

4.0 EVALUATION

4.1 INTRODUCTION

The Masterplan Area comprises 37 hectares and is allocated under policy AP41 Shepherds Grove, Stanton and Hepworth. Paragraph 5.2.95 of the Local Plan (2025) states that:
The site lies between two existing established rural employment areas and is allocated for employment uses in this plan.

The policy requires the development to provide the necessary road infrastructure, including a new roundabout access on the A143 Bury Road and link road through to Grove Lane at Shepherds Grove west.

The Masterplan Area is previously developed land and is located in an area which displays a number of features which require appropriate evaluation. These include possible impact on landscape views, ecology, drainage and transport.

The Masterplan Area also presents substantial opportunities to provide, for example, much needed employment opportunities and improvements to biodiversity, sustainable and safe access.

The whole of the Masterplan Area is located within Flood Risk Zone 1, where there is a low probability (less than 1 in 1,000 annual probability) of river or sea flooding. However, because the potential developable area exceeds 1ha in extent a Flood Risk Assessment will be submitted to support any future planning applications.

4.2 CONSTRAINTS

- Hedgerow exists along the majority of the Masterplan Area boundaries.
- A blanket Tree Preservation Order covers the entirety of the site.
- Water mains will be diverted as necessary to facilitate development.
- Ditches run along the north and north-east boundary adjacent to Bury Road and Sumner Road.
- Sensitivity / proximity with boundaries to commercial uses, residential dwellings, open spaces, countryside.
- Overhead electricity lines and pylons are found across the site, which would require development off-setting of around 20 metres and / or replacement lines underground.
- Financial constraints - the requirement for the new access roundabout and link road to connect to Shepherds Grove West, places considerable early costs onto the development of the Masterplan Area.

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4.2 CONSTRAINTS

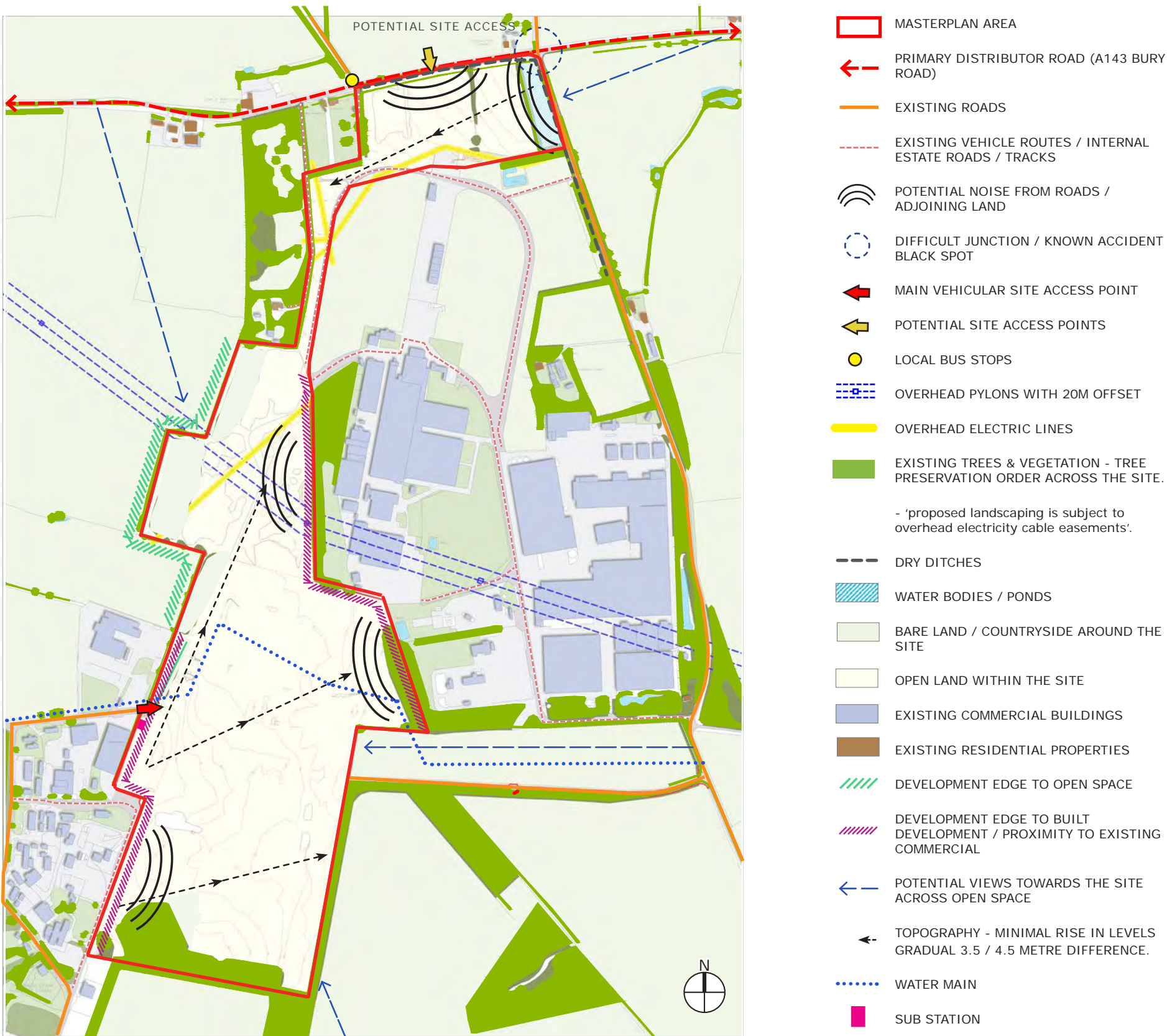


Fig. 27: Diagram illustrating the site constraints

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4.3 LANDSCAPE AND ECOLOGY SENSITIVITIES

Based on the Masterplans Area existing vegetation, visual context, and other constraints, the development area's boundaries have been classified into three levels of sensitivity which have been used to inform the proposed framework landscaping and should be taken into consideration as part of detailed development proposals.

Sensitive Boundaries

Development edges near to sensitive receptors (such as residential properties) or where proposed development would be prominent in views from the surrounding countryside should allow for a higher degree of screening. Generally, the width of these landscape buffers should be 10m. Where this cannot be achieved along the narrow roadway strip linking the northern and central / southern development areas, an appropriately designed acoustic fence should be provided to supplement buffer planting.

The landscape buffer adjacent to the A143 was increased prior to consultation to a minimum of 10m. Jaynic does not believe there is justification for anything beyond, but would add that this now needs to be considered in light of the reduction in building heights by two metres in this area of the site.

Moderately Sensitive Boundaries

Development edges where proposed development would be less prominent but clearly visible from the surrounding countryside should allow for sufficient screening to break up and filter views of proposed buildings. Generally, the width of these landscape buffers should be 10m within development parcels and a minimum 5m width where the buffer is not within a building parcel.

Low Sensitivity Boundaries

Development edges with similar uses or where existing buildings or vegetation largely screen views of the proposed development require a lower degree of screening. Generally, the width of these landscape buffers should be 5m. Where this cannot be achieved along the narrow roadway strip linking the northern and central / southern development areas, a minimum 1m wide mixed native hedge with post and rail fence should be provided between the roadway and Shepherds Grove East Industrial Estate.

Internal Plot Boundaries

Where development parcels are subdivided, internal boundaries should provide a low level of buffer planting to break up development and create ecological corridors. Generally, internal landscape buffers should be 3m width along either side of plot boundaries, to provide a total 6m width landscape buffer between development on adjacent plots.

On Plot Planting

Details of additional on plot landscaping are to be provided at the detailed planning stage. The design, scale and extent of on plot landscaping should relate to each development proposal on a case by case basis, providing an attractive landscape setting consistent with an industrial / business park setting.

Location of Ecological Designations

Figure 18 shows the nearest ecological designations with some proximity to the site shaded in purple hatching.

The Masterplan Area lies within the wider impact zone of the Stanton Woods Site of Special Scientific Interest (SSSI), which comprises a group of nine individual woodland areas and a rare 'woodland gorge' (The Grundle, just south of the village. The nearest part of the Stanton Woods SSSI (The Grundle) is approximately 1.25km from the nearest undeveloped part of the Masterplan Area.

