E W Pepper
September 2026

BIDWELLS

E W PEPPER: PROPOSED SUBMISSION GCLP, REGULATION 19 CONSULTATION 2026 REPRESENTATIONS: SITES FOR ALLOCATION

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1.0 Land off High Street and Land off Swan Lane, Guilden Morden (HELAA Site ID 40300)

These two Sites in Guilden Morden have been combined in the Council's HELAA 2026, which reflects the approach of the Vision document we submitted to the Draft Plan (Regulation 18) in January 2026.

The Vision for the Site proposes the sensitive development of Land off High Street and Land off Swan Lane, Guilden Morden (HELAA Site ID 40300) to include 40-45 dwellings along with the provision of a new community village green/meadow, play facilities and landscaping. It reflects the comments received from Urban Design Officers on the proposed layout during pre-application discussions held with Officers in 2018.

Residential development on the Site would bring a number of economic, social and environmental benefits:

- A policy compliant level of affordable housing units tailored to meet local housing local needs;
- Provide a biodiversity net gain on site through the creation of new habitats, including wildflower grassland and tree planting, on land which is currently of low ecological value;
- A new public open space in a well-connected and central location within the village;
- New community orchard and village green for the whole village community to enjoy;
- New footpaths to link into and enhance the PROW network and available safe, walking routes within the village; and
- New residents which will help to support the vitality of local infrastructure, including public transport, community public house and primary school.

There are no overriding technical constraints to the delivery of residential development on the Site. The Proposals would ensure that the setting of the Conservation Area is protected.

The northern boundary of the Site is currently designated as an Important Countryside Frontage under Policy NH/13 of the South Cambridgeshire Local Plan 2018 and Draft Policy GP/LC proposes to retain this designation. However, we continue to object to this designation. The Site does not have a strong countryside character and it is visually enclosed by significant vegetation screening; there are no views out to the countryside side to protect. Furthermore, the Vision document shows how a break in the built development could still be retained through providing new landscaping and open space along the northern boundary. As set out in our comments to Policy GP/LC, the Councils should remove the Important Countryside Frontage designation from this Site.

As shown in the Vision document, the proposals include for wider amenity contribution to the village at Land off Swan Lane.

As set out in the below HELAA 2026 Response, the Site is suitable, available and achievable for development during the next 5 years.

HELAA SITE ID 40300: LAND OFF HIGH STREET AND LAND OFF SWAN LANE, GUILDEN MORDEN	HELAA (2026) RANKING	SEPTEMBER 2026 REPRESENTATION RESPONSE	PROPOSED RAG RATING
Suitability			
Adopted Development Plan Policies	Amber	Any policy constraint could be overcome via a Site Allocation.	Green
Flood Risk Assessment	Green	Site entirely in Flood Zone 1 with no areas at risk of surface water flooding.	Green
Landscape Assessment	Amber	With careful mitigation development could be accommodated without material harm to the surrounding countryside's landscape character and views. See Vision document.	Green
Biodiversity and Geodiversity	Green	Any proposals would provide ecological enhancement.	Green
Open Space/ Green Infrastructure	Green	The Site will promote access to open space and green infrastructure.	Green
Historic Environment Assessment	Amber	Impact on Conservation Area could be mitigated through design considerations.	Green
Archaeology Assessment	Amber	Archaeological investigation prior to development can be secured via an appropriately worded Condition.	Green
Accessibility Assessment	Amber	Accessibility provisions can be made through the appropriate design.	Green
Site Access	Amber	There are no constraints that cannot be dealt with through appropriate design.	Green
Transport and Road	Amber	Any impact could be mitigated through appropriate measures secured as part of any future application.	Green
Noise, Vibration, Odour and Light Pollution Assessment	Amber	HELAA notes acceptable in principle subject to detailed design and	Green

		mitigation. Specific assessments would accompany a future application.	
Air Quality	Green	The Site does not lie within an AQMA.	Green
Contaminated Land Assessment	Amber	Potential for contamination due to historic agricultural uses. Contamination Reports and subsequent remediation scheme would accompany any future application and appropriate remediation scheme secured via Condition.	Green
Overall Suitability Score	Amber	Demonstrated above there are no technical considerations that could not be mitigated or should preclude the allocation and development of the Site.	Green
Available			
	Green	Site remains under agreement with the landowner. Single ownership with intention to develop.	Green
Achievable			
	Green	Viable for residential development	Green

2.0 Land at Town Farm, Guilden Morden (HELAA Site ID 40315)

This Site has been promoted by E W Pepper Ltd throughout the emerging GCLP process. The Site has been reduced in size to 4 hectares in the Council's HELAA 2026, which reflects the approach of our response to the Call for Sites and the Draft Plan (Regulation 18) in January 2026.

