



Crocus Homes: a designer and builder of high-quality new homes, with an ethical standing

Proposed New Homes with Country Park and Community Facilities: - Land South of Leffins Lane, Acle

Lanpro is contacting you on behalf of Crocus Homes to inform, and seek your views, as part of a public consultation relating to a mixed-use residential-led development on Land South of Leffins Lane, Acle, which is outlined in red below:



Crocus Homes

The company's main activity is as a house builder – but with a difference: ethically minded and a community led approach. High quality developments drawing from local labour and designs provide profits that are not utilised for purely commercial gain – being split between reinvestment and returns to Saffron Housing Trust, the parent company to Crocus, where funds continue to be invested in the provision of low cost quality homes for those in need throughout Norfolk.

Crocus Homes seek to deliver high-quality developments with a good mix of house styles and types with a genuine and meaningful relationship with the local community; as to provide local benefit. Indeed, Crocus has found positive feedback from both its prior developments in Acle, with a particular respect for its high quality affordable provision and strong street scenes amongst the overall schemes.



Crocus also have developments at School Lane in Bawdsey ('Foresters Glade') and Rectory Road in Coltishall ('Bure Gardens').

The Proposals

- A Country Park of more than 10-hectares (some 25 acres). It could include a trim-trail, community orchard, and various uses for which opinions are welcomed.
- 200 homes, including affordable housing mixed throughout (being available for rent and purchase at genuinely affordable, discounted levels).
- An Independent Living Community (ILC) for over 55 people, with a 24-hour on-site care warden. There will be support plans in place to meet low-level care needs as well as social facilities such as hairdresser, café, common rooms and gardens to use.
- A serviced site for a new Community Building – for which opinions are welcomed (e.g., meetings, clubs, Mens Shed or other community-based uses).
- A Car Park of some 50 spaces with access through the Crocus 'Oaks Meadow' development north to reach the railway station: as day long car parking. It is also envisaged to enable the Great Yarmouth-Norwich fast bus to stop here, so in effect a 'Park and Ride' facility.
- A primary vehicular access from Leffins Lane with pedestrian crossing for improved pedestrian and cyclist connections both there and to Jolly's Lane/onto Reedham Road.
- Potential for further traffic calming to Leffins Lane (not just the Oaks' Meadow development's 40mph from 60mph, but further reduction to 30mph).
- Sustainable drainage is a key consideration and is being designed to the highest standards.

An indicative masterplan has been prepared by Eastern Design Architecture Ltd. It provides an illustration as to how the proposals could come forward:



Key Considerations

Outlined below are some key questions which you may have in relation to the proposals. The below is not intended to be exhaustive, and it is recognised that there are other areas that will need to be addressed as part of our upcoming application for planning permission. Dialogue is also ongoing with Broadland District Council and Acle Parish Council.

- **Is the Development Needed?**

The take up from the two previous Crocus developments has proved a strong need for new homes, market and affordable. The District has housing targets it needs to meet and this will contribute, but providing many local benefits in doing so. Family homes to bring more children will help feed the vibrancy of the village for times to come, in particular the two schools.

The Independent Living Community is a need which is vast; the latest Census confirms that Norfolk and the area has a generally older population which is growing.

Both the land for a community building and country park are assets which Acle could enjoy to complement its existing strong community and social facilities. As well as significant environmental benefits being a biodiversity rich net-gain amenity, it will remove some of the recreational pressure from the more ecologically sensitive environments in close proximity.

The car park can assist the limited railway station parking as well as giving a convenient alternative, for use of the fast bus, to alleviate the high levels of on-street parking in the village centre.

- **Why Here?**

Acle is well served with frequent bus and train transport, and ideally situated on the A47 Norwich to Great Yarmouth trunk road. The village has a good range of shops, with health and schooling (all with capacity for the growth). There are employment opportunities both in the village and nearby.

- **Will traffic increase?**

Leffins Lane, along with Reedham Road, and the railway station provide direct and convenient links to local facilities: with an enhancement to walking and cycling. As part of the development to the north highway improvements are to be undertaken which will provide, among other things, a 2m footway to connect the train station to the footpath on Reedham Road, together with extending further 2m footway up to Norwich Road. Specialist highways consultants are working to ensure that traffic generated by the development can be accommodated within the local road network without significant detrimental impacts.

- **Will local services cope with the development?**

As well as direct provision of many items to cope, substantial financial contributions ('CIL' - Community Infrastructure Levy) will be made to the district council. Utilities providers will be amongst the direct provision, with mains connections for foul sewer, electricity, water and telecommunication & broadband been scoped with capacity already.

- Will there be any Affordable Housing?

In accordance with planning policy 28% of the new homes will be provided as affordable. This will comprise a range of affordable products, including First Homes, intermediate housing and housing for affordable rent. Furthermore, all of the Independent Living Community will be affordable, which will give an aggregate of the site being some 40-45% affordable proportion.

- Will there be an impact on Heritage Assets?

There are statutorily or locally listed buildings on land immediately adjacent and in the general proximity. These have been assessed against the proposals are considered to have no impact.

How can I obtain more detail regarding the proposals, and provide my comments?

A public consultation event is to take place at the Acle Methodist Church Hall **between 1pm and 6pm on 28th November 2022**. The address of the Church Hall is 2 Bridwell Lane, Acle, NR13 3RA. Please come along to view the consultation boards, and to discuss the proposals with our consultant team.

Crocus Homes wishes to hear the communities views on the proposals. Comments can be left at the public consultation event. Alternatively, they can be submitted in writing or online. If you intend to write to us with your thoughts, please include 'Land at Leffins Lane, Acle, on the letter and address it to the below:

Lanpro Services Limited
Brettingham House
98 Pottergate
Norwich
NR2 1EQ

A bespoke consultation webpage has also been prepared which captures the details of this leaflet and provides the facility for you to submit your comments online. To do so, please visit the following address:

www.lanproservices.co.uk/leffins-lane

Please provide your thoughts before midnight on Friday 9th December. At this point the consultation period will formally end. However, any comments received after this date will be recognised and implemented where possible.

A further opportunity for comments will be available once the proposals have been submitted to the District Council. This period of statutory consultation will be held for 21 days, and comments during that time will be made to the District Council through their planning portal.

Thank you for your time, and we look forward to hearing from you soon.