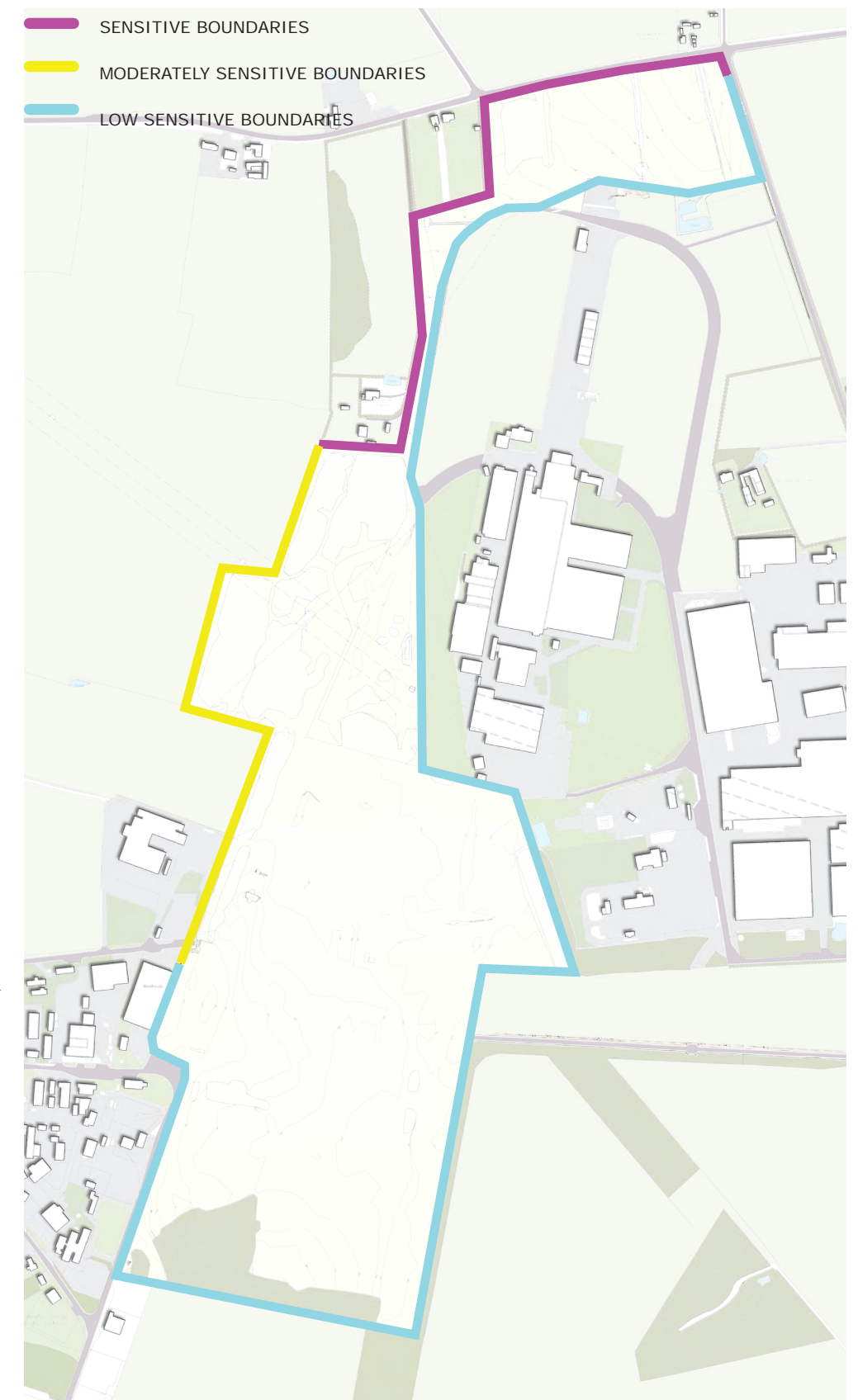


Fig. 28: Sensitive Boundaries Plan

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4.4 OPPORTUNITIES

Land Use

The Masterplan Area offers the opportunity to create a sustainable, mix of industrial and business development comprising employment uses in accordance with the adopted allocation policy.

Access

The improved highway infrastructure will provide a suitable, safe access to the new business park. It will also provide a new, direct route to the A143 for the existing commercial and commuting traffic to Shepherds Grove West, without the need to travel through Stanton village.

Phasing

The roundabout and site-wide infrastructure / framework landscaping will be completed prior to the occupation of any buildings.

Building(s) may be constructed in parallel with the infrastructure, but not occupied until the roundabout/new spine road and connection through to Grove Lane is open to the public.

Should the existing concrete road on Summer Rd be utilised for the purposes of construction, it will be closed to traffic on completion of works and not available to businesses for vehicular access beyond that.

Buildings will be constructed over a period of years to meet market demand, and the site will be developed in accordance with the parameters set out in this Masterplan.

Economic Benefits

The development of the Site will provide a number of economic benefits. Savills have provided an assessment of these benefits set out in figures 30/ 31.

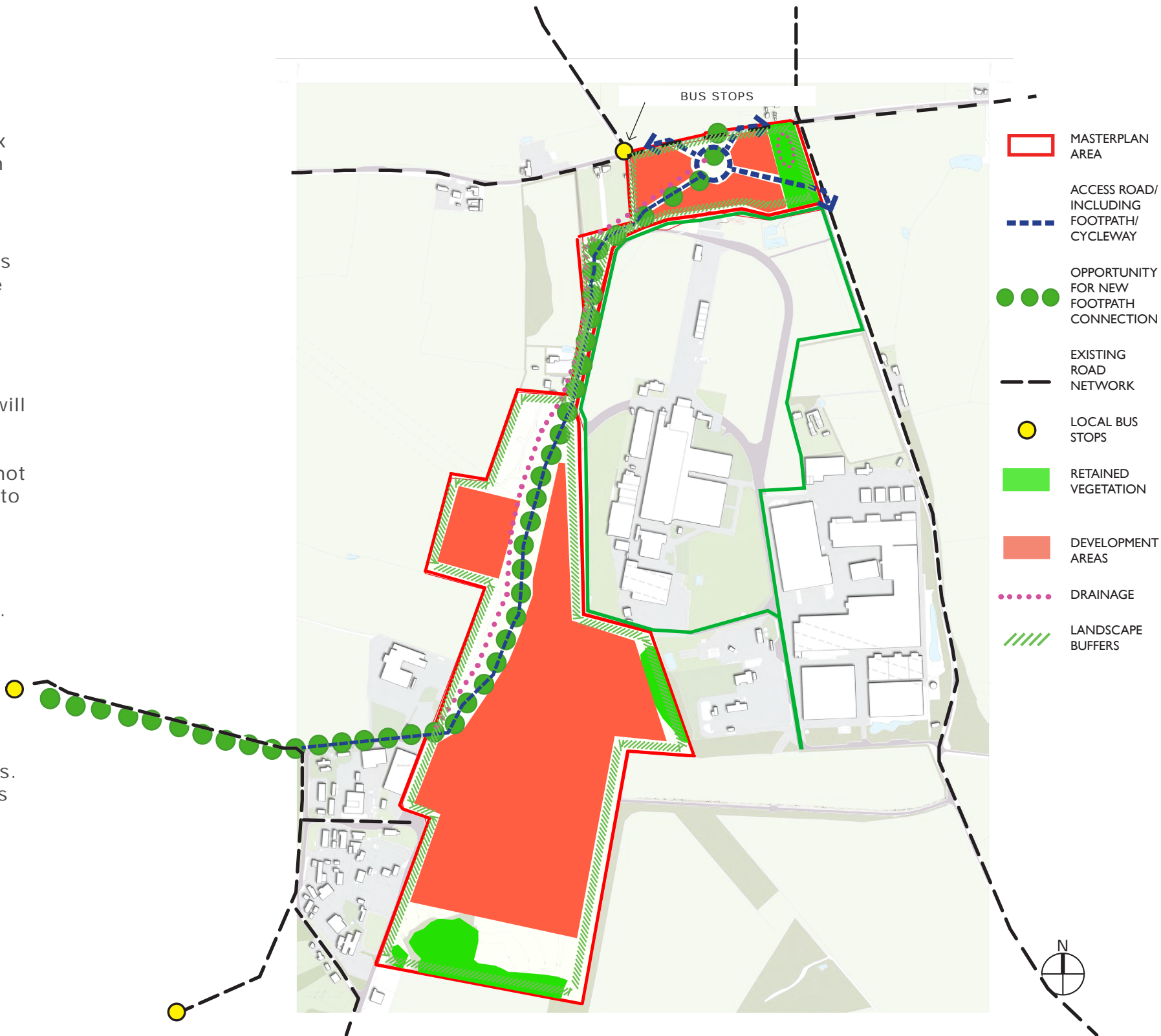


Fig. 29: Diagram illustrating the site opportunities

4.0 EVALUATION

4.5 POTENTIAL LAND USES

As set out in section 1.5 of the Masterplan, the adopted planning policy position for the site states that the following uses are acceptable:

- offices
- research and development
- light industrial
- general industrial
- storage and distribution.