This smaller-scale development is focused on the previously-developed land (PDL) at Town Farm. A sensitive development will include careful consideration of all matters including appropriate access. The table below sets out our response to the HELAA 2026:

HELAA SITE ID 40315: LAND AT TOWN FARM	HELAA (2026) RANKING	SEPTEMBER 2026 REPRESENTATION RESPONSE	PROPOSED RAG RATING
Suitable			
Adopted Development Plan Policies	Amber	Any policy constraint could be overcome via a Site Allocation.	Green
Flood Risk Assessment	Amber	Revised Site is within Flood Zone 1. A sensitive approach to layout and drainage strategy could mitigate flood risk.	Green
Landscape Assessment	Amber	Layout would respect the existing development pattern. Smaller development than previously proposed, focused on the brownfield land.	Green
Biodiversity and Geodiversity	Green	Any proposals would provide ecological enhancement.	Green
Open Space/ Green Infrastructure	Green	The Site will promote access to open space and green infrastructure.	Green
Historic Environment Assessment	Amber	The northeastern edge of the Site lies within the Conservation Area. However, layout and sensitive design would mitigate any impacts on heritage.	Green
Archaeology Assessment	Amber	Archaeological investigation prior to development can be secured via an appropriately worded Condition.	Green

Accessibility Assessment	Amber	Adequate accessibility to key local services, transport, and employment opportunities.	Green
Site Access	Red	Safe and suitable access to the public highway would be delivered as part of any development.	Amber
Transport and Road	Amber	Any impact could be mitigated through appropriate measures.	Green
Noise, Vibration, Odour and Light Pollution Assessment	Green	Site capable of being developed with regards to environmental health considerations.	Green
Air Quality	Green	The Site does not lie within an AQMA.	Green
Contaminated Land Assessment	Amber	Potential for contamination due to historic agricultural uses. Contamination Reports and subsequent remediation scheme would accompany any future application and appropriate remediation scheme secured via condition.	Green
Overall Suitability Score	Red	Demonstrated above there are no technical considerations that could not be mitigated within any future application.	Green
Available			
	Green	Site remains under agreement with the landowner. Single ownership with intention to develop.	Green
Achievable			
	Green	Viable for residential development.	Green

3.0 Land to the west of Brook End, Steeple Morden (HELAA Site ID 40294)

The development of up to around 25 dwellings is based on a consideration of the capacity of the existing public highway and the rural context of the Site. The development would offer a number of affordable housing units alongside market housing, which would contribute towards meeting local housing needs.

The development would provide for newly forming households in the village (young people) and would support the vitality of local services, including shops, public transport, schools etc. This will ensure the ongoing and long term sustainability of the village.

The below table sets out our response to the HELAA 2026:

HELAA SITE ID 40294: LAND TO THE WEST OF BROOK END	HELAA (2026) RANKING	SEPTEMBER 2026 REPRESENTATION RESPONSE	PROPOSED RAG RATING
Suitable			
Adopted Development Plan Policies	Amber	Any policy constraint could be overcome via a Site Allocation.	Green
Flood Risk Assessment	Green	Site entirely Flood Zone 1. No surface water flooding.	Green
Landscape Assessment	Red	Appropriate quantum of residential development and effective layout could be effectively mitigated through landscaping scheme.	Green
Biodiversity and Geodiversity	Amber	Appropriate mitigation could be included within any future application.	Green
Open Space/ Green Infrastructure	Green	~	Green
Historic Environment Assessment	Green	~	Green
Archaeology Assessment	Amber	Archaeological investigation prior to development can be secured via an appropriately worded Condition.	Green
Accessibility Assessment	Amber	Accessibility provisions can be made through the appropriate design.	Green

Site Access	Red	Safe and suitable access to the public highway to be reviewed.	Amber
Transport and Road	Amber	Any impact could be mitigated through appropriate measures secured as part of any future application.	Green
Noise, Vibration, Odour and Light Pollution Assessment	Green	Site capable of being developed with regards to environmental health considerations. Specific assessments would accompany a future application.	Green
Air Quality	Green	The Site does not lie within an AQMA.	Green
Contaminated Land Assessment	Amber	Potential for contamination due to historic agricultural uses. Contamination Reports and subsequent remediation scheme would accompany any future application and appropriate remediation scheme secured via condition.	Green
Overall Suitability Score	Red	Demonstrated above there are no technical considerations that could not be mitigated within any future application.	Green
Available			
	Green	Site remains under agreement with the landowner. Single ownership with intention to develop.	Green
Achievable			
	Green	Viable for residential development	Green

4.0 Land to the southwest of Ermine Way, Arrington (HELAA Site ID 40292)

The residential development of around 21 dwellings and associated infrastructure could be accommodated within the Site (1.4 hectares). The design and layout of the development would respect the surrounding character of the area with regards to appearance and scale.

