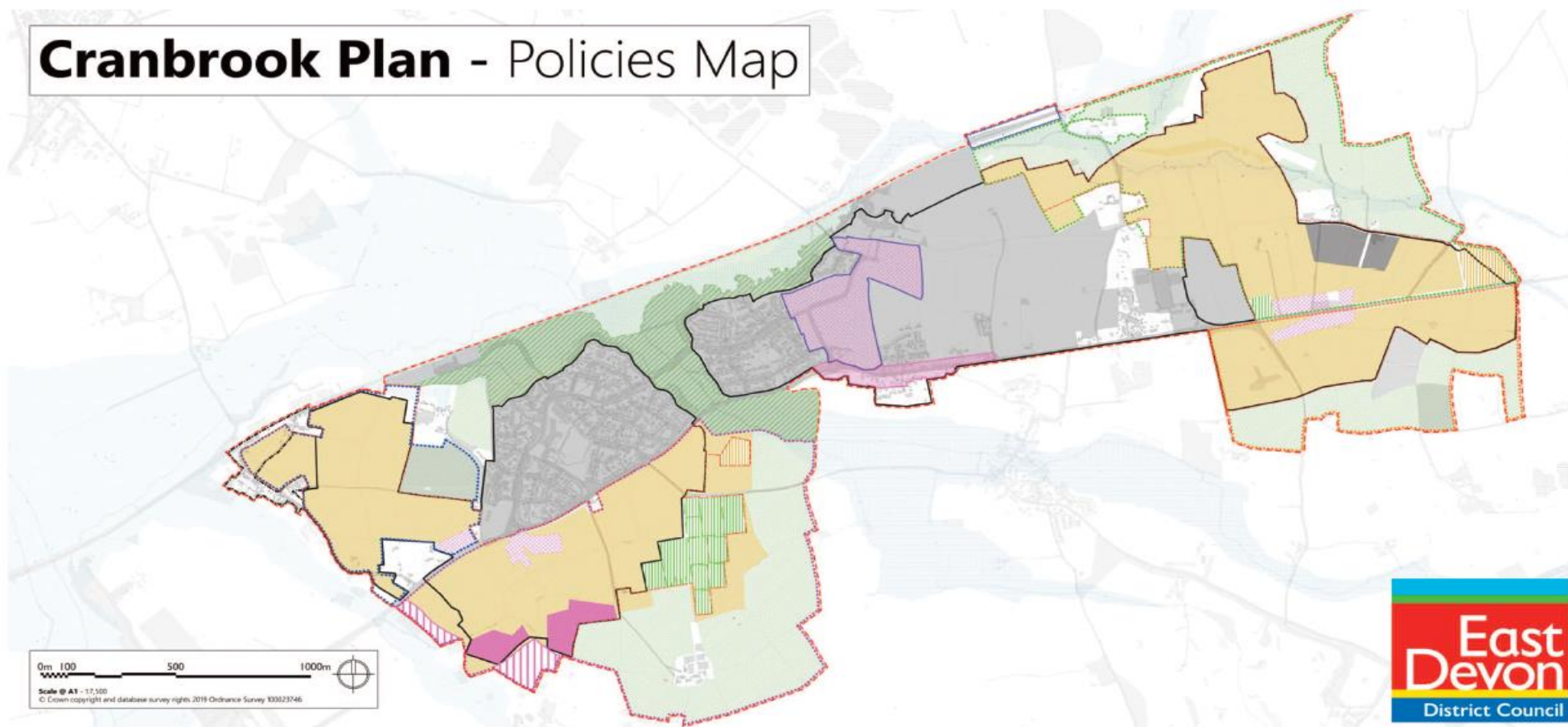
Sustainable, vibrant, attractive town which combines the rich urban fabric of historic Devon service centre or market town whilst meeting the needs of 21st Century lifestyles.



- 1991** - Initial concept
- 1995** - Devon Structure Plan
- 2006** - East Devon Local Plan to 2016
- 2007** - Growth Point designation
- 2010** - OPP for 2,900 homes
- 2011** - RMs for 1,120 homes
- 2012** - Successful launch
First residents move in
- 2016** - East Devon Local Plan to 2031
- 2022** - Circa 2,700 occupations
Cranbrook Plan adoption
Live applications for circa 4,000 homes



Cranbrook Plan - Policies Map



Key

Strategic policies

- CB2 Bluehayes Expansion Area, including SANGS
- CB3 Treasbeare Expansion Area, including SANGS
- CB4 Cobdens Expansion Area, including SANGS
- CB5 Grange Expansion Area, including SANGS
- CB2 CB3 CB4 CB5 Non-specific use allocations

- CB3 CB4 Gypsy and Traveller allocations
- CB3 Employment land allocation
- CB3 CB4 Sports Pitches
- CB4 Cobdens education land
- CB8 Built Up Area Boundary of Cranbrook

- CB8 Built Up Area Boundary of Broadclyst Station
- CB10 Land safeguarded for second station
- CB14 Land safeguarded for energy use
- CB15 Delivery of Suitable Alternative Natural Green Space

Non-strategic policies

- CB22 Cranbrook Town Centre
- CB23 Residential Development in the Town Centre and Neighbourhood centres
- CB24 London Road commercial and retail proposals

For information

- Flood Zone 2
- Existing Cranbrook outline permission
- Cranbrook Plan area
- Allocations boundary
- Cranbrook Country Park

What's been delivered so far?