No other uses such as retail, road side uses or residential are considered acceptable at the site.

Rationale for potential land uses:

The influences on potential land uses include:

- proximity to existing similar industrial and warehouse uses
- constraints imposed by electricity pylons and adjacent hazardous storage use
- area will be well-served by proposed new access road through to Shepherds Grove West
- existing boundary features can be enhanced to provide a strong landscape framework for the development.
- plots adjacent to A143 to provide smaller units or start up units
- A143 is substantial A-Road linking the site to the wider strategic road network including the A14.

CONSTRUCTION EMPLOYMENT

The Proposed Development would be estimated to have a construction cost of £166m (BCIS) and be delivered over eight years.



PUBLIC SECTOR REVENUES

West Suffolk Council will also benefit from additional local government revenues generated such as Business Rates Income, of which the Council will retain £1.6m annually.



Fig. 30: Savills economic benefits (construction employment and public sector revenues) summary June 2025

4.0 EVALUATION

4.6 DESIGN PRINCIPLES

The Masterplan process has been guided by a series of Design Principles to establish a coherent and deliverable development.

Landscape

- Preserve existing landscape features of value that are currently within the Masterplan Area and integrate these into a robust ecological framework across the site.
- Create an attractive, well-landscaped public realm for the benefit of employees and visitors, recognising the semi-rural location.
- Provide appropriate framework landscaping around the site perimeter, creating a green envelope, respecting landscape sensitivities (paragraph 4.3) and providing adequate noise attenuation where required.
- In addition, landscape planting will extend into the site and across the plots. These detailed landscaping proposals will be determined as part of each of the reserved matters applications for the plots.
- Limit the maximum heights of buildings (as shown in figure 32) to respect the landscape sensitivities of the site.

Character & Layout

- Create a series of character areas reflecting the differing employment uses within the site, through attention to building scale, massing and detailed design.
- Optimise the site layout to determine appropriate building coverage whilst maintaining an attractively landscaped site. In order to limit the impact of light pollution from artificial lighting, which will be required by the development for operational and security purposes, careful design and sensitive locations will be chosen with options to reduce light spill by using LEDS and compact fluorescents (FCLs) and light shields to minimise glare and light trespass.

Building Design & Scale

- High quality design of buildings and spaces will be maintained across the various different elements of the site.
- A variety of employment buildings will be developed adopting contemporary building specifications, adding to the current offer and supply.
- In respect of the Masterplan Area, three smaller plots front the A143 and another smaller plot is located west of the spine road further to the south provide opportunity for smaller businesses or occupiers as well as start up units.

Access & Movement

- A new roundabout junction will be created onto the A143 forming a principal new access road into the site running north-south.
- A new site access will create safer movement along the A143 and divert commercial vehicle movements away from Stanton village and the local primary school.
- The provision of a pedestrian/cycle route from the A143 to Shepherds Grove West will reduce traffic on the existing access to Shepherds Grove West from Stanton village via Upthorne Road and Grove Lane. This will make the environment on this linkage more conducive to cycling and walking to the existing Shepherds Grove east and west and also the development site

OPERATIONAL EMPLOYMENT

The Proposed Development will generate significant direct and indirect job opportunities once completed.



ECONOMIC ACTIVITY

The Proposed Development will generate significant Gross Value Added, a measure of wealth creation accounting for wages, salaries and profits.

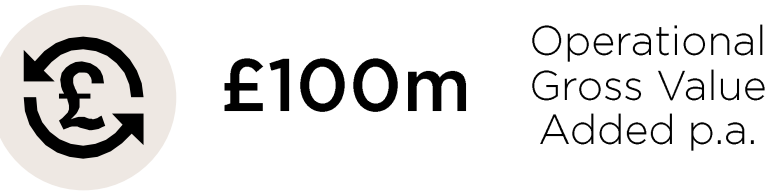


Fig. 31: Savills economic benefits (operational employment and economic activity) summary
June 2025

4.0 EVALUATION

4.6 DESIGN PRINCIPLES

Access & Movement cont.

- Cycling, wheeling and walking will be facilitated through the development by a new shared cycle pedestrian facility that links from the A143 to Grove Lane and then to Stanton Village on quiet rural carriageways. Public transport to the site via existing bus stops on the A143 will also link to this facility and hence the whole development.
- Travel Plans will set out routes for commercial vehicles movements that avoid local villages.
- New footway to be provided along Grove Lane, from the site as far as Shepherds Grove Park, and linking up with the existing footway along Grove Lane.
- A safe and legible network of streets will be established within the body of the site serving the employment elements within the site.

Sustainability

- The creation of a new business park containing a variety of employment uses will enhance the economic sustainability of the Masterplan Area.

Energy

- All buildings will be designed to BREEAM Excellent standards to maintain minimal energy use and carbon footprint, with the inclusion of EV charging points.

Water

- A sustainable drainage system will be utilised and initiatives such as grey water harvesting will be promoted.

Transport

- Improved connectivity and public transport connections will encourage less car borne movements.

Waste

- Waste production will be minimised in both construction and operational phases of the site development.

Biodiversity

- Strong landscaping and a minimum of 10% Biodiversity Net Gain.
- Minimise impacts on existing habitats and protected species.

