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34910/A3/JS/KV/bc

15th March 2023

Dear Sir / Madam,

**CONSULTATION RESPONSE TO THE DRAFT CENTRAL BEDFORDSHIRE DESIGN GUIDE
SUPPLEMENTARY PLANNING DOCUMENT**

We write on behalf of our client, Redrow Homes Limited, in response to the consultation on the draft Central Bedfordshire Design Guide Supplementary Planning Document ('SPD').

Redrow Homes

Redrow Homes is a leading, premium housebuilder dedicated to giving people a better way to live. For nearly 50 years, Redrow has been creating high quality homes and communities for its customers and has built over 100,000 homes across the country. Redrow currently builds in the region of 6,000 homes per year and is in the top 10 biggest housebuilders within the country.

Not only does Redrow build in great volume, but it has a long history of, and an award-winning reputation for the delivery of the highest quality development. Redrow fully embrace the placemaking agenda and has developed its own set of principles for creating communities of the highest design quality that meet the objectives of good urban design. Importantly, its approach to creating beautiful and thriving communities is rooted in what new communities want from their home, street and place. That approach is fundamentally underpinned by a detailed understanding of what existing local

communities and their community representatives desire for their area based on extensive research and engagement with local communities.

Redrow's drive to deliver high quality homes that people want sits alongside a commitment to minimise and manage its environmental impacts through the delivery of its schemes. Redrow are a member of the Green Building Council ('GBC') which they work with to further their mission of improving the sustainability of the built environment by transforming the way it is planned, designed, constructed and maintained. Redrow were named as winner of the prestigious 'Global Good Company of the Year' in the Global Good Awards 2020 for their approach to social and environmental sustainability.

Redrow is a business with a clear understanding of their carbon footprint, utilising the Greenhouse Gas Protocol to account for and report on their associated greenhouse gas emissions. The methodology provides a robust foundation for Redrow to set their commitments to manage resources efficiently under the Redrow Building Responsibly values. Key commitments include promoting supply chain sustainability, providing well insulated homes to exceed thermal and acoustic performance building regulations, enhancing biodiversity, and reducing waste supporting the circular economy.

Redrow strongly believe that the homebuyers' opinion on the form of the home, how it sits on the street, where the parking is located as well as the architectural style is fundamental to all sustainable and responsive placemaking. The idea that an alternative form of housing to that desired by the consumer can be imposed on the market risks creating places that are impractical and unloved. Whenever this has been attempted in the past (for example PPG3) it has failed to deliver sustainable places of quality. Redrow continually listen to and respond to their customers' needs, desires and aspirations to ensure that they are exceeding their expectations. Redrow regularly carry out market research into their customers' views and recently undertook a nationwide YouGov survey of 2,000 people into what they want from a home, street and neighbourhood. The survey results are cited throughout our response and are available in full at Appendix 1.

Policy Context for the preparation of a Design Code

Paragraph 128 of the National Planning Policy Framework ('NPPF') requires that to provide maximum clarity about design expectations at an early stage, all local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences.

The NPPF provides further guidance on what a Design Guide should do. It describes design guides and codes as providing a local framework for creating beautiful and distinctive places with a consistent and high quality standard of design. Their geographic coverage, level of detail and degree

of prescription should be tailored to the circumstances and scale of change in each place and should allow a suitable degree of variety.

Paragraph 129 of the NPPF notes that design guides and codes can be prepared at an area-wide, neighbourhood or site specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents. It goes on to state that landowners and developers may contribute to these exercises but may also choose to prepare design codes in support of a planning application for sites they wish to develop. Whoever prepares them, all guides and codes should be based on effective community engagement and reflect local aspirations for the development of their area, taking into account the guidance contained in the National Design Guide and the National Model Design Code.

Reviewing the Approach of the Central Bedfordshire Design Guide

It is in the above context that Redrow provide its comments in relation to the draft Central Bedfordshire Design Guide. It is Redrow's firm position that a Design Guide, whether provided by a planning authority or by a developer, must be provided with suitable regard to the local circumstances of the area it is planning for and with a full understanding of what local communities want to see delivered. Redrow have some significant concerns in relation to the overarching approach taken to the update of the Design Guide as well as some of the more detailed assessments and policies within it.

As stated above, paragraph 129 requires that *"all guides and codes should be based on effective community engagement and reflect local aspirations for the development of their area, taking into account the guidance contained in the National Design Guide and the National Model Design Code"*. However, there is no evidence that Central Bedfordshire have undertaken any community engagement to date and that the draft Design Guide has been informed by local people and their aspirations for their area or local preferences on design.

Paragraph 14 of the NMDC states that *"when preparing design codes and guides, communities need to be involved in the process in order to gain measurable support that is appropriate for the scale and location of new development. Design codes should be prepared in light of information about what is popular locally, on the basis of evidence"*. Paragraph 21 of the NMDC sets out a three-stage (seven-step) process to be followed in preparing a design code and requires a consultation at each of the three stages (analysis, vision and code). Part 2 (Guidance Notes) of the National Model Design Code ('NMDC') also confirms that *"when preparing design codes, communities need to be involved at each stage of the process"* (paragraph 220) and that *"the process should be transparent and collaborative and precede each stage of the design code production"* (paragraph 223). There is no evidence that the draft Central Bedfordshire Design Guide has been prepared with any community involvement or any assessment or review of local preferences as required by the NPPF and has failed

to follow the required process for developing a design code as set out in the National Model Design Code (which the NPPF makes clear should be followed). The Council should therefore have already undertaken two stages of consultation prior to the Design Code being drafted in its current form. In addition, there is also a short window between the end of the consultation period and the anticipated adoption of the SPD in summer 2023, which appears to allow limited consideration of comments from the public and stakeholders at this late stage.

We are concerned that the Council have failed to follow the consultation process required by national policy and have missed the opportunity to engage with the community up until this point. The draft Design Guide has not followed a clear evidence-based approach to developing its contents and has failed to realise the importance of listening to and understanding the requirements of local communities, and especially those who are going to buy homes within it. These requirements are fundamental considerations in ensuring good quality of life by creating places where people want to live and communities which thrive. This understanding should run through the Design Guide and include overarching principles such as where people want to live, the types of homes and environment they want to live within and even down to details which make a difference to their day to day lives like where they prefer to park the car. By failing to consider the needs of the local community (including home owners), the emerging Design Guide risks adversely affecting the quality of life of future residents. The introduction of the draft Design Guide states that the overall aim is to encourage well-designed developments and a list of requirements such as "*provide dwellings that are functional, accessible, sustainable, and meet the needs of a diverse range of users*" but there is no evidence that the Council have tried to establish what this would actually mean for those residents and how it would be achieved in a meaningful way. The NMDC makes it clear that the engagement process needs to take place through a combination of workshops and interactive events as well as drop-in events and exhibitions.

There is no evidence provided to set out the process followed in developing the contents of the draft Design Guide or the evidence base that was used to underpin its guidance and assumptions. We therefore consider that the Council have failed to identify local preferences in design or the needs and requirements of the local community (including home buyers). There are a significant number of examples where the guidance in the draft Design Guide is at odds with recent survey findings and other evidence as set out below.

Detailed Comments

Chapter 6.0 sets out guidance on the built form and chapter 7.0 sets out guidance on movement. We have the following detailed comments:

Perimeter Blocks

Paragraph 6.8.2 sets out that "all perimeter blocks provide a continuous frontage facing the street and to help to maintain a sense of enclosure and continuity". This draft wording and the supporting images that are provided suggest that these perimeter blocks will be made up of only terraced housetypes and we consider this should be amended to ensure that perimeter blocks can and should contain a mixture of house types including detached homes. The Design Guide must ensure that it reflects the requirements of home owners and residents and that it does not hinder a mix of homes and housing choice in Central Bedfordshire. It should also be noted by the Council that Redrow's national independent YouGov consumer survey in 2021 (Appendix 1) showed that there is a clear preference for detached homes (78%) over terraced homes (4%).

Building Form

Paragraph 6.10.2 states that *"a positive characteristic of local buildings in Central Bedfordshire is the use of shallow building forms. A building with a floor plate (the total floor area of a storey within a building or structure contained within the outside surface of the exterior walls) exceeding a depth of 7 metres, is likely to appear as a large 'boxy' building and floor plates that exceed 11 metres are likely to preclude dual aspect apartments. A building floor plate in excess of 7 metres should therefore be avoided for houses, and floorplates in excess of 11 metres in depth should be avoided for apartments"*. Paragraph 6.10.3 confirms *"deep plan terraces should be avoided as they have a narrow building façade which reduces the available frontage for enclosing urban space, and results in a rear garden space which is unnaturally long and thin. Placing small dwellings back-to-back can also result in a deep-plan form. Small dwellings are better arranged as shallow plan and dual aspect"*. This directly contradicts paragraph 5.7.8 which sets out the positive characteristics of traditional settlements and their forms and specifically refers to *"narrower plot widths to give the feeling of a more human scale"*. On this basis, there is clearly a case for a combination of both narrow and wide plan forms and we recommend that the guidance should be amended to make it clear that a mixture of building forms will be appropriate and remove any overly prescriptive requirements that will make it difficult to deliver a variety of homes that meet different needs and are considered on a specific site basis. For example, vertical building forms with portrait window proportions may be more appropriate for more urban 'Area Types' and 2-storey, horizontal/wide-fronted building forms may be more appropriate for suburban area types.

Building Design

Whilst we agree with the guidance set out in paragraphs 6.14.1 and 6.14.2, 6.14.3 that *"if an alternative 'heritage' style is explored in preference to contemporary design, it is essential that the design demonstrates a full understanding of the heritage architecture to be adopted – its intentions, its guiding proportions and correct detailing. A pastiche design derived from poorly understood*

principles does not contribute to the creation of a sense of place for a development nor the quality of the built environment, especially if it is seen in relation to historic buildings". Redrow's national independent YouGov consumer survey in 2021 (Appendix 1) showed that there is an even split between the desire for contemporary and traditional styles of new build homes. This Design Guide therefore needs to provide guidance that allows both styles of architecture to come forward where appropriate and where it is demonstrated that either style might be more appropriate.

