### EIA Quality Mark Case Study

#### Church Park, Wadebridge

<table>
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<th>Key Issues –</th>
<th>Purpose of the project</th>
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<td>- The importance of having an integrated design team from the outset to find effective solutions to competing interests/priorities.</td>
<td>A mixed-use urban extension to Wadebridge designed to contribute to unmet housing and infrastructure needs in the town and gain support through the neighbourhood planning process.</td>
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<td>- Consideration of innovative approaches to mitigation.</td>
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#### Description of the project

Up to 600 homes, open space, B1 employment, primary school and Local Centre (D1, A1, A3) on a 30ha site on the north eastern edge of Wadebridge. The site is mainly Grade 3B/4 agricultural land with some Grade 3a. It is not subject to environmental designations but is in close proximity to the Camel and Allen Valley SAC/SSSI, Wadebridge Conversation Area, and to a lesser extent the North Cornwall AONB. Outline planning permission was sought with all matters except access reserved. Build-out planned in 3 phases over 7 years (2018 – 2025 opening year).
Lessons learnt

The importance of having an integrated design team from the outset to find effective solutions to competing interests – the client was keen to maximise the number of homes on site, but the original idea involved building over the ridgeline of the valley and locating playing fields on a steeply sloping area of the site. By working with landscape specialists, the socio-economic consultant and the masterplanners, the EIA Team were able to devise a scheme that delivered a similar number of units with lesser impact, by increasing densities at the centre of the site around the Village Core and switching the location of the school with a flatter development parcel previously intended for housing. This ensured that the school playing fields met required standards, and that the ridgetop of the valley was kept clear of development, lessening landscape and visual impact and providing an additional area of open space with views across the town.

Lessons learnt cont. -

Considering innovative approaches to mitigation - No significant air quality impacts were identified on or in the vicinity of the site, though potential impacts on Wadebridge and Bodmin town centres was identified given the limited route options available for cars. Proposed measures such as investment in walking and cycling infrastructure around the site, bus route support and Travel Plans were not sufficient to mitigate effects. We therefore proposed providing every dwelling with an electric vehicle charging point, removing one of the major barriers to the uptake of electric vehicles as they become more readily available. This innovative approach to mitigation was accepted in principle by the Air Quality Officer.

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