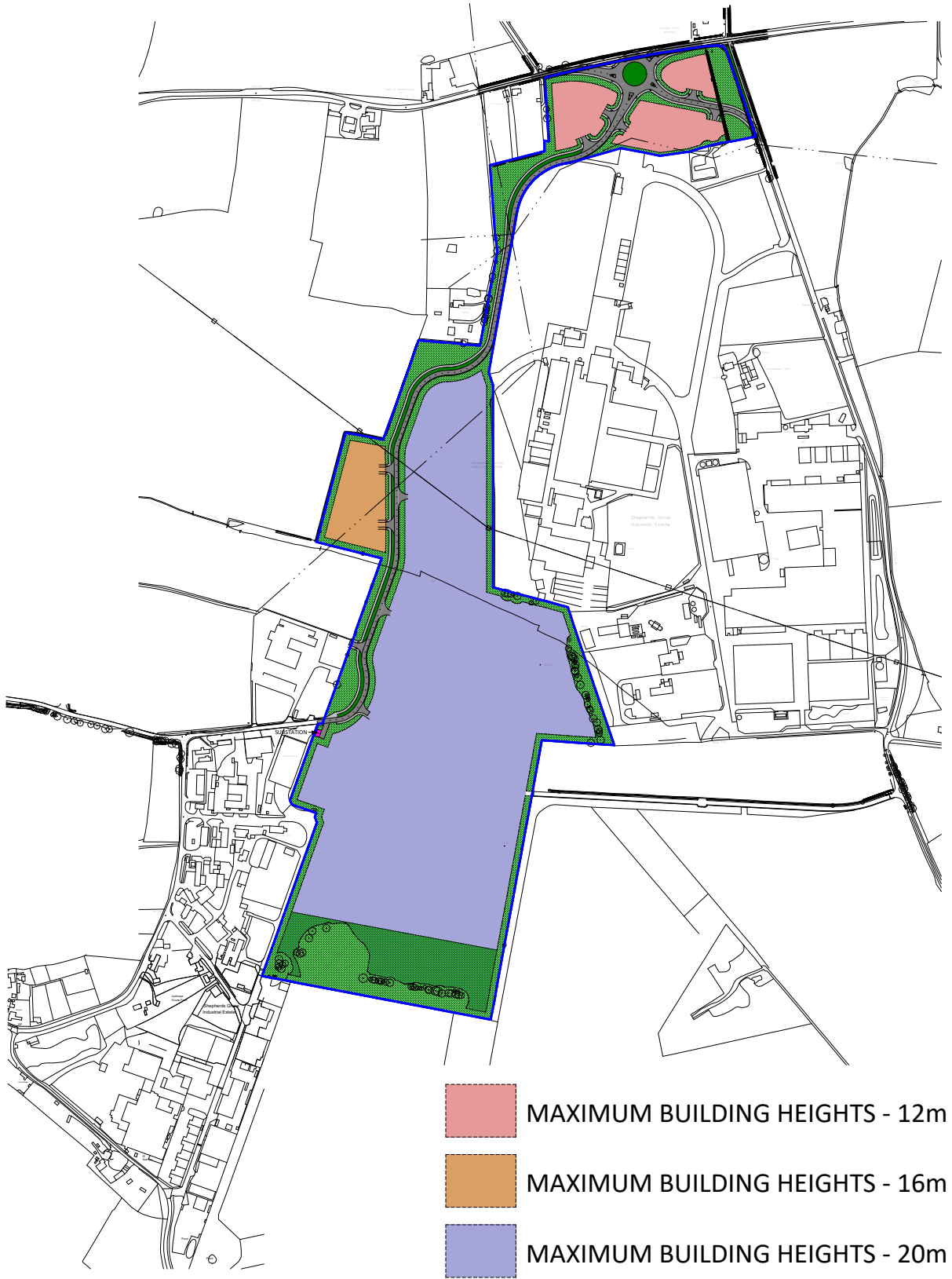


Fig. 32: Parameter Plan - Building Heights

5.0 FRAMEWORK PLAN

5.1 KEY DESIGN FEATURES

The Framework Plan sets out the design principles and concepts required as part of the planning policy allocation. The Plan identifies the following:

- amount of land for development
- phasing arrangements
- location of uses
- access arrangements
- mix of uses
- design and scale of buildings
- landscaping.

The Plan shows how several distinct employment areas have been created, each with their own identity but also linked together as a single, sustainable, commercial development.

Development will be undertaken in phases in response to the timing and nature of market demand.

5.2 LAND USES

A range of business and commercial uses are to be proposed on the site, which will create a sustainable working community. The employment uses will fall within the following Use Classes, in varying proportions:

- E(g) - office / R&D / light industrial
- B2 - general industrial
- B8 - warehousing and distribution

There are no roadside uses proposed, such as a takeaway, pub or restaurant.

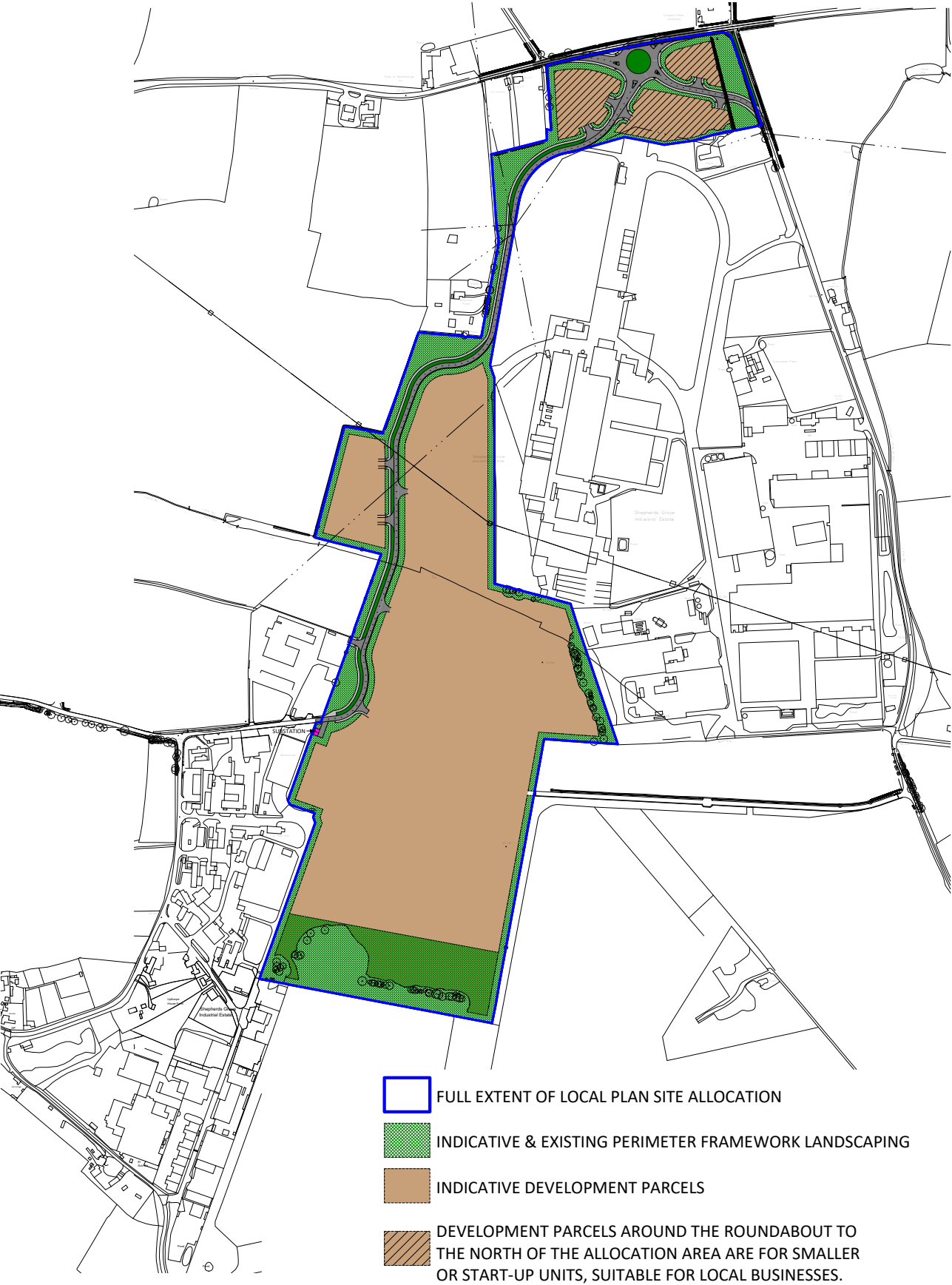


Fig. 33: Framework Plan

5.0 FRAMEWORK PLAN

5.3 ACCESS, STREET HIERARCHY & PUBLIC TRANSPORT

In accordance with the adopted Local Plan (2025) policy, the main vehicular access into the site is formed by a new roundabout junction off the A143.

Sustainable transport links in the form of a footpath/cycleway will be provided from Grove Lane to the west.

A central spine road will serve the northern and central employment zones with serviced plots off this new access corridor.

The new access will benefit the wider community from a traffic safety perspective, and particularly residents of Stanton, by removing the need for commercial vehicles to go through the village to reach Shepherds Grove West.

Suffolk County Council as the Highway Authority had no objection to the previous application regarding the highway network and traffic issues in the area surrounding the site.

The forthcoming hybrid planning application will be supported by a Framework Travel Plan, with each of the future occupiers being required to submit Travel Plans as part of their reserved matters submissions. These will include sustainable measures for employees to access the site. In addition, either through a separate condition or through a CTMP/Traffic Management Plan, provisions will be set out to ensure that HGVs will avoid routing through villages.

5.4 PEDESTRIAN & CYCLE LINKS

At present the site has no public rights of way through it, but the new employment development offers the opportunity to help improve local connectivity.

A S278 agreement is in place between the promoter and SCC for the improvements and introduction of a shared pedestrian cycle way between the western boundary of the Masterplan Area and the Grove Lane/Upthorpe Road junction. This S278 agreement was extended in January 2025 for a period to July 2030.