As set out within the introduction to this letter, Redrow has received multiple awards for its design quality and its Heritage Range (based on an arts and crafts style), for example, is renowned nationally for its desirability amongst home buyers. We therefore consider the wording at 6.14.3 should be amended so that it does not assume heritage style architecture will be low quality and to allow design to be responsive to individual sites and the local context.

There are also four photos of terrace housing types (figures 116-119), as well as a clear preference for terraced housetypes in photos and sketches throughout the draft Design Guide, which implies that this is the type of building design that the Council is seeking. This fails to include a range of housing typologies and assumes on-road or hidden parking solutions. The Council should be encouraging a mix of housetypes and ensure the design requirements within this draft Design Guide are responsive to the different needs of the local community and home buyers, and ensure a good quality of life for local residents by creating places where people want to live and communities which thrive.

Elevational Design Considerations

We agree that the detailed design of a building is a key part of defining the character of a scheme and should be informed by an analysis of existing context. We also agree that larger and strategic schemes should also use this context analysis to identify new character areas which should be used to inform the elevational design. However, the guidance then becomes very prescriptive and at paragraph 6.15.2 states that *"the subdivision of glazing should also be given careful thought. As a minimum the width of wall next to a window should be at least as wide as the window itself"*. Then at paragraph 6.15.3 it goes on to say that *"traditionally, windows were slightly taller than they were wide and this is a positive characteristic than can be included in new developments"*. This guidance doesn't appear to be supported by any evidence or justification and is unnecessarily overly prescriptive.

Window Design

Figure 131 includes examples of what are considered to be well-proportioned windows, however, these all emphasise vertical proportions. We would recommend that bay windows should also be

included as they also create a more layered façade and add rhythm and proportion to the elevations. We include examples of the successful use of bay windows at Appendix 2.

Street Houses

The Design Guide has an undue focus on terraced dwellings. Paragraph 6.22.4 states that *"successful streets are comprised of houses that ensure continuity of frontage and an appropriate sense of enclosure. They should relate to each other to provide some coherency yet have sufficient variety to allow for individual preferences and a degree of personalisation"*. Paragraph 6.22.5 then sets out that *"the terraced house is an efficient type, which can achieve higher densities without having to resort to high rise. Traditional terraces in the smaller settlements of Central Bedfordshire demonstrate that this effective form of housing can make attractive streetscapes. The challenge is to develop a family of terrace types with related characteristics, but which offer different combinations of accommodation, have different plot widths and frontage depths and the ability to achieve subtle changes of direction"*. As drafted the Design Guide does not provide sufficient support or any guidance on the role of detached homes in delivering successful communities and well-designed streets and spaces.

Redrow's national independent YouGov consumer survey in 2021 (Appendix 1) showed that 77% of consumers aspire to live in a two storey detached home. Furthermore, only 3% and 4% of respondents stated they would choose to live in a terraced home or townhouse respectively. 85% of people surveyed felt that a street comprising detached homes with front gardens was attractive but only 47% felt that a street enclosed by townhouses with parking to the front was attractive and 42% felt that terraced housing with parking to the rear was attractive. The Design Guide as written conflicts significantly with consumer evidence, and should be redrafted to encourage a wide range of housing typologies, including detached dwellings, which reflect the wide range of locations and opportunities available within Central Bedfordshire. There is a risk that without revision, the guidance set out could have the unintended consequence of reducing choice in the housing market which would of course adversely affect housing delivery and would be detrimental to new housing supply. As currently drafted, the guide promotes a generally urban type and form of housing that does not reflect public aspirations or tastes (as demonstrated through Redrow's survey information).

Paragraph 73 of the NPPF provides guidance on this point and notes the importance of large scale development in providing for a supply of large numbers of new homes. It goes on to state that those developments should be delivered in a sustainable way and should ensure that appropriate tools such as masterplans and design guides or codes are used to secure a variety of well designed and beautiful homes to meet the needs of different groups in the community.

The demand for detached homes is higher than ever as people look for an improved quality of life and take the opportunity to work from home for at least some of the week. The need for space and

privacy is therefore important and in many places a more balanced approach will be required so that a good proportion of detached homes are delivered whilst also maintaining an efficient use of land. This is to ensure healthy, happy and balanced communities as well as supporting a housing market which the Council are reliant on to deliver regeneration.

It is important to note that the desire for detached homes is not just delivered from homebuyers. Redrow's YouGov survey also surveyed local councillors, with 52% confirming 'high demand' for family homes in their area. Conversely, only 15% indicated they were supportive of townhouse with three storeys.

We recommend that this guidance is amended to ensure that a mix of housing is able to come forward and the needs of the local community and future residents are responded to as effectively as possible.

Roof Design

Paragraph 6.24.9 says that *"the use of hips on both ends of a house gives it a suburban look and makes it difficult to integrate into the street scene and should be used sparingly"*. This assumption is not explained or justified, and we note that there are many examples of the use of hipped roofs locally (see examples at Appendix 3), which we consider to be characteristic of many parts of the built-up areas of Central Bedfordshire. We therefore suggest that this wording is amended to ensure that the use of hipped roofs is not unduly limited especially where it will enable new development to reflect local design.

Street Trees

Paragraph 7.8.2 states that *"trees in private gardens will not count towards meeting the NPPF requirement for street trees. If they are proposed as part of a landscape scheme they must be provided in addition to any trees within the public realm"*. This is not in line with the NPPF policy requirement which simply states that *"planning policies and decisions should ensure that new streets are tree-lined..."* (Paragraph 131). There are many examples of where trees within the public realm and/or in private gardens can successfully contribute to a tree-lined street (see Appendix 4) and enhance the street scene. This wording should therefore be amended to ensure all trees considered the line the street count towards the street tree requirement, whether they are located within the public realm or within private gardens adjacent to the street.

Conclusions

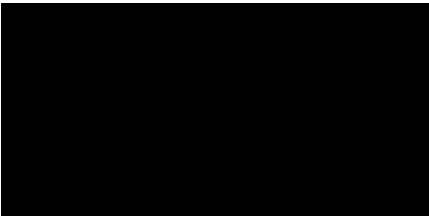
We are disappointed with the lack of evidence regarding any public engagement in the early stages of the development of this draft Design Guide and the failure to comply with national policy and guidance within the NMDC. The draft Design Guide is not considered to adequately reflect the aspirations of local communities and fails to respond to the what homebuyers are seeking in their

new homes and consequently are undermining the desirability and deliverability of homes in Central Bedfordshire.

We have set out a number of overly prescriptive guidance and assumptions that are not supported by evidence and that we feel could have a detrimental impact on the quality and choice of development coming forward, and have provided a number of reasonable solutions or suggestions where we feel the guidance should be reconsidered or redrafted. We also support this with our client's own evidence and experience that underpins our concerns about the current guidance and the design, quality and choice of development that current and future residents require.

We trust the above is useful and will be taken into consideration in preparing further iterations of the Central Bedfordshire Design Guide. In the meantime, please do not hesitate to contact me should you require any further information.

Yours sincerely



KATHRYN VENTHAM
Director

APPENDIX 1
REDROW'S RESPONSE TO
'DELIVERING BEAUTIFUL HOMES, STREETS AND COMMUNITIES'



DELIVERING BEAUTIFUL HOMES, STREETS AND COMMUNITIES WHERE PEOPLE WANT TO LIVE

A response and suggested revisions to the draft
National Model Design Code

March 2021





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EXECUTIVE SUMMARY

We support the government's objectives to deliver beautiful places and homes. We are an experienced and responsible house builder with a focus on delivering beautiful homes and thriving communities that are not only attractive but functional, practical and sustainable.

Our comments and suggested revisions to the NMDC are summarised below.

At Redrow we have fully embraced the placemaking agenda and have developed our own set of principles for creating communities of the highest design quality that meet the objectives of good urban design.

Importantly, our approach to creating beautiful and thriving communities is rooted in what the new communities want from their home, their street and the place. Our approach also reflects what existing local communities and their community representatives desire for their area. As we have set out in this report it is of the utmost importance that local design codes deliver what new communities want in terms of the type of home, where it sits in relation to the street and how parking is accommodated. Whilst the guidance in the draft National Model Design Code is presented as illustrative, revised paragraph 128 of the NPPF gives this guidance weight in planning decisions where there is no local design code in place. **It is therefore important that the guidance set out in the NMDC provides for the types of homes where people want to live.**

As we understand it there has not been extensive levels of canvassing of what people want from their home, the street or place in the drafting of the National Model Design Code. In the absence of this and in order to find out how changing lifestyles following the Covid 19 pandemic have affected homebuyer preferences we conducted two nationwide YouGov surveys in March 2021: a survey of 2,000 members of the public and a survey of 521 elected local councillors.

The results provide a clear indication of what local communities are looking for in a home and in their street. This research also closely aligns with the extensive customer research we have in place via focus groups and customer surveys.

As currently drafted the guidance in the NMDC does not reflect this and seeks to deliver a generally more urban form of place than most people would want, in particular those who do not live in cities or town centres. Whilst we recognise that higher density, more

urban forms of community will be appropriate in some locations especially those served by good public transport, in many parts of the country this approach is not suitable or desirable. We have set out in this report our recommendations for how the proposals in the NPPF and the contents of the National Model Design code should change to ensure that truly responsive and successful places can be delivered.

Design codes are useful for large developments and following outline planning permission

At Redrow we have used Design Codes on a number of our large scale strategic developments and have found that on developments of this scale they are a useful tool to guide and shape the design approach. Our Plasdwr Garden City development in Cardiff comprising 7,000 homes set within 5 walkable neighbourhoods is a good example.

Design codes are not necessary for smaller scale developments and certainly not for developments comprising less than 300 homes where the requirement for a design code would introduce unnecessary delay.

To be effective design codes require a good level of detailed information about the site, the local housing market and viability. This information is not usually available before outline planning permission has been granted. It may be difficult therefore to create a robust and deliverable design code in advance of this. The idea of creating codes through the Local Plan process is untested and in the absence of the required level of detail there is a risk that locally produced design codes will make commitments that are not deliverable. This may result in delaying or even stalling development and/or having to fundamentally revise a code which may have already received community support. Notwithstanding this, if a local design code is to be prepared prior to the outline application stage it is considered that this should be done through the Local Plan process rather than through a SPD.