The table below shows our response to the HELAA 2026:

HELAA SITE ID 40292: LAND TO THE SOUTHWEST OF ERMINE WAY	HELAA (2026) RANKING	SEPTEMBER 2026 REPRESENTATION RESPONSE	PROPOSED RAG RATING
Suitable			
Adopted Development Plan Policies	Amber	Any policy constraint could be overcome via a Site Allocation.	Green
Flood Risk Assessment	Amber	Wholly in Flood Zone 1. A sensitive approach to layout and drainage strategy could mitigate any flood risk.	Green
Landscape Assessment	Amber	Design and layout to respond to site context. Mitigatory landscaping scheme also to be included.	Green
Biodiversity and Geodiversity	Amber	Appropriate mitigation could be included within any future application.	Green
Open Space/ Green Infrastructure	Green	~	Green
Historic Environment Assessment	Amber	Landscaping and effective layout to mitigate any potential impact on nearby Listed Assets.	Green
Archaeology Assessment	Amber	Archaeological investigation prior to development can be secured via an appropriately worded Condition.	Green
Accessibility Assessment	Red	Accessibility provisions can be made through the appropriate design.	Green

Site Access	Amber	Safe and suitable access to be demonstrated as part of any future application.	Green
Transport and Road	Green	~	Green
Noise, Vibration, Odour and Light Pollution Assessment	Green	Site capable of being developed with regards to environmental health considerations. Specific assessments would accompany a future application.	Green
Air Quality	Green	The Site does not lie within an AQMA.	Green
Contaminated Land Assessment	Amber	Potential for contamination due to historic agricultural uses. Contamination Reports and subsequent remediation scheme would accompany any future application and appropriate remediation scheme secured via condition.	Green
Overall Suitability Score	Red	Demonstrated above there are no technical considerations that could not be mitigated within any future application.	Green
Available			
	Green	Site remains under agreement with the landowner. Single ownership with intention to develop.	Green
Achievable			
	Green	Viable for residential development	Green

5.0 Land to the east of Old North Road, Kneesworth (HELAA Site ID 40299)

The Site (6.4 hectares) could accommodate a development of circa 142 dwellings and associated infrastructure (based on 75% of the Site being developable area and at a standard quantum basis of 30 dph). The design and layout of the development would respect the surrounding character of the area with regards to appearance and scale.

The table below sets out our response to the HELAA 2026:

HELAA SITE ID 40299: LAND TO THE EAST OF OLD ROAD	HELAA (2026) RANKING	SEPTEMBER 2026 REPRESENTATION RESPONSE	PROPOSED RAG RATING
Suitable			
Adopted Development Plan Policies	Amber	Any policy constraint could be overcome via a Site Allocation.	Green
Flood Risk Assessment	Amber	Site partly in Flood Zone 2 (1%) and partly in Flood Zone 3 (6%). A sensitive approach to layout and drainage strategy could mitigate any flood risk.	Green
Landscape Assessment	Red	Appropriate development quantum alongside considerate design and layout to respond to site context. Mitigatory landscaping scheme also to be included.	Green
Biodiversity and Geodiversity	Amber	Appropriate mitigation could be included within any future application.	Green
Open Space/ Green Infrastructure	Green	~	Green
Historic Environment Assessment	Amber	Landscaping and effective layout to mitigate any potential impact on nearby heritage assets.	Green
Archaeology Assessment	Amber	Archaeological investigation prior to development can be secured via an appropriately worded Condition.	Green

Accessibility Assessment	Amber	Accessibility provisions can be made through the appropriate design.	Green
Site Access	Amber	HELAA notes acceptable in principle. Safe and suitable access to be demonstrated as part of any future application.	Green
Transport and Road	Amber	Any potential impact could be reasonably mitigated through application proposals.	Green
Noise, Vibration, Odour and Light Pollution Assessment	Amber	Site capable of being developed with regards to environmental health considerations with appropriate mitigation. Specific assessments would accompany a future application.	Green
Air Quality	Green	The Site does not lie within an AQMA.	Green
Contaminated Land Assessment	Amber	Potential for contamination due to historic agricultural uses. Contamination Reports and subsequent remediation scheme would accompany any future application and appropriate remediation scheme secured via condition.	Green
Overall Suitability Score	Red	Demonstrated above there are no technical considerations that could not be mitigated within any future application.	Green
Available			
	Green	Site remains under agreement with the landowner. Single ownership with intention to develop.	Green
Achievable			
	Green	Viable for residential development	Green

BIDWELLS

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