The scheme will include continuation of the footpath/cycleway providing a connection to the existing bus stops at Shepherds Grove Park. This then allows a continuous pedestrian route from the Masterplan Area into Stanton village, utilising the existing footpath beyond Shepherds Grove Park to the west. It is envisaged that the footpath/cycleway between S278 works and Shepherds Grove Park will be provided to the north of Grove Lane via a proportionate S106 highways contribution, with no works commencing prior to payment being made.

Through the construction of the new infrastructure which will include a direct route between Shepherds Grove West and the A143, Grove Lane will be much safer for cyclists as it will carry less HGV traffic than current. A previous traffic count on Upthorpe Road shows circa 145 HGV movements per day and the new direct connection to the A143 will significantly reduce this number.

5.0 FRAMEWORK PLAN



Fig. 34: Movement Plan

5.0 FRAMEWORK PLAN

5.5 LANDSCAPE, STRUCTURE, VIEWS & OPEN SPACE

The layout, design, and extent of new landscaping along all boundaries of the developable areas will vary according to the use and character of each zone, the sensitivity of existing uses, and the visual relationship to the surrounding countryside. The internal landscape proposals within the southern development area have been updated in the Masterplan and have been considered as part of the most recent LVA prepared to inform the document.

The LVA found that whilst the upper portion of taller buildings would likely be visible from some locations in the wider landscape, the southern development area is generally well screened by existing vegetation and built form within the surrounding industrial estates and any potential views from sensitive locations would be seen from a distance. All existing trees and scrub / woodland vegetation would continue to be retained and a minimum 5m landscape buffer would be provided to all edges of development consistent with earlier proposals. Jaynic are therefore confident that any adverse landscape related impacts of development have been appropriately considered and mitigated.

Northern Development Area

- 10m wide landscape buffers to the A143 with attractive high quality planting including street trees within a wildflower verge, mixed native hedges and native tree and shrub screening and woodland planting to soften views of development.
- 10m wide landscape buffer to residential properties adjoining the western edge of development.
- SuDs features, naturalised buffer planting, and large scale street trees (oaks) along Sumner Lane to provide a green edge to the development approaching from the east.
- 5m landscape buffer to industrial development to the south to break up development and create ecological corridors between development areas.

Central & Southern Development Areas

- Well screened boundaries along open edges to the countryside to the west.
- Generous landscape buffers to either side of the spine road with wildflower and species rich lawn verges, mixed native hedges and native tree and shrub screening to soften internal views of the development.
- Appropriate landscape buffers to low sensitivity edges to break up development and create ecological corridors between plots.

The design, scale and extent of on-plot landscaping should relate to each development proposal on a case by case basis, providing an attractive landscape setting consistent with a Industrial/Business Park urban realm business park environment. As the plots come forward for development to meet market demand, reserved matters submissions will be made which will include proposals for internal landscaping. However, the positioning and extent of internal landscaping is a matter for future determination to ensure that the site is capable of accommodating a wide range of businesses, without pre-determined internal planting constraints.

This will ensure that through the development an attractive landscaped setting consistent with a business park urban realm is developed.



Fig. 35: Illustrative examples of SuDs

5.0 FRAMEWORK PLAN

5.5 LANDSCAPE, STRUCTURE, VIEWS & OPEN SPACE

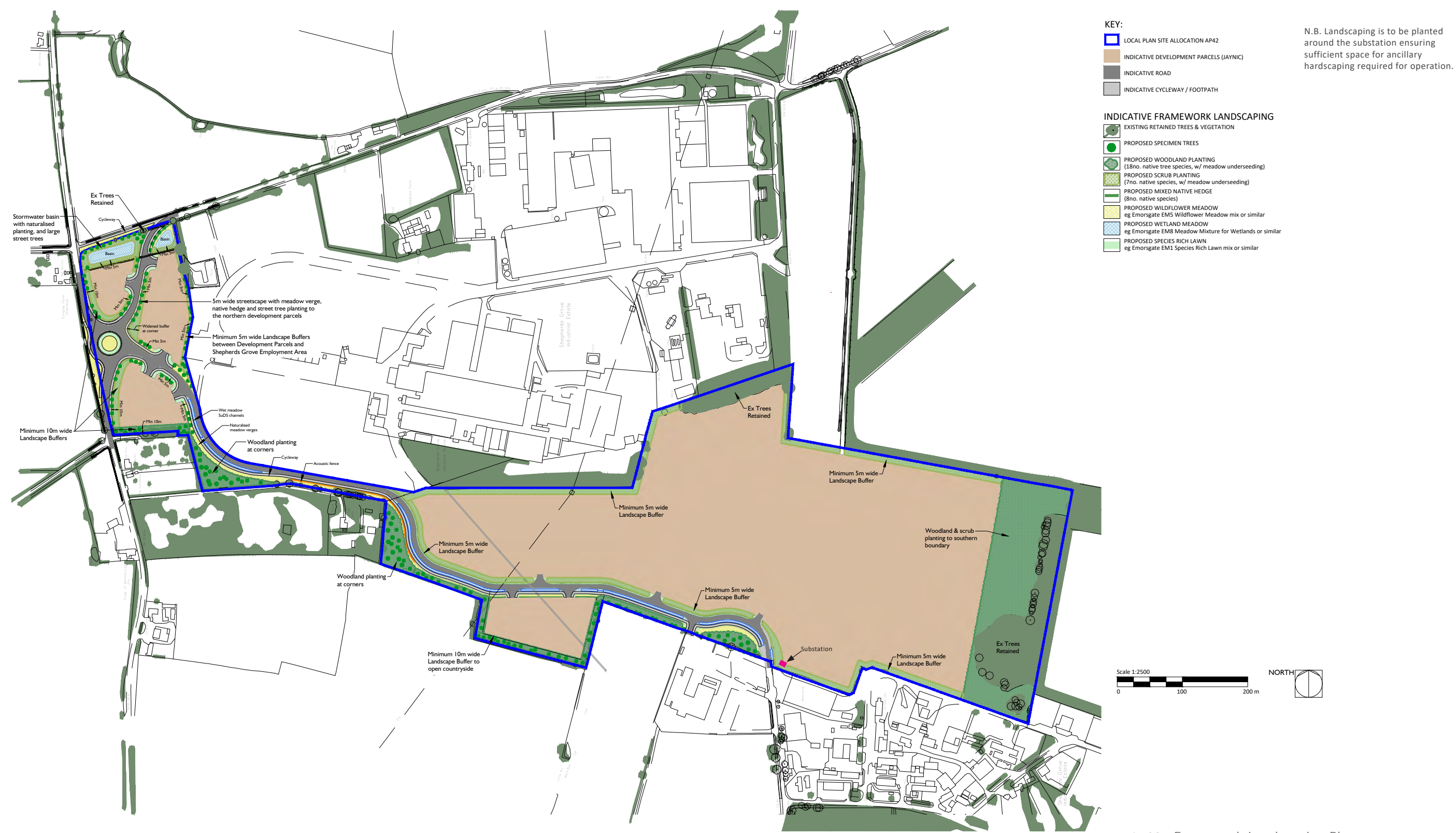


Fig. 36: Framework Landscaping Plan

5.0 FRAMEWORK PLAN

5.6 BIODIVERSITY NETWORK

Figure 37 identifies the areas which will be protected from development and construction activities. These areas will also be enhanced through targeted management increasing species diversity and structural complexity.

An increase in the biodiversity value of the ditch system across the site will also be achieved through supplementary planting of native marginal/wetland species. The majority of the boundary conditions feature tree and shrub planting. These hedgerows will be augmented to create enhanced habitats and wildlife corridors.

Additional framework landscaping and on-plot planting will be incorporated; and such new planting will be focused to provide new habitats across the site.