This will not only ensure that other considerations such as viability, highways and other sustainable development objectives can be assessed alongside the design guide and codes, but will also ensure they are independently examined. Such examination offers the best tool to test the effect of a local design code on the delivery of all local plan objectives including housing delivery.

To cover circumstances where design guides and codes are prepared as supplementary planning documents it should be made clear in NPPF that full and equal engagement is required between the local authority, local communities and with the development industry. To do otherwise would risk key inputs from the development industry on matters such as viability, deliverability, and regulatory consistencies not being given sufficient weight when creating the local design code.

The idea of a National Model Design Code could be useful in guiding codes for larger sites and at the right stage

With the right contents and status, a national model design code could be effective at providing for a consistent approach to creating places, removing the current challenge of developers having to respond to differing requirements from LPAs and Highway Authorities. This would create more certainty and lead to better places generally and faster delivery of homes.

However, as drafted the NMDC is likely to lead to confusion and delay in many instances as much of the indicative guidance within it is at odds with what most people want from a home, a street and a neighbourhood.

We have set out suggested recommendations to the contents of the NMDC in Chapter 7.

Clarification is required on the status of the contents of the NMDC

The contents of both the National Model Design Code and the accompanying Guidance Notes are presented as indicative examples and a 'kit of parts' from which LPAs and others can draw on to use to develop local design codes.

However, revised paragraph 128 of the NPPF makes it clear that in the absence of a local design code, the contents of the NMDC should be used to guide planning decisions.

Unlike all other forms of planning guidance such as the National Design Guide, the NMDC comprises a series of detailed annotated drawings and other visuals such as street sections with dimensions and building elevations.

There is a very real risk that an unintended consequence of the revisions to the NPPF is that the NMDC is used inappropriately to inform planning decisions either where there hasn't been sufficient time to prepare a local design code or where LPAs give undue weight to the illustrative guidance in the NMDC.

We recommend that the status of the guidance within the NMDC is clarified by clearly highlighting which aspects and contents can be used in planning decisions. For example, by making it clear that the diagrams and illustrations are purely illustrative and not to be used and that certain sections of the text can be used.

We also recommend that a transition period of 24 months is introduced to avoid the NMDC being used unfairly by LPAs in advance of a local design code being commenced.

The challenge of reaching agreement on a design code prior to submission of a planning application

As proposed, the production of a local design code would be prior to a planning application being submitted. It could either form part of the Local Plan process or be in the form of an SPD. This approach is not supported. It is untested and in the absence of the required level of detail there is a risk that locally produced design codes will make commitments that are not deliverable. This may result in delaying or even stalling development and/or having to fundamentally revise a code which may have already received community support. Notwithstanding this, if a local design code is to be prepared prior to the outline application stage it is considered that this should be done through the Local Plan process rather than through a SPD. This will not only ensure that other considerations such as viability, highways and other sustainable development objectives can be assessed alongside the design guide and codes, but will also ensure they are independently examined. Such examination offers the best tool to test the effect of a local design code on the delivery of all local plan objectives including housing delivery.

EXECUTIVE SUMMARY

The indicative guidance within the draft NMDC is not reflective of what communities want

Notwithstanding the need to clarify the status of the contents of the draft NMDC we feel that the indicative guidance within it needs to be revised to reflect public opinion. We have set out suggested revisions to the technical guidance in Chapter 7.

The government has stated that a key objective to the proposed revisions to the planning system and introduction of a National Model Design Code is to deliver places that the public find attractive. The results of our surveys show a very strong preference for a much softer, lower-density form of development than that suggested in the guidance in the NMDC. People generally much prefer streets comprising detached homes, set back from the street and a detached home remains by far the most popular choice as a home for a number of reasons.

As currently drafted, the guidance in the NMDC would not allow for the creation of the types of places that our polling shows people prefer. Although the guidance is indicative and each local authority is to create its own local design code it is important that the indicative guidance in the NMDC reflects public opinion (not least because this guidance can be used under the proposed revision to paragraph 128 of the NPPF to inform planning decisions).

Our recommendations are for amendments to the guidance in the NMDC to present a more balanced set of typologies to reflect the many different circumstances and characters around the country as well as public opinion.

Planning Policy Guidance Note 3 (PPG) in the 1990's sought to impose a particular urban housing typology that was different to what people wanted from a home, street or neighbourhood. As set out in Chapter 4, the result was some of the most unattractive, car dominated and inconvenient places to live in the country. It is important that we don't repeat this mistake.

The indicative guidance in the draft NMDC supports a generally more urban form of living than our surveys suggest people are looking for in a home or a street.

It would be much more effective and useful for the NMDC to present examples that are based on what home buyers and the wider public have a preference for. For this reason we request that the proposed revisions set out in this report are made to the NMDC to deliver a new generation of beautiful places that are also much loved by the residents of the new homes, local stakeholders and the wider public.

The NMDC should encourage a wide range of housing typologies

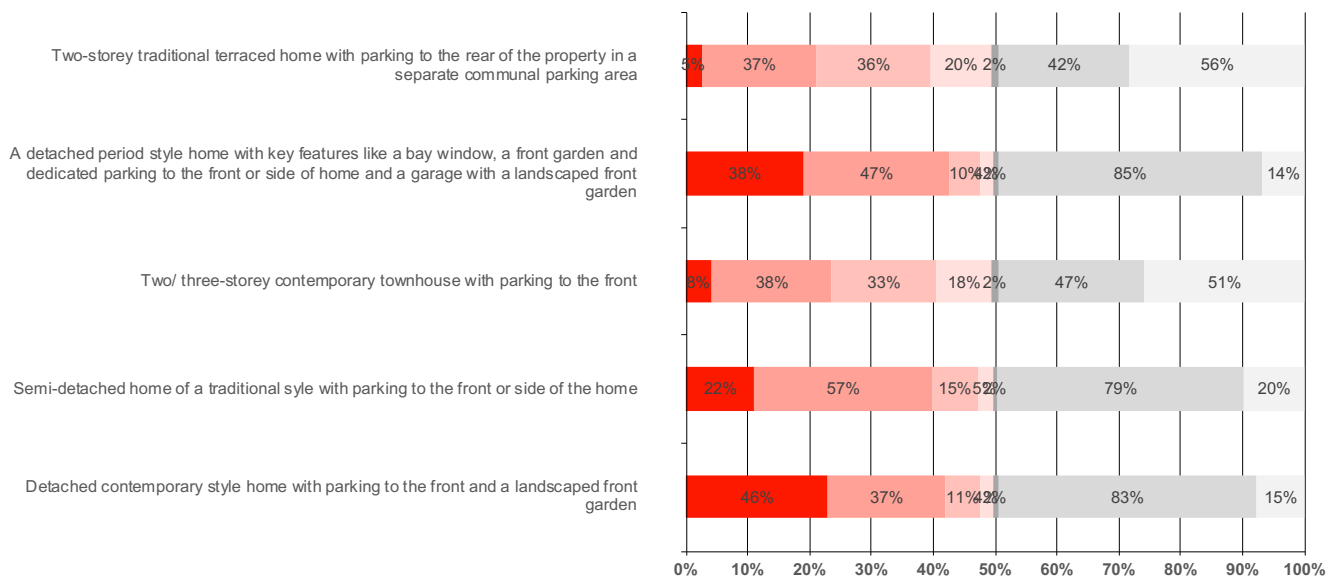
Every site and each location is different and the NMDC should provide guidance for a wide range of housing typologies that can be used in different situations. In most parts of the country the wide-fronted house reflects the local vernacular and yet this form is not currently proportionately presented in the NMDC and there is an emphasis on narrow plan forms with a vertical emphasis such as three and four storey townhouses.

In order to reach the government's target of building 300,000 homes a year it is important that a wide range of forms of housing that can deliver beautiful places are provided for and encouraged. As currently drafted, the NMDC promotes a generally urban type and form of housing that does not reflect public aspirations or tastes (as demonstrated through our survey) and would not reflect the local vernacular in many parts of the country.

There is a risk that without revision, the guidance in the NMDC could have the unintended consequence of reducing choice in the housing market which would of course adversely affect housing delivery and would be detrimental to new housing supply.

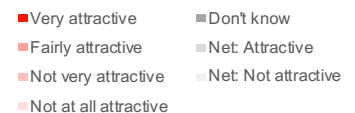
We recommend that the NMDC is amended to also include examples of wide-fronted and square-plan detached homes with horizontal emphasis which people prefer. For example, indicative guidance could be shown for elevations for each of the example 'area types' with narrow plan town house types for urban areas and 2-storey wide-fronted and square plan detached types indicated for suburban areas.

In general, how attractive, if at all, would you find a street comprising of the following new build homes?



Data source: YouGov

Unweighted base: All GB Adults (2038)



Narrow, vertical house types are not generally reflective of the English vernacular: The vast majority of vernacular forms of housing in England are based on a wide-fronted, 2-storey form as recognised in highly regarded studies of English vernacular architecture such as R.W. Brunskill's Illustrated Handbook of Vernacular Architecture (1970). Whilst the urban vernacular of the 17th and 18th Centuries does include townhouse terraces these are today embedded within the central urban core of towns and cities and are not always a relevant or appropriate character reference for new homes on the edge of a town.

The focus on narrow-plan building types in the indicative guidance in the NMDC will make it difficult to deliver not only homes that are practical for modern lifestyles but also buildings that reflect the local vernacular in many parts of the country.

The guidance should be revised as set out in Chapter 7 to address this.

The guidance in the NMDC would preclude the delivery of a 21st Century version of Bournville

The indicative guidance set out in the NMDC would make it easy to build a 21st Century version of Bath or Belgravia but make it difficult, if not impossible, to replicate some of the most attractive and desirable places in the UK such as Bournville and Letchworth.

We set out a series of recommended revisions to the indicative guidance in the NMDC to street widths, architecture, density and parking that would encourage the delivery of beautiful and functional medium and lower density places with character to complement the higher density options.