- 7 retail units (with post office counter)
- 3 play areas
- 2 schools
- Parsonage
- Community centre
- GP practice
- Rail station
- Bus service
- Co-bike dock
- Allotments
- Country Park
- Pub
- Playing pitches



The town with no centre: Will new town Cranbrook ever realise its potential and finally be completed?

Signs advertising the town centre still stand tall, but the land remains empty



Exclusive

Where is Cranbrook's town centre?

🕒 PUBLISHED: 12:31 23 July 2019 | UPDATED: 10:11 30 July 2019 | Beth Sharp



Cranbrook town centre site on Court Royal. Ref: mh:SO 19T1 8768. Picture: Terry Ife

Cranbrook was promised a town centre. But where is it?

10 year review: what are the lessons?

1. Clarity of vision
2. Local leadership
3. Sustained financial support
4. Beyond planning
5. Understand the delivery model
6. Control of land is key
7. Infrastructure-led approach
8. Importance of master developer role
9. Mixed and balanced communities are hard to achieve
10. Look forward and future proof

#5 Understand the delivery model



House builders not town builders?

Stewardship model?



#6 Control of land



#7 Infrastructure-led approach



St Martin's Primary School
September 2012



Cranbrook Education Campus
September 2015

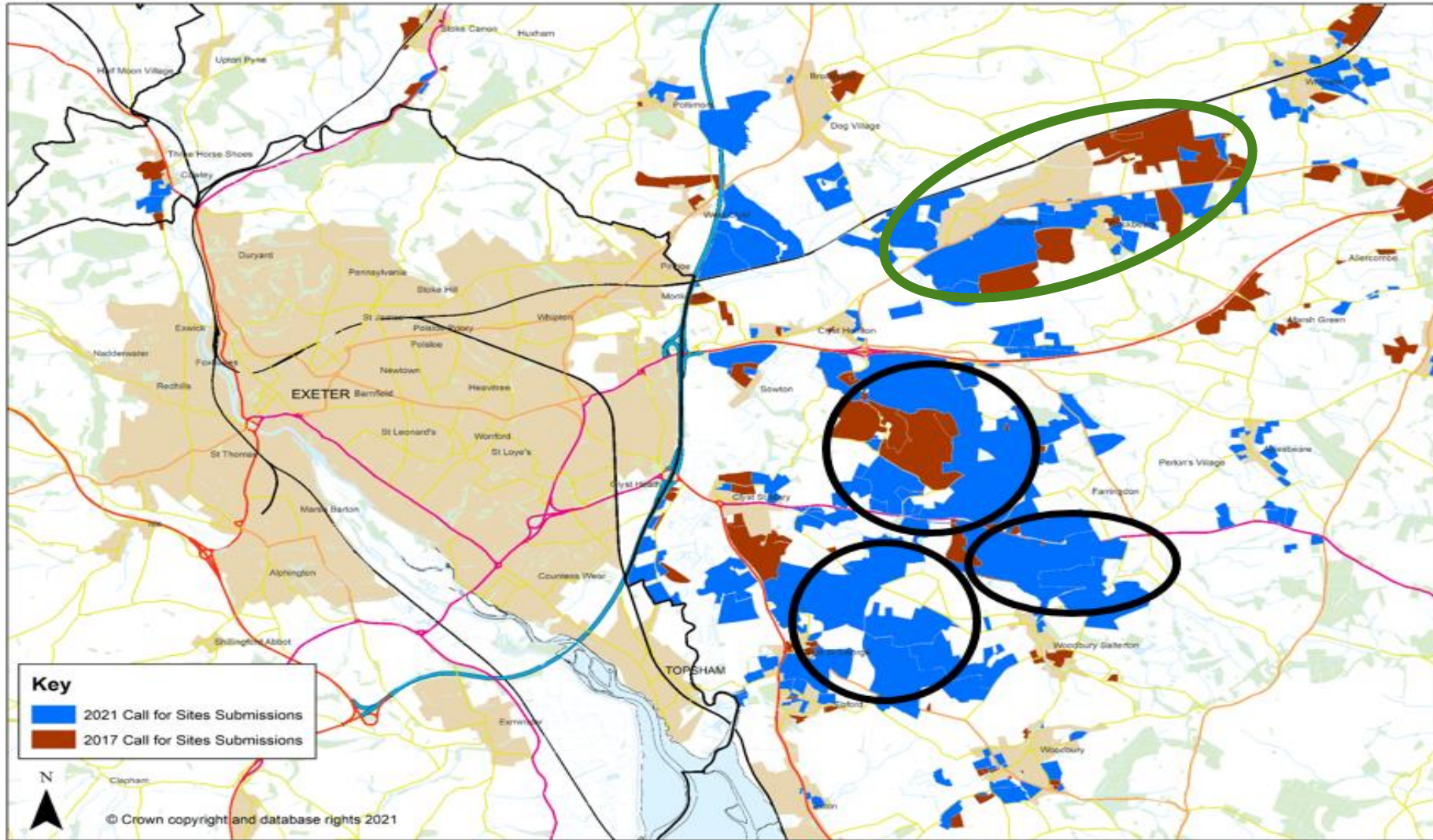
Is there market failure?

- Land acquisition
- Asset investment/endowment
- District heating investment – with social fund
- Local revolving infrastructure fund

Total cost = £70m

Phase 1 affordable housing = 30%

Expansion areas = 15%





Thank you



Andy Wood

Service Lead

Growth, Development and Prosperity

East Devon District Council