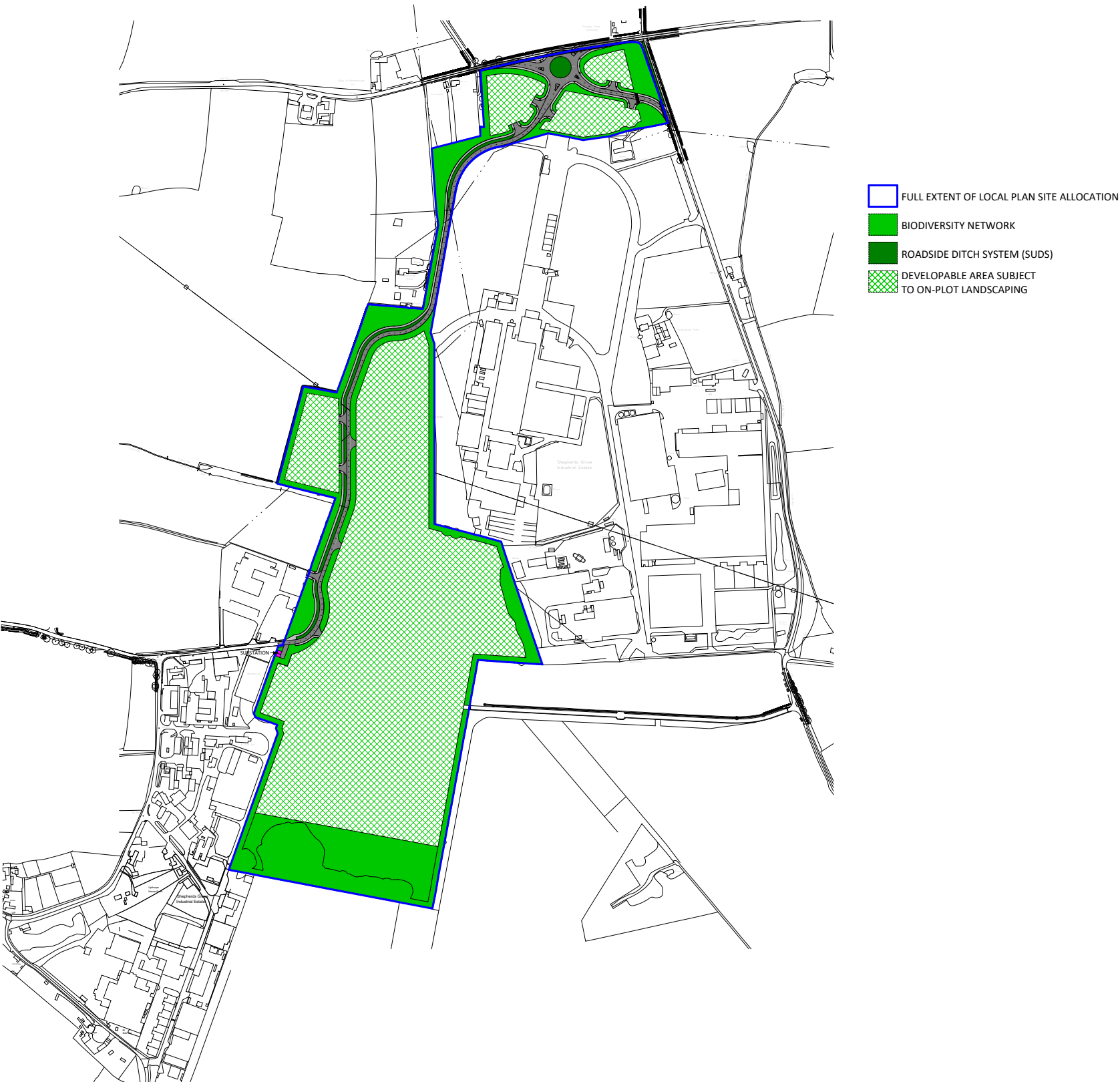


Fig. 37: Biodiversity Networks

5.0 FRAMEWORK PLAN

5.7 DRAINAGE/ SUDS

Surface Water Management

This site is currently undeveloped and although is a brownfield site by virtue of its previous use as an airfield it drains at greenfield flow rates to local watercourses to the west and north of the site. To the west there are two watercourse systems which receive water from this site. The more southerly lies close to Grove Lane and flows through Stanton. The more northerly flows in a north easterly direction and flows below the A143 Bury Road some distance to the west of the development site.

In the north of the site there is a watercourse which flows through the development area parallel to Summer Road and then to the north under Bury Road. This receives flows from the former airfield which has been redeveloped for commercial use. All of these watercourses eventually flow into the Little Ouse system.

The ground conditions at the site are not suited to infiltration drainage and hence these existing watercourse systems will continue to receive water flows from the development site. To accord with national and local drainage policy these flows will be attenuated to 1 in 1-year greenfield flow rates for each catchment system. All three catchments drain to existing watercourses.

The northern watercourse is culverted below Bury Road. This culvert has been extended for some distance to the north towards Hepworth without consent from the Lead Local Flood Authority. The Central catchment outfalls to an open watercourse on the western boundary of the site. The Grove Lane catchment is also culverted under Grove Lane and outfalls to the open watercourse to the north of Grove Lane.

A system of Sustainable Urban Drainage (SuDS) features will be used in each catchment to attenuate flow rates and improve water quality before it is outfallled to the receiving systems. These SuDS trains will include permeable paving, swales and detention basins in combination to convey and store water. Each development parcel will be designed to contribute to the SuDS system with Source Control features such as rain gardens and permeable paving. All buildings will be provided with Rainwater Harvesting.

The employment areas will include permeable paving in car parking areas augmented by below ground tanks if required. These will outfall to roadside swales, pipes and detention basins. These features in combination will provide sufficient water storage to hold a 1 in 30 year rainfall event. In larger scale rainfall events up to and including 1 in 100 year event with climate change the system will ensure that no water enters buildings or other flood sensitive infrastructure. Some limited above ground storage in car parking will be permitted with maximum water depths below 300mm in line with Lead Local Flood Authority (LLFA) and Environment Agency policy.

Extreme rainfall flow paths will be identified to direct any water flowing over the land surface away from buildings. The SuDS initiatives for each development use will also improve water quality as required by the Lead Local Flood Authority policies.

Similar proposals were supported by the LLFA for the previous application ref DC/23/1154/OUT. These proposals will form the basis of update SuDS trains for the three catchments that will reduce surface water out flow to 1 in 1 year greenfield runoff rate and also improve surface water quality prior to outfall.



Fig. 38: Further illustrations of SuDs

5.0 FRAMEWORK PLAN

5.7 DRAINAGE/ SUDS

Hepworth Surface Water Flooding

The northern watercourse is culverted below Bury Road. This culvert has been extended for some distance to the north towards Hepworth without consent from the Lead Local Flood Authority.

The Central catchment outfalls to an open watercourse on the western boundary of the site. The Grove Lane catchment is also culverted under Grove Lane and outfalls to the open watercourse to the north of Grove Lane.

The surface water outfalls from the site, one of which flows to the north, as mentioned above, through Hepworth, will be restricted to the 100% Annual Exceedance Probability (1 in 1 year) green field run off rate for all rainfall events up to and including the 1% Annual Exceedance Probability (1 in 100 year) with climate change.

This will reduce flows downstream of the site and therefore will reduce flood risk offsite in Hepworth by capping the outflow from the development at this low rate. The development will also provide pollution mitigation as required by the Lead Local Flood Authority policies.

Therefore, Jaynic is able to demonstrate that flood risk will be reduced rather than exacerbated by the proposed development. This will be reviewed by SCC Lead Local Flood Authority when the hybrid planning application is submitted for determination. A Flood Risk Assessment and Drainage Strategy will support the application.

Foul Water Management

This area is currently served by supported Anglian Water (AW) sewers. Which are located in the south-west of the Masterplan Area. Anglian Water responded to the previous Jaynic application and confirmed that their pipe network has capacity to receive the flows from the development.

The existing sewers are located at the highest part of the site and therefore a number of pump stations will be required to lift flows to the outfall sewer system. It is anticipated that these pump stations and the onsite sewer network may be offered to Anglian Water for adoption in due course.

5.0 FRAMEWORK PLAN

5.8 ENERGY & SUSTAINABILITY

Sustainability

Sustainability is one of the core principles behind development at Shepherds Grove and will feature in key decisions that shape the proposals. Great importance will be placed in the promotion of environmental stewardship and social responsibility. The site offers a great opportunity to create many new jobs, in low energy use buildings, set within a well landscaped environment.