EXECUTIVE SUMMARY

Recommendations

We make 9 recommendations to the draft NMDC and associated proposed revisions to the NPPF

Recommendation 1: Revise requirement for codes at the allocation stage.

The existing arrangement of requiring design codes following the granting of outline planning permission works well and the stage at which design codes are required should not be changed.

Requiring design codes at the site allocation stage in advance of a planning application will be less successful than the current process. To be effective design codes require high levels of detailed information (on the site, costs, viability etc.). This level of detail isn't usually available at this early stage in the planning process. There is a real risk that landowners will undertake a coding process to secure an allocation without the detail to know whether a code is actually implementable or not. This could result in disappointing the local community if the code is not technically or financially deliverable and has to be significantly re-written (resulting in distrust and frustration) or in the development of the site being delayed or stalled slowing new home supply.

For the above reasons, the stage that design codes are required should remain within the planning determination stage (i.e. as a condition attached to the outline planning permission).

Recommendation 2: Clarify the status of the 'guidance' information in the NMDC.

It is important that the exact status of the guidance in the NMDC is clarified. On the one hand the guidance is presented as indicative and LPAs are encouraged to develop their own site specific and locally supported guidance and on the other hand the proposed revision to paragraph 128 of the NPPF states that planning decisions should be guided by the NMDC where no local code is in place.

The NMDC should be revised to make it much clearer which aspects of the NMDC and associated guidance notes are purely indicative examples and which elements are to be used as principles to guide the contents of codes as well as planning decisions where there is no local design code.

In addition, the emphasis on urban and higher density forms of development in the indicative guidance and examples should be balanced with examples of lower density development forms comprising detached homes, which are not only more popular but create beautiful calm places to live.

Recommendation 3: Revise the indicative guidance in the draft NMDC to reflect the views, preferences and requirements of the public.

We understand that the process of developing the contents of the draft National Design Code included workshops with academics, urban designers and architects but we are not aware of any form of consultation with the public or research into what the public want from a home or what they would find attractive in a street.

As a result, much of the guidance presented in the NMDC is at odds with what people want (as set out in Chapters 2 and 3).

The NMDC should therefore be revised as set out in Chapter 7 to reflect the aspirations and preferences of the public and the prospective residents of new communities.

Recommendation 4: Widen the suggestions for how street trees can be delivered.

The guidance in the draft NMDC only gives one way to deliver street trees for all streets – within a verge on both sides of the street. Whilst we support the provision of street trees generally and agree that they add to the quality and beauty of a development, we feel that it would be useful for the NMDC to include a wider range of potential options to deliver them. This is important for reasons of viability, the early delivery of tree-lined streets within a development and for legibility by providing for a range of tree-lined streets of different characters.

In Section 7 we set out a suggestions for a range of ways that street trees can be delivered effectively with suggested drawings to include in the NMDC.

Recommendation 5: Widen the density bands in the suggested 'Area types'.

It is important to allow for a balanced mix of housing types in all new developments. As currently drafted the density bands given in the indicative 'Area Types' would make it impossible to provide detached homes in 'Urban Neighbourhoods' and 'Suburbs'. We set out in Section 7 suggested revisions to the proposed indicative density bands presented for the Area Type examples.

Recommendation 6: Revise street sections to provide for the delivery of all types of attractive streets.

The evidence set out in this report shows that most people prefer the appearance of streets comprising detached homes, set back from the street with parking and front gardens to the front. This is a very attractive, practical and functional arrangement

As currently drafted, the street sections for secondary streets and local streets in suburban areas would not permit the delivery of streets such as those in Bournville Conservation Area which (as the results of our survey have shown is considered to be the most attractive type of street). We set out the necessary required revisions to the street sections in Section 7.

Recommendation 7: Revise parking guidance to reflect what works for people.

The evidence presented in this report shows a strong preference amongst the public for parking provision close to the front door of their home, ideally to the front (side-by-side). This is a convenient, safe and practical solution that also enables deep, well-planted front gardens to create green streets. Parking is not only conveniently located for all residents but it is also nicely integrated within the landscape of the development. With the proposed changing to the building regulations requiring charging points for all new homes and the increasing ownership of electric vehicles the ability to conveniently charge an electric car on the driveway in front of the home will become more important. Our survey shows that 77% would prefer to charge their electric vehicle on the driveway in front of their home.

Many of the models suggested for parking in the NMDC such as multi-storey car parks ('car barns') to the edge of housing developments or parking courtyards create a polarisation of parking resulting in some areas where the parked car is hidden but other areas where the parked car dominates the space resulting in very unattractive as well as inconvenient places.

Recommendation 8: Build in flexibility

Revised paragraph 133 of the NPPF places significant weight on the contents of a local design code in decision making. In the future it is likely that many of these codes will have been prepared before any detailed assessment of the site or the local housing market may have taken place. Inevitably these codes will therefore in many cases include requirements that are unviable, undeliverable or both.

It is important therefore to have a clear system in place to make amendments to locally-produced codes or to be able to set out justifications for departing from the code and have these approved (either by the LPA or the independent arbitrator).

Recommendation 9: Require homebuyer survey at consultation stage

A key ingredient to delivering a successful place is understanding the requirements and aspirations of home buyers and we recommend that a simple survey of aspirations and requirements of the local community in terms of the type of home they would prefer, the type of parking arrangement they would find most practical and convenient as well as the types of street that they would find most attractive should be carried out. Questions similar to those asked in our recent YouGov survey (set out in the attached report) would be essential in forming deliverable and viable local design codes.

1 | INTRODUCTION

About Redrow

Who we are

We are one of the UK's largest house builders with a network of 14 operational divisions. We employ over 2,300 people and are listed on the London Stock Exchange and part of the FTSE 250 index.

We build approximately 6,000 homes per year across England and Wales. Through our long established history, spanning more than 40 years, we have earned a unique reputation for quality and building beautiful homes where people want to live. To help achieve this, Redrow has developed three sustainable business themes: Creating Thriving Communities by Building Responsibly and Valuing People. Implementing this strategy, whilst engaging with colleagues and stakeholders, helps Redrow deliver significant value to investors and the wider community.

Our approach to placemaking

As well as building premium quality homes we have a particular focus on creating great places to live and delivering thriving communities. In July 2019 we launched the 'Redrow 8', our 8 placemaking principles which provide a framework for our approach to placemaking from the initial vision and concept for a site through to detailed design and implementation.

The Redrow 8 principles are focused on creating places that offer social and environmental benefits for new residents and the wider community they will become a part of. The principles contribute towards

improving health and happiness, a sense of belonging, protection and enhancement of the built and natural environment, among other considerations.

Our track record in delivering high quality homes and beautiful streets, in communities that our customers are proud to call home, provides a very strong foundation for the application of these principles on all of our developments.

As well as improving placemaking within the site, the 8 principles look beyond it to consider how our developments interact with surrounding employment opportunities, facilities and services as well as creating thriving, sustainable settlements.

The overall benefit is a lasting legacy of robust and resilient communities that will remain healthy, happy places to live.

At Redrow, we believe that the best places to live are created when the design concept is focused on the needs and aspirations of the people who will live there and will make up the new community. For example, it means creating homes that are not only beautiful, but practical too, allowing for privacy and a sense of individuality for each home within the street.

All of our housetypes provide for these important elements, especially our Heritage Collection, which is inspired by the Arts and Crafts movement to create a popular, highly attractive style that is also responsive to the existing character in many parts of the UK.



Our company purpose and strategic objectives are focused on creating a better way for people to live.

1 | INTRODUCTION



We are proud to create high quality places and communities.

1 | INTRODUCTION

In our representations to the Building Better, Building Beautiful Commission, which was quoted in their final report, we said:

‘It is fundamental that any attempt at a definition of beauty reflects those of the community likely to live in the completed developments. For example, we have evidence from our customers (who form the communities on our developments) that they have a preference for and an attachment to traditional Arts and Crafts style architecture when it comes to choosing a new home.’

Reflecting popular opinion

In our original representations and in our subsequent representations to the BBBBC’s Interim Report we have consistently stressed the importance of reflecting public opinion and in particular that of home buyers in any national design or placemaking guidance.

We are an experienced and responsible house builder focused on delivering homes and places that our customers find beautiful and that are not only attractive but functional, practical and sustainable.

As currently drafted we feel that the guidance in the National Model Design Code does not sufficiently reflect what home buyers are looking for and is at odds with the types of places that most people find attractive. Whilst it might provide a framework to deliver the 21st Century equivalent of Bath or Belgravia it would not allow for the delivery of a 21st Century Bournville.

In February and March 2021 we carried out extensive research in the form of two YouGov surveys (one of 2,000 members of the public and another of 521 elected councillors) in order to understand community preferences for homes, streets and neighbourhoods. The evidence from this research provides clear evidence for where the draft guidance in the NMDC needs to change to reflect public opinion. We understand that the public were not consulted or involved in the process for drafting the NMDC so we hope this information is useful to government.

Whilst we welcome the renewed focus on place making and beauty in the planning system and there are many aspects of the guidance that we support, it is vitally important that the form of housing proposed is aligned with what the public want. As currently drafted the NMDC places an emphasis on the creation of places with an urban character, comprising of generally higher densities with buildings close to the pavement edge. As our research demonstrates this type of place is different to what most people find attractive or practical for modern lifestyles.



Our research shows a strong preference amongst most people for a lower density form of living to that suggested in the draft NMDC guidance.

1 | INTRODUCTION



Representations to the Building Better,
Building Beautiful Commission

May 2019



We submitted full representations to the Building Better, Building Beautiful Commission stressing the importance of reflecting the needs and aspirations of new home owners in any changes to national design guidance.

Since the start of the pandemic and with the associated changes in working patterns we have seen an increase in the number of people looking for more space in the home, space outside the home and easy access to nature. A recent survey we conducted shows a very strong preference among many people for living in a detached home, set back from the street behind a front garden with parking for two cars side by side close to the front door. As we will explain in this report, this type of home and setting is not only extremely popular, practical and functional but it can also create beautiful, well-landscaped streets. The respondents to our survey found streets defined by detached homes more attractive than those framed by terraced homes.

In creating sustainable new neighbourhoods and communities it is important that we listen to what people want to ensure that the places are valued and cared for.

Whilst the authors of the NMDC have been careful to explain, the 'guidance' in the NMDC should be treated as examples and local planning authorities are encouraged to develop their own code parameters for each site, it is very important that the NMDC does not appear to show support (through the indicative guidance) for forms of housing that are not attractive, functional or desirable to most people. It would be much more effective and useful for the NMDC to present examples that are based on what home buyers and the wider public have a preference for. This is especially important as under the revised paragraph 128 of the NPPF the guidance in the NMDC is to be used to guide planning decisions where no design code is in place.

For this reason we request that the proposed revisions set out in this report are made to the NMDC to deliver a new generation of beautiful places that are also much loved by the residents of the new homes.

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Like any form of design, the most important consideration when creating guidance for new residential places is that of the end user or home owner.

Homebuyers' opinion on the form of the home, how it sits on the street, where the parking is located as well as the architectural style is fundamental to all sustainable and responsive placemaking. The idea that an alternative form of housing to that desired by the consumer can be imposed on the market risks creating places that are impractical and unloved. Whenever this has been attempted in the past (for example PPG3) it has failed to deliver sustainable places of quality.

In a free-market economy, the tastes, desires and aspirations of consumers matter greatly and to create places that people value with a strong sense of community it is fundamental that their views inform the model for housing as we 'build back better'.

As house builders we are continually listening to and responding to our customers' needs, desires and aspirations to ensure that we are exceeding their expectations. We regularly carry out market research into our customers' views and how they are changing. The last 12 months have seen significant shifts in what people are looking for in a home and a community.

In the apparent absence of any national polling as part of the work that fed into the development of the NMDC we instructed a national YouGov survey of 2,000 UK residents comprising 25 questions about what they look for in a home. The results provide a very clear pattern of preferences for types of home, their appearance and parking arrangements. Many of these are different to the guidance presented in the NMDC.

The proposed revisions to the NPPF and the introduction of a National Model Design Code offer opportunities to create beautiful, much-loved and sustainable communities but it is important that the starting point for shaping these comes from the people who will make up the new communities – home buyers.

We set out below the results of a nationwide YouGov survey of 2,000 people into what they want from a home, street and neighbourhood. The results of this are used to inform suggested revisions to the NMDC in Chapter 3.



Homes designed for modern lifestyles in a style that people love, set within a street designed for people.

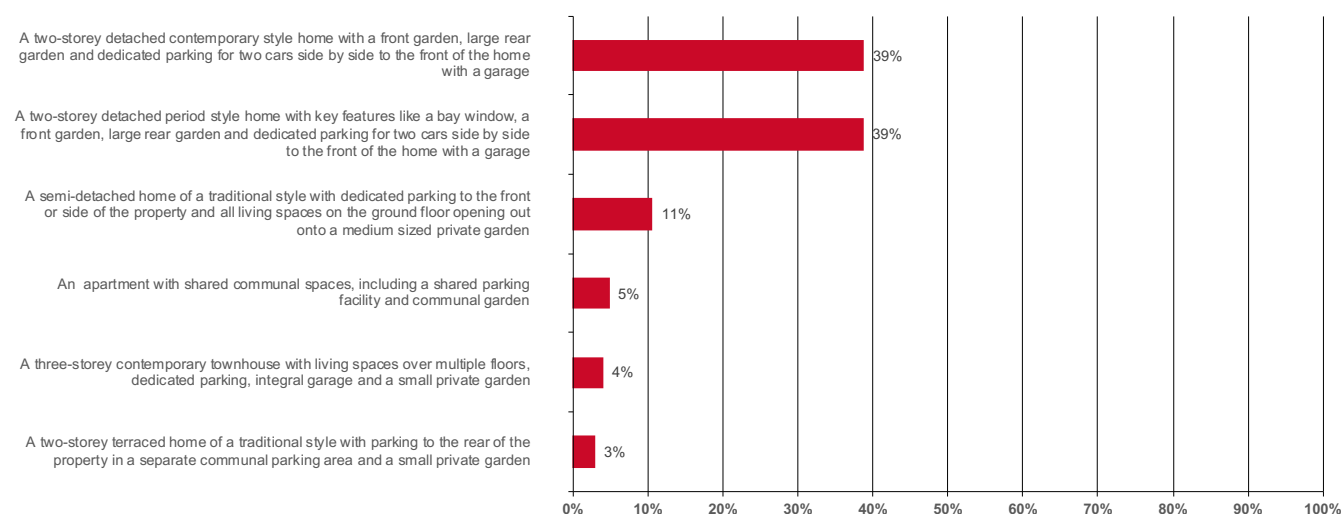
2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

We wanted to understand what people want from a home today, following the Covid 19 pandemic and the associated change in lifestyles and working patterns. We also wanted to find out what the public’s preferences are for how their home sits in the street, where parking is best located and how the home forms part of a neighbourhood.

We asked 2,000 people 25 questions relating to:

- Their preferences for the type of new build home they would aspire to live in
- What types of homes they feel would make the most attractive street
- The degree to which their home should have a sense of individuality within the street
- The proximity of their front door to the pavement
- The type of home (detached, semi-detached, terraced etc.)
- The degree to which each type of home would be adaptable
- The preferred shape of the rear garden
- The importance of particular features within a home
- The availability of storage space
- How the type of home would affect quality of life
- The perceived safety of living in a cul-de-sac
- How important it is to be able to see their parked cars
- The preferences for the location of parking
- Where they would prefer to charge their electric car
- How sustainable each type of house is perceived to be

If you had to choose, which ONE of the following new build homes would you aspire to live in MOST?



Data source: YouGov
Unweighted base: All GB Adults (2038)

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

What type of home do people want to live in?

We asked which of six types of new build home you would aspire to live in.

The options were an apartment, two-storey terraced housing a 3-storey townhouse, a semi-detached home and a choice of two detached homes (an 'Arts and Crafts' inspired style and a contemporary style). The responses were quite conclusive: 78% selected a detached home. The 78% were split evenly between the traditional style and the contemporary style home. A very low proportion of people would choose to

live in either a two-storey terraced home, a 3-storey townhouse or an apartment.

The townhouse shown in the question is larger in terms of floorspace than the two detached options. All of the images shown are of Redrow homes and the results clearly shows something that we have known for some time – that there remains a very strong preference for a detached home when thinking about your ideal place to live. A significant proportion of people would prefer to live in a detached home with no adjoining neighbours.

If you had to choose, which of these new build homes would you aspire to live in? Please choose one property.



A two-storey detached period style home with key features like a bay window, a front garden, large lateral rear garden and dedicated parking for two cars side by side to the front of the home.

39%



A two-storey detached contemporary style home with a front garden, large lateral rear garden and dedicated parking for two cars side by side to the front of the home.

39%



Semi-detached home of a traditional style with dedicated parking to the front of the property and all living spaces on the ground floor opening out onto a medium sized garden.

11%



A lateral apartment with shared communal spaces including a shared parking facility and garden.

5%



A three-storey contemporary townhouse with living spaces over multiple floors, dedicated parking, integral garage and a small garden.

4%

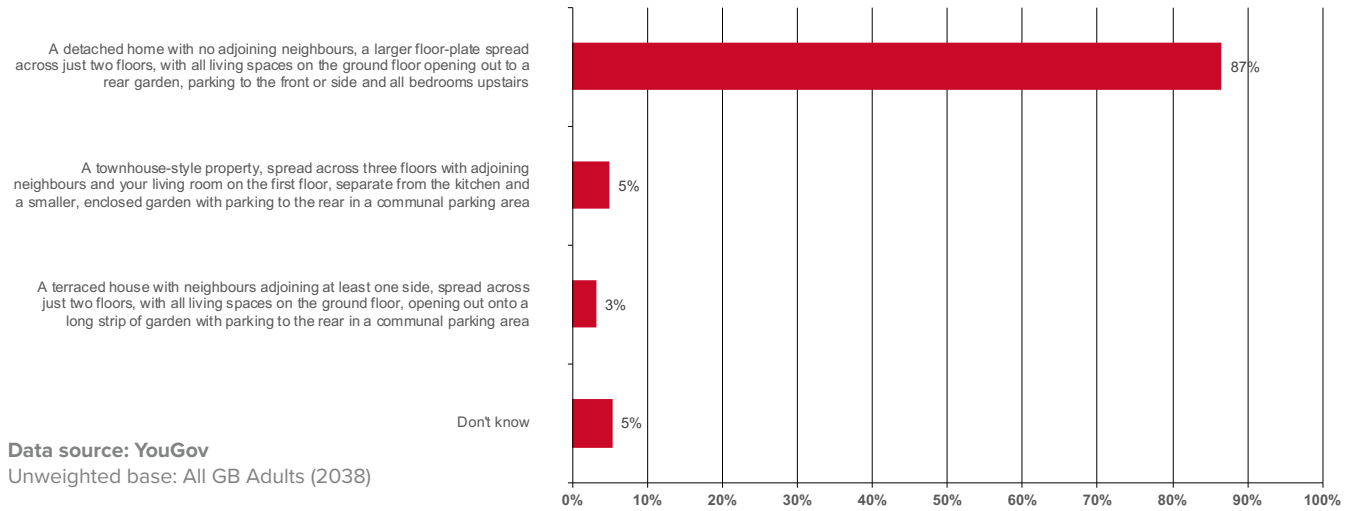


A two-storey terraced home of a traditional style with parking to the rear of the property and a small garden.

3%

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Which ONE, if any, of the following types of property would you prefer your home to be?



Would you prefer your home to be:



A detached home with no adjoining neighbours, a large floorplate spread across two floors, with all living spaces on the ground floor opening out to lateral garden and all bedrooms upstairs.

87%



A townhouse-style property, spread across three floors with adjoining neighbours and your living room on the first floor, separate from the kitchen and/or bedrooms over different floors with a small, enclosed garden.

5%



A terraced house with neighbours adjoining at least one side, spread across two floors, with all living spaces on the ground floor, opening out onto a long strip of garden.

3%

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Which type of home would be easier to adapt?