Building Construction and Energy

All buildings will be designed to BREEAM Excellent standards to maintain minimal energy use and carbon footprint, with the inclusion of EV charging points.

It is the developers expressed desire to promote buildings of the highest sustainable credentials that:

- utilise the most appropriate orientation
- are designed to operate as passively as practical
- are constructed to utilise energy sources as efficiently as possible
- utilise low carbon systems.

To achieve these aspirations, robust building specifications will be adopted that can deliver where possible:

- highly insulated cladding systems
- high degree of airtightness to building fabric
- roof lighting and general good day lighting
- solar shading and high-performance glazing
- energy efficient heating systems
- intelligent, daylight-sensing lighting systems
- renewable energy systems such as roof mounted solar PV panels, where practical.



Fig. 39: Roof lighting



Fig. 40: Solar shading / Louvers



Fig. 41: Photo voltaic panels located on roof

5.9 LANDSCAPE MANAGEMENT & MAINTENANCE

A Landscape Management Plan and Maintenance Schedule would be implemented on the Site to ensure that:

- the site proposals integrate with the surrounding semi-rural setting
- in the short term, all landscape areas are able to establish successfully within the context of a multi-phased development
- in the medium and longer term (5yrs +) that all open spaces reflect the approved designs and continue to provide an attractive and safe environment for employees and visitors
- through best horticultural practice, all plants are regularly maintained to promote growth and vigour
- existing retained trees and vegetation are monitored and managed using, as required, specialist arboricultural advice and methods
- all hard surfaces, street furniture and drainage features are regularly inspected and maintained in good working order
- tidiness is maintained all year round through the careful removal of litter and weeds etc and through selective thinning, topping up mulch, replacement of plant failures etc
- all management and maintenance practices, consider issues of sustainability through the responsible use of natural resources such as water and limit the use of chemicals to a minimum. The Management Plan will set the maintenance objectives and responsibilities for the Site.

6.0 STAKEHOLDER ENGAGEMENT

6.1 PREVIOUS PLANNING APPLICATION

Stakeholder consultation has been carried out across a number of years pertaining to future development of the Masterplan Area.

As part of the previous planning application (LPA Ref: DC/22/2190/HYB) a number of public consultation events were undertaken.

A range of stakeholders were invited to take part in the consultation:

Political stakeholders

- MP for West Suffolk
- Suffolk County Council:
 - Leader and Deputy Leader
 - Cabinet Member for Economic Development, Transport Strategy and Waste
 - County Councillors for Blackbourn, Hartismere and Thedwastre North divisions.
- West Suffolk Council:
 - Leader and Deputy Leader
 - Portfolio Holder for Growth
 - Portfolio Holder for Housing
 - Portfolio Holder for Planning
 - Ward Members for Stanton, Ixworth and Barningham wards
 - Members of the Development Control Committee.
- Mid Suffolk District Council:
 - Ward member for Walsham ie. Willows ward.
- Local parish councils:
 - Stanton
 - Hepworth
 - Walsham le Willows
 - Ixworth & Ixworth Thorpe
 - Wattisfield
 - Badwell Ash
 - Great Ashfield.

Local authority officers

- Relevant officers at Suffolk County Council, West Suffolk Council and Mid Suffolk District Council.

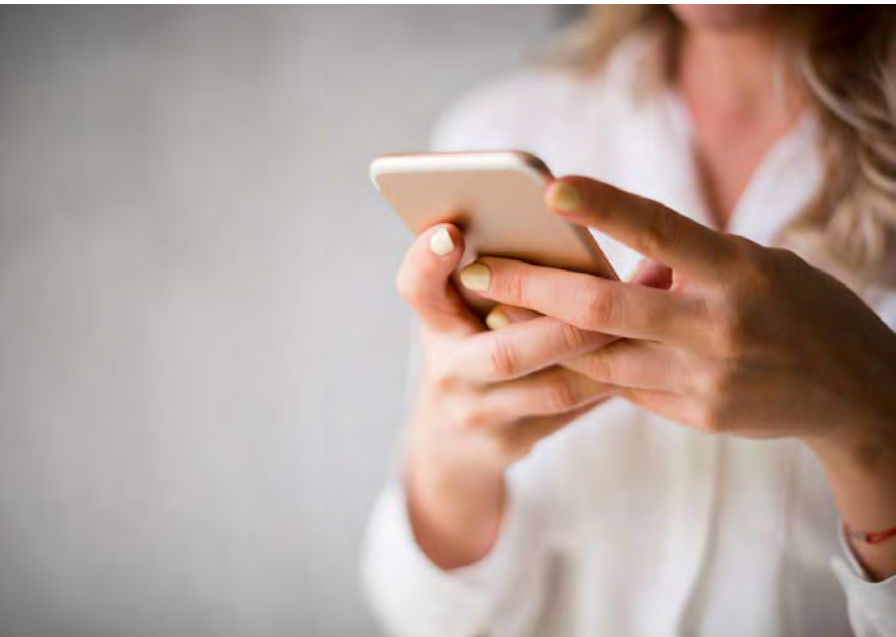


Fig. 42: Stakeholder engagement - phone and laptop use

6.0 STAKEHOLDER ENGAGEMENT

6.2 MASTERPLAN PUBLIC CONSULTATION APPROACH

The public consultation for this Masterplan commenced in Summer 2024 when the appointed community communications organization Community Communications Partnership (CCP) was appointed by Jaynic to meet with both Stanton and Hepworth Parish Councils. The purpose of these meetings was to restart the dialogue between the applicant and residents of the villages following the refusal of the previous application at the site.

Initially, representatives from CCP met with Stanton, Hepworth and Ixworth Parish Council’s individually. The purpose of each meeting was to build a dialogue with the Parish Councillors who represent their villages, to listen to feedback and where improvements could be made following the history encountered with the previous application and to open the lines of communication between the parties, not only for the Masterplan but to continue through to the preparation and determination of the future hybrid planning application.

The following Parish Council meetings have been held:

- 19th July 2024 – Hepworth Parish Council
- 4th September 2024 – Ixworth Parish Council
- 13th March 2025 – Stanton Parish Council
- 10th July 2025 – Stanton Parish Council
- 17th July 2025 – Hepworth Parish Council

The feedback received from the initial Parish Council meetings was, where practical, amended in the draft Masterplan before final submission. The latter Parish Council meetings occurred once the Masterplan had been submitted for public consultation and were to again listen to the Cllr’s questions and feedback to then amend the Masterplan before final submission.

Jaynic wanted to ensure that the local residents, business owners and stakeholders were all given the opportunity to provide feedback on the Masterplan before it was to be finalised and submitted for endorsement by the Council. In order to do this a newsletter was prepared and this was issued via Royal Mail to all of the residences and businesses in Stanton and Hepworth Parishes



Fig. 43: Social media logos

6.0 STAKEHOLDER ENGAGEMENT

6.2 MASTERPLAN PUBLIC CONSULTATION APPROACH

Approximately 1,500 residences and businesses were newslettered by Royal Mail. In addition, the following stakeholders were notified electronically by email:

- Cllr Jessica Fleming – Hartismere Division Suffolk County Council
- Cllr Joanna Spicer – Blackburn Division Suffolk County Council
- Cllr Jim Thorndyke – Stanton Ward Councillor and Portfolio Holder for Planning
- Bardwell Parish Council
- Barningham Parish Council
- Botesdale Parish Council
- Coney Weston Parish Council
- Fornham St Martin cum St Genevieve Parish Council
- Great Ashfield Parish Council
- Ixworth and Ixworth Thorpe Parish Council
- Mellis Parish Council
- Walsham Le Willows Parish Council
- Wattisfield Parish Council
- Westthorpe Parish Council
- Peter Prinsley MP
- Adrian Ramsay MP

Hepworth and Stanton Parish Councils were sent specific informative emails on the public consultation as well as a copy of the newsletter. The Case Officer at West Suffolk was also copied into these emails for completeness.

In addition to the Parish Council meetings and emailed newsletters to wider Parish Councils, Nic Rumsey Managing Director of Jaynic also met with Liz Bonnelykke, Headteacher of Stanton Community Primary School following the receipt of a newsletter. The meeting was positive and the Headteacher provided a written letter of support for the Masterplan proposals. The Chair of the PFA was also sent a newsletter.