Modern lifestyles, more working from home and an aging population all mean that it is important that new homes are flexible and provide the opportunity to easily adapt them.

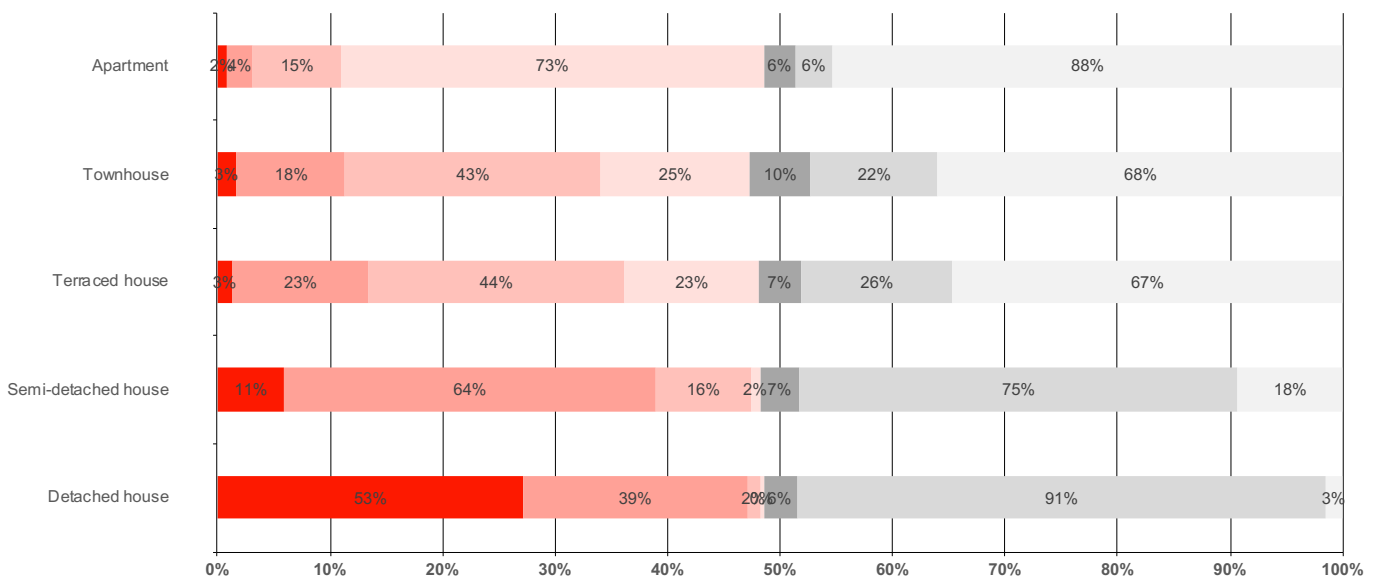
Our survey asked which of the five types of housing would be the easiest to adapt and the results show clearly that most people feel that a detached home would be the easiest to adapt (91%) followed by a semi-detached home (75%).

Terraced homes and townhouse homes were considered to be difficult to adapt (67% and 68% respectively).

As we 'build back better' it is important that we build in the flexibility and opportunities for adaptations and extensions so that people can stay in the homes for longer and that they can be changed easily to meet their changing requirements.

By allowing people to stay in their homes for longer we provide a basis for a stronger sense of community and avoid people having to move to find homes that meet their changing needs and requirements.

For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/or extend each of the following types of property?



Data source: YouGov
Unweighted base: All GB Adults (2038)

- Very easy
- Fairly easy
- Fairly difficult
- Very difficult
- Don't know
- Net Easy
- Net Difficult

91% of people feel a detached house is easy to adapt. **53%** that detached homes are very easy to adapt.



2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

What type of homes make for an attractive street?

Whilst an individual's preference for living in a detached home might not be that much of a surprise, it is interesting to test what type of home people feel makes the most attractive street.

Urban designers and architects often contend that to be beautiful, streets must be completely enclosed and defined by built form using terraced housing or apartments. Whilst this makes sense for a city centre location where it is important for the public space to have a civic and formal quality, in residential environments a softer, greener type of streetscape is often preferred by residents and the public.

The results here are very clear, most people consider detached and semi-detached homes set back from the pavement edge to create highly attractive streets.

Terraced forms of housing whether they are set back from the street or on positioned on the pavement edge are considered to be more unattractive than attractive. The survey results show clearly that streets comprising detached homes are considered more attractive by the

vast majority of people. Again the results are similar for the traditionally styled detached home and the contemporary styled home.

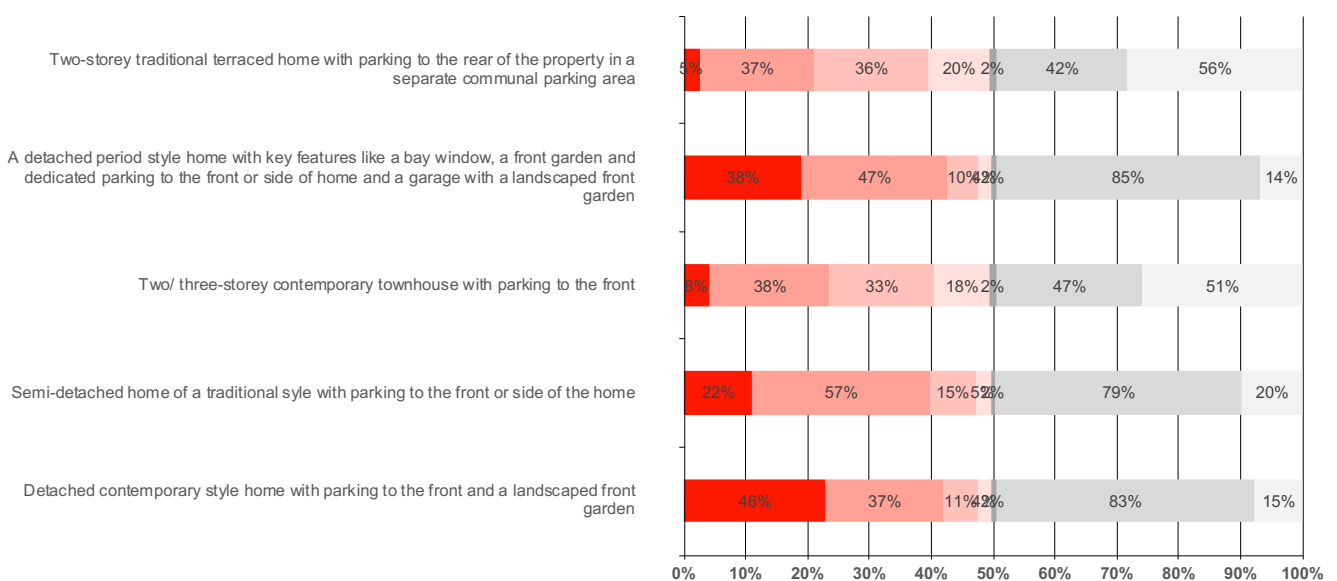
Semi-detached types were considered the second-most successful at creating attractive streets, reinforcing the idea that a softer, greener more open streetscape is considered more appropriate and attractive in residential environments.

Two very different styles of terraced home were shown in this question. The 3-storey contemporary townhouse was found to be marginally more attractive than the 3-storey traditional terraced street but both were considered to be more unattractive than attractive.

Interestingly, the question explained for the traditional terraced option that parking would be to the rear (i.e. not visible on the street) and yet it was still voted the least attractive type of street.

The results clearly show a preference amongst the public for a lower density street than a more urban and enclosed one.

In general, how attractive, if at all, would you find a street comprising of the following new build homes?



Data source: YouGov
Unweighted base: All GB Adults (2038)

■ Very attractive ■ Don't know
■ Fairly attractive ■ Net Attractive
■ Not very attractive ■ Net Not attractive
■ Not at all attractive

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Please rate how attractive you would find a street with the following new build homes on. (Please select one option on each row). Answers to be presented in a grid format: Very attractive, fairly attractive, not very attractive, not at all attractive, I don't know.



A detached period style home with key features like a bay window, a front garden and dedicated parking to the front or side of home and / or a garage with a landscaped front garden.

85%



Detached contemporary style home with parking to the front and a landscaped front garden.

83%



Semi-detached home of a traditional style with parking to the front of the home.

79%



Two / three-storey contemporary townhouse with parking to the front.

47%



Three-storey traditional terraced home with parking to the rear of the property.

42%

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Individuality in the street

Many urban designers and architects desire a uniformity or neatness to the street scene, with repetition of the same house type, of the same design and materials. Much of the imagery and guidance in the NMDC and associated guidance notes requires repetition of built form and roofscape (e.g. "...setting regular plot widths and encouraging the replication and repetition of plan types and layout elements.").

This is clearly at odds with what the public think: 88% would prefer their home to be of the same style but with its own unique character. This variety within harmony creates the most attractive and interesting street scenes and townscape in many of our most

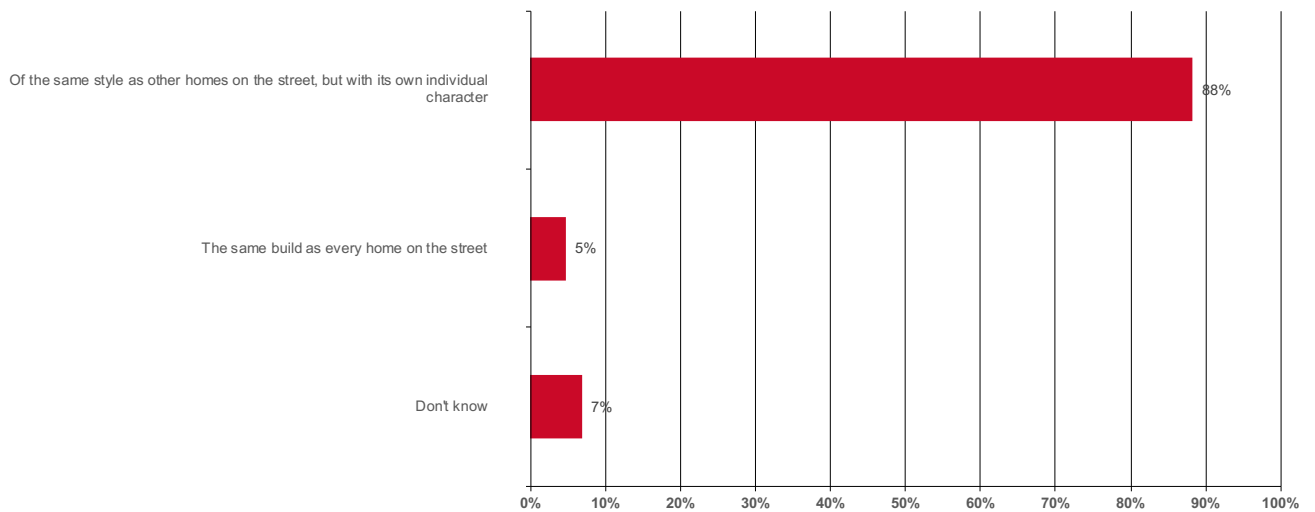
popular towns and villages. Repetition of the same house design is a very urban approach that might appeal to the idea of creating a sense of order and symmetry but it is not what many people want from a home.

Where architects and urban designers might see order or neatness only 5% of our survey respondents would want to live in a home with this degree of anonymity.

This is clear evidence that people want their home to be distinguishable within the street with a sense of its own identity and opportunity for personalization.

This is something we have long known to be an important requirement for home buyers.

Which ONE, if either, of the following would you prefer your home to be?



Data source: YouGov
Unweighted base: All GB Adults (2038)

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Would you prefer your home to be:



Of the same style but with its own individual character.

88%



The same as every other home in the street.

5%



Harmony with variety creates beautiful street scenes.

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Where would you like to park your car?

The ability to park a car or cars in a safe, convenient location is a very important consideration for many home buyers and it is important that new homes meet these requirements. Restricting car parking or making it inconvenient for the home owner is not an appropriate way to design a new place where the need for at least some car journeys is essential.

It is far better to provide residents with choice: to be able to park their electric car conveniently close to the front door of their home but to also provide attractive and easy options for walking, cycling or catching the bus. In providing choice residents can decide to reduce their carbon footprint through lifestyle choices.

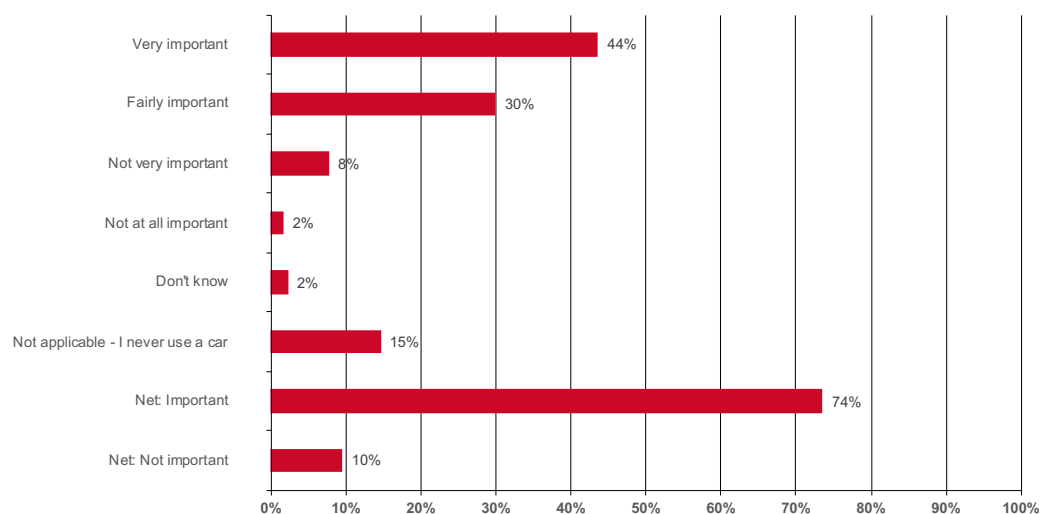
68% of people would prefer to be able to park their cars side by side to the front of their home. This is a much more convenient and safer arrangement. Allowing for shopping to be unloaded conveniently and for babies and young children to be transferred safely.

Only 24% said that parking to the side of the home with one car in front of the other would be their most preferable choice. We know from our customers that this is a less convenient arrangement for parking as it involves one car blocking the path of another. Inevitably one of the cars is parked on the street so the space for two cars next to the house is only used for one which is very inefficient.

Side-by-side parking to the front of the home is not only convenient and safe it also provides for deep 6m front gardens which can be well-planted to create a very attractive street scene. The landscaping is effective at screening the views of parked cars to create a soft, attractive and green street scene.

Only 3% said that the most preferable place to park their car would be in a dedicated parking area that they would need to walk to and only 2% said in a communal parking area.

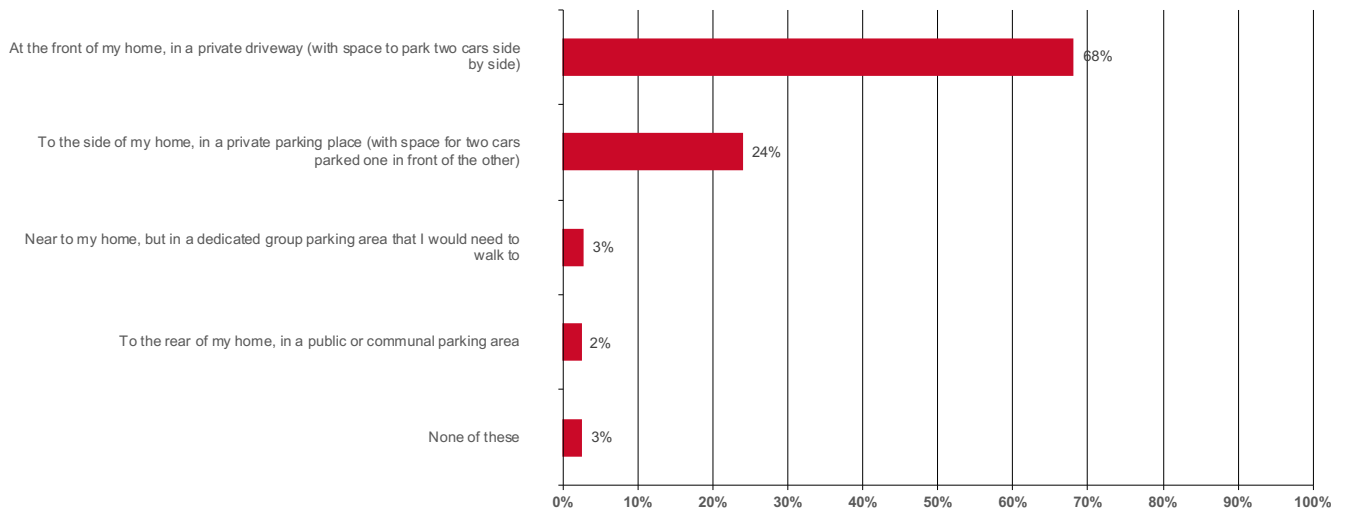
How important, if at all, would it be for you personally to be able to easily see a car you own or are using from your home when it is parked if you were to move homes?



Data source: YouGov
Unweighted base: All GB Adults (2038)

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

In which ONE, if any, of the following places do you think it would be MOST preferable for you to be able to park your car if you were to move homes?



Data source: YouGov
Unweighted base: All GB Adults (2038)

74% of people feel it is important to be able to easily see their parked car from their home.



68% of people feel that side-by-side parking to the front of the home would be preferable. Only 24% said to the side of the home would be preferable.

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

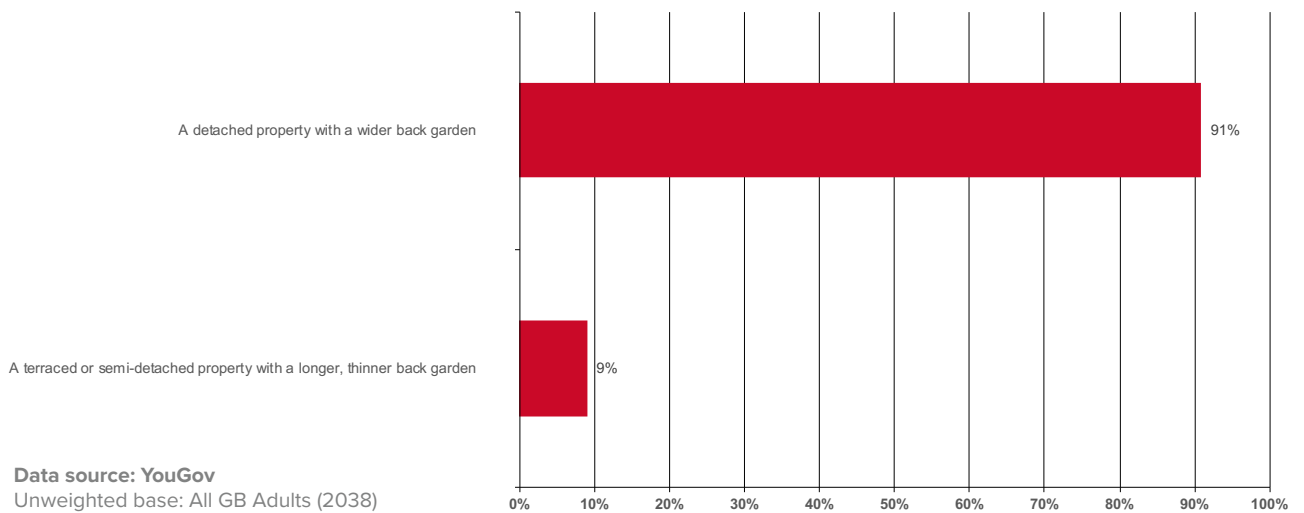
The shape of the rear garden

The pandemic lock down has highlighted the importance people place on private outside space. Recent surveys we have conducted show access to a garden has become more of a priority for home buyers.

It is not just the size of the garden that is important but the shape. Detached properties provide the opportunity for a wider garden and terraced properties may have a longer, thinner garden of the same size.

The results are clear that the vast majority of people would prefer a detached home with a wider back garden than a terraced or semi-detached home with a longer, thinner garden.