At a local level it was important to listen to the views of local residents and business owners regarding this Masterplan. Jaynic instructed engagement consultants to help coordinate public consultation on the new draft Masterplan. Early meetings with nearby Parish Councils (Hepworth, Ixworth and Stanton) took place with constructive feedback received and noted for the next stage of engagement. Prior to this, emails informing the local Parish Councils that Jaynic were commencing the new Masterplan process were circulated Summer 2024 to ensure that the stakeholders were kept up to date with progress.

At the appropriate time in the process, a 6 week consultation took place with the public to gather their views and feedback on the Masterplan. The public consultation was undertaken in accordance with Table 1 of the West Suffolk Council Statement of Community Involvement (this table sets out the appropriate methods of communication and consultation in the Masterplan process) and the strategy was discussed with Planning Officers at West Suffolk Council to ensure that it was effective.

Since the public consultation closed, a statement setting out the results of this stage of the engagement process is to be submitted to the Council together with a final draft version of this Masterplan. Upon approval, the final Masterplan will then be adopted as Supplementary Planning Guidance by West Suffolk Council and will be used to inform the decision making process on future planning applications for new development that may be submitted.

The public consultation took place from 9am on the 27th of June to 5pm on the 12th of August 2025. By extending beyond the advised 6-week consultation timescales, Jaynic ensured that all newsletters had more than sufficient time to be delivered by Royal Mail and therefore residents would have been aware for a full 6 weeks.

It should be noted that despite the consultation period closing for feedback on the 12th August 2025 at 5pm, three late responses were received and these have been accounted for in the section of this statement where the feedback is summarised.

Further details of the public consultation feedback and responses from Jaynic can be found within the Statement that accompanies the final version of the Masterplan. The feedback has been reviewed by Jaynic and the project team and where practical the Masterplan has been amended accordingly.

Social Media

To capture feedback from a wider audience, a social media campaign on Meta platforms was also conducted during the public consultation period. The post enabled social media users to comment, like, share the post or click on the post which would take them to the consultation website. The audience for the post was targeted at up to 2km from the site allocation.

The Meta platforms used for the social media campaign were Facebook, Instagram and Messenger.

7.0 SUMMARY & CONCLUSIONS

This Masterplan document provides guidance and the framework for the allocation area at Shepherds Grove for employment uses in line with the employment allocation policy AP41: Shepherds Grove, Stanton and Hepworth of the West Suffolk Local Plan (2025).

A range of identified employment uses will be provided which would ensure a significant number of new jobs for this part of West Suffolk. These uses can be provided within an attractive, well landscaped environment befitting the location of the site.

The proposed highway infrastructure formed of a roundabout will improve the existing access onto the A143 for Hepworth village whilst also reducing the existing commercial vehicle movements through Stanton village, including past the primary school. The existing industrial estates of Shepherds Grove West and Shepherds Grove East will also benefit from the improved highway infrastructure with direct/improved access to the A143.

The development of the site will create a highly sustainable, contemporary employment site. The proposals will consolidate the location with the neighbouring estates of Shepherds Grove West and Shepherds Grove East and create a vibrant employment destination. The site will support and enhance the existing services and facilities in Stanton and the wider local area.

The proposed employment uses would create a policy compliant development that will:

- develop an attractive and sustainable employment site that would connect and integrate the existing, neighbouring industrial estates creating a contemporary business destination
- provide high quality, flexible building plots to attract occupiers from local and regional markets
- construct buildings that would be sensitively sited in well-landscaped settings
- create a new primary site access off the A143 which will improve existing highway safety issues and connect the adjacent industrial sites
- provide a new footpath / cycleway between the A143 and Shepherds Grove West, as well as improving footpath links between the site and Grove Lane and to existing bus stops
- preserve current landscape features of value within the site and provide enhanced landscaped areas that promote biodiversity and wildlife habitats across the site
- establish strong landscaped buffer strips to the countryside edge of the development site, to help reduce the visual impact of new buildings from views within the adjoining countryside
- ensure that all new development is designed to the highest sustainable standards whilst minimising any environmental impacts on the site
- adopt a sustainable surface water drainage strategy for the site
- promote sustainable modes of travel to the site including public transport and walking and cycling
- adopt the highest standards of building construction incorporating renewable energy and low carbon systems and materials wherever possible.

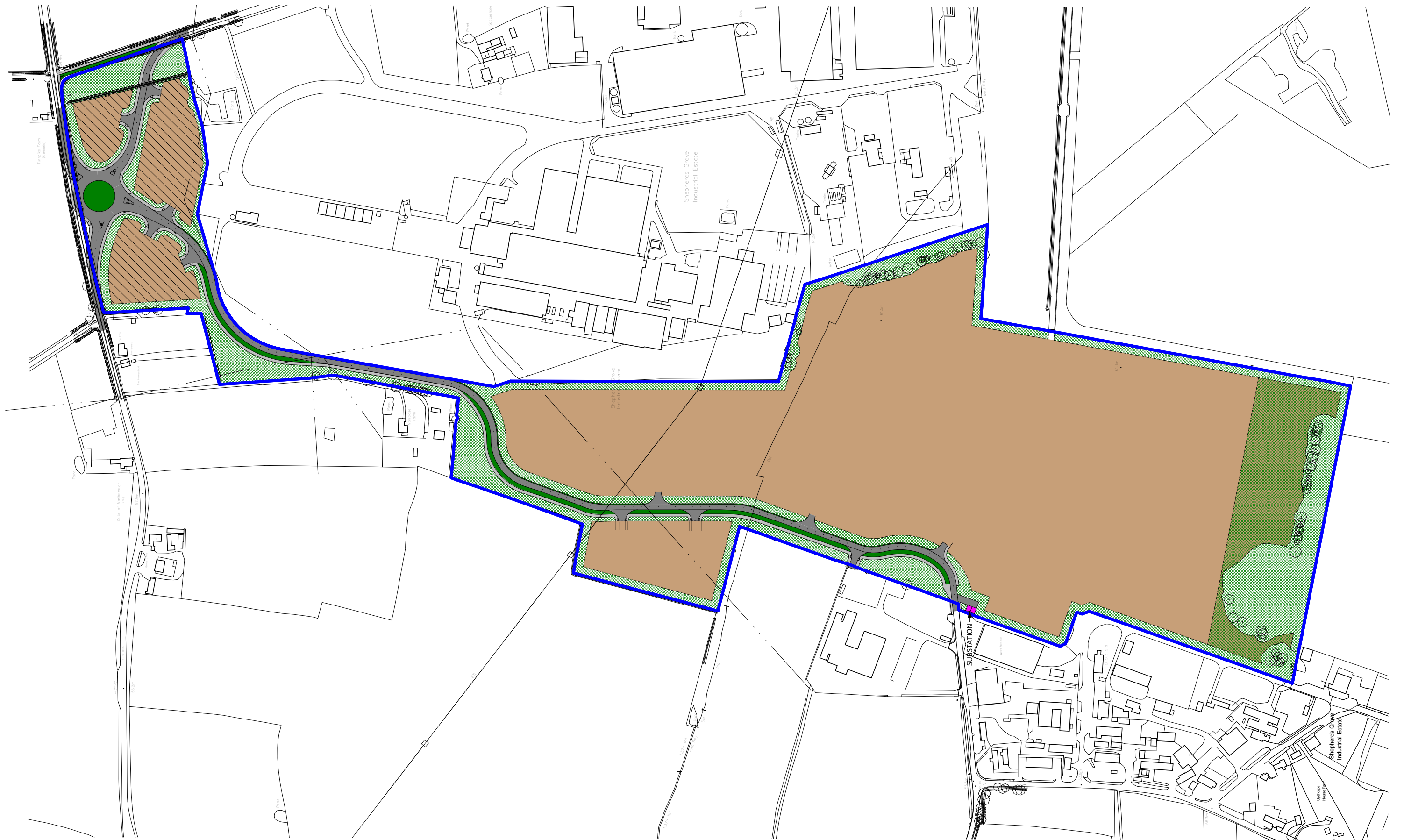


Fig. 44: Framework Plan