If you had to choose, which ONE of the following would you prefer to live in?



91% of people would prefer a detached home with a wider rear garden.

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

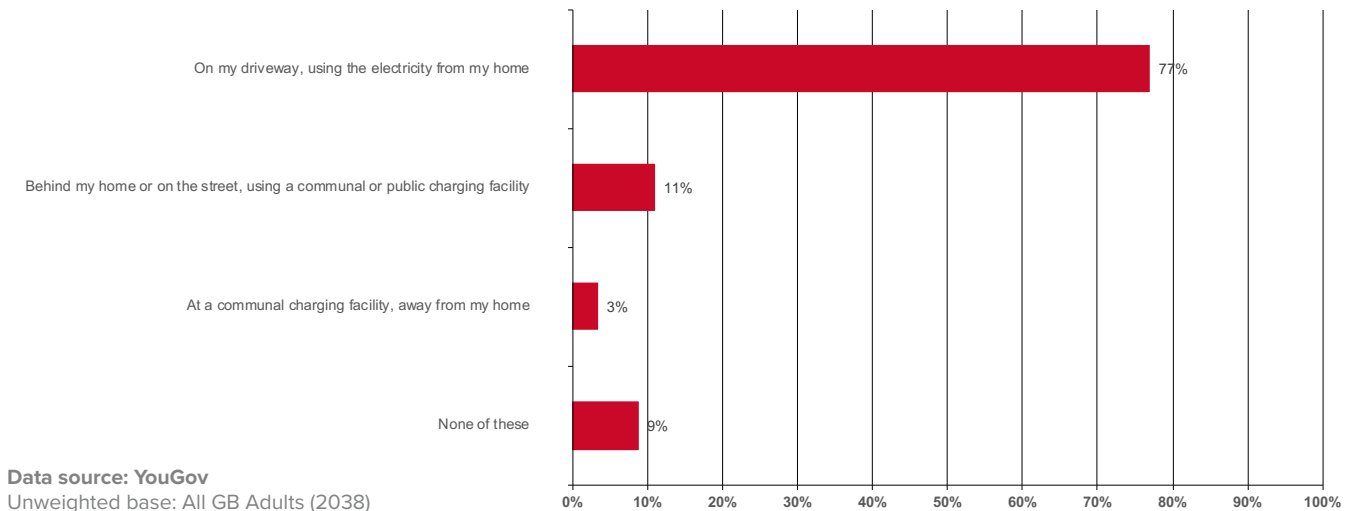
Where would you like to charge your electric car?

The move to electric cars means that homebuyers will increasingly need to consider where they are going to charge their car.

Our survey asked where people would prefer to charge their car and 77% said on their driveway using the electricity from their home. Only 11% said that they would prefer to use a communal or public charging facility on the street or behind the home and only 3% would use a communal facility away from the home.



Which ONE of the following BEST describes where you would prefer to charge your car if you were to move homes?



Data source: YouGov
Unweighted base: All GB Adults (2038)

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Proximity to pavement

Urban designers often seek to contain and enclose public space and streets not just with continuous built form but also through controlling the proportions of the space to create an appropriate 'enclosure ratio'. The NMDC sets out guidance on appropriate enclosure ratios for different types of street, which all require homes to be positioned close to the pavement edge.

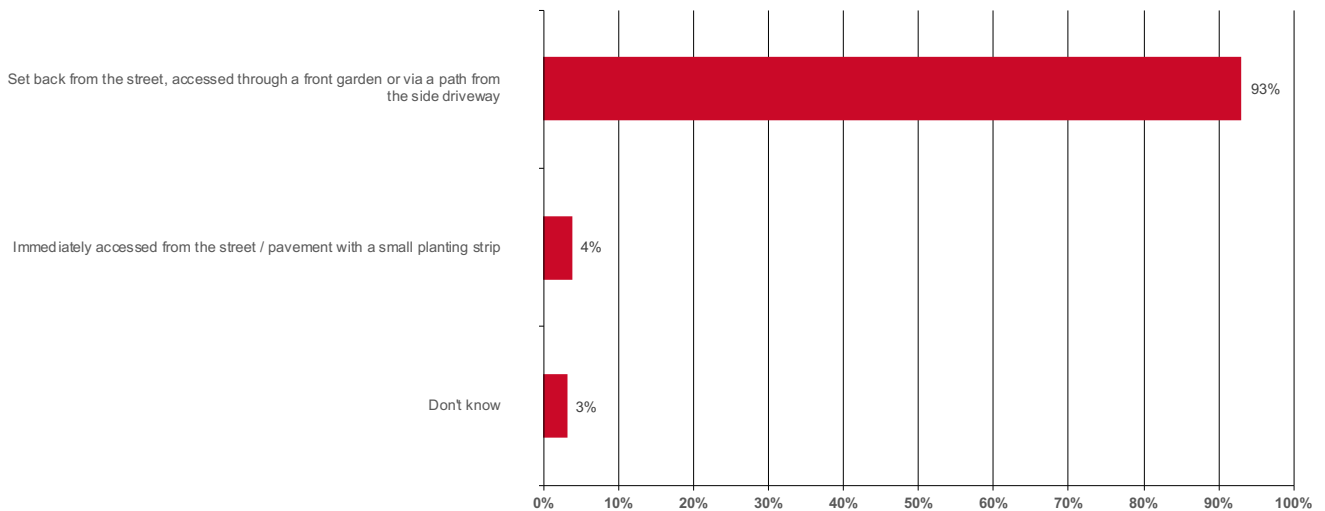
Our survey sought to test whether this guidance reflects what people want and we asked which way they would prefer their home to be accessed – set

back from the street, accessed via a front garden or immediately accessed from the pavement behind a small planting strip.

The overwhelming preference for most people is for their home to be set back from the pavement. The image showed a 1m garden compared to a 6m garden.

This result is evidence that the guidance relating to street dimensions and 'enclosure ratios' needs to change. We have set out the details of the required revisions in Chapter 7.

In which ONE, if either, of the following ways would you prefer your front door to be accessed?



Data source: YouGov
Unweighted base: All GB Adults (2038)

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Would you prefer your front door to be:



Set back from the street, accessed through a front garden or via a path from the side driveway.

93%



Immediately accessed from the street / pavement with a small planting strip.

4%



People prefer their home to be set back from the street beyond a front garden and driveway. This arrangement also provides for landscaping which screens parked cars and creates a very attractive street

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Best home for improved quality of life

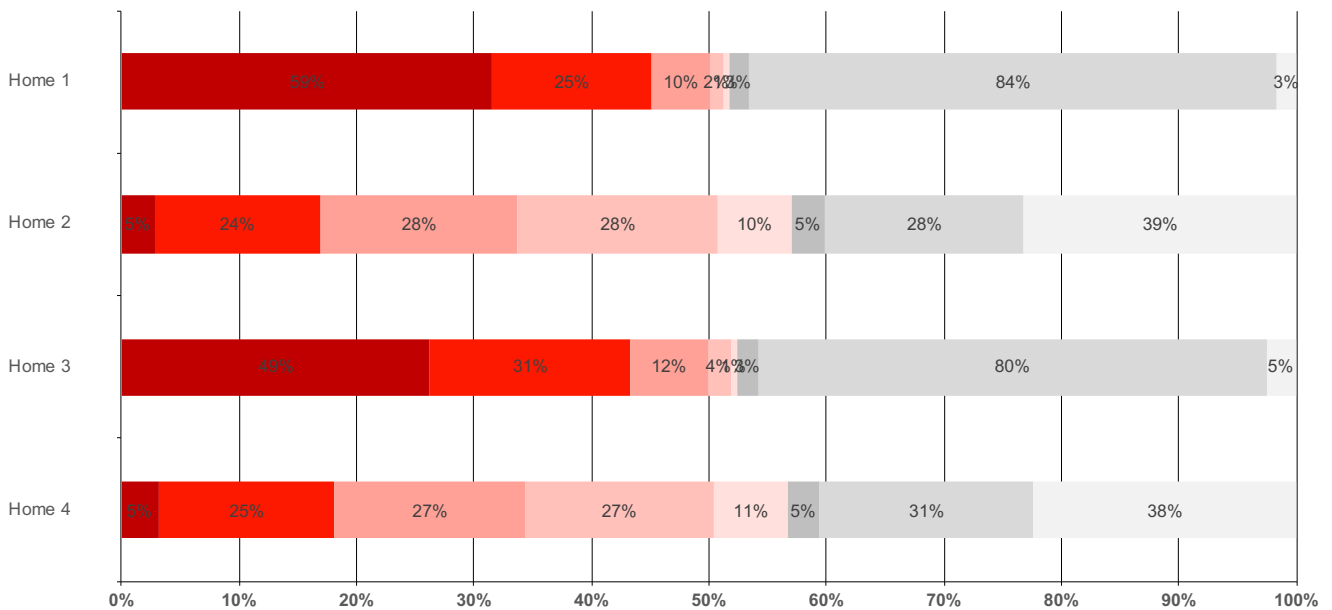
We were interested to find out which housing style respondents felt would improve their quality of life and mental health.

They were asked to choose between these four images and state whether living in each one would or would not improve their quality of life.

Again, the detached homes with parking available to the front were by far the most popular (84% and 80% positive impact) with the traditionally designed detached home being the most likely to improve quality of life with 59% saying this would have a very positive impact on their quality of life.

In contrast the townhouse types were felt to have a net negative impact on quality of life overall. With the traditional design considered marginally worse than the contemporary design.

In general, to what extent do you think living in each of the following types of home would positively or negatively impact your quality of life, or do you think there would be no difference?



Data source: YouGov
Unweighted base: All GB Adults (2038)

- Very positive impact
- Fairly positive impact
- There would be no difference
- Fairly negative impact
- Very negative impact
- Don't know
- Net: Positive impact
- Net: Negative impact

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Please rate how living in each of these housing styles would or would not improve your quality of life. (Please select one option on each row). Answers to be presented in a grid format: Very positively, fairly positively, not very positively, not at all positively, I don't know.



Home 1

84%



Home 2

80%



Home 3

31%



Home 4

28%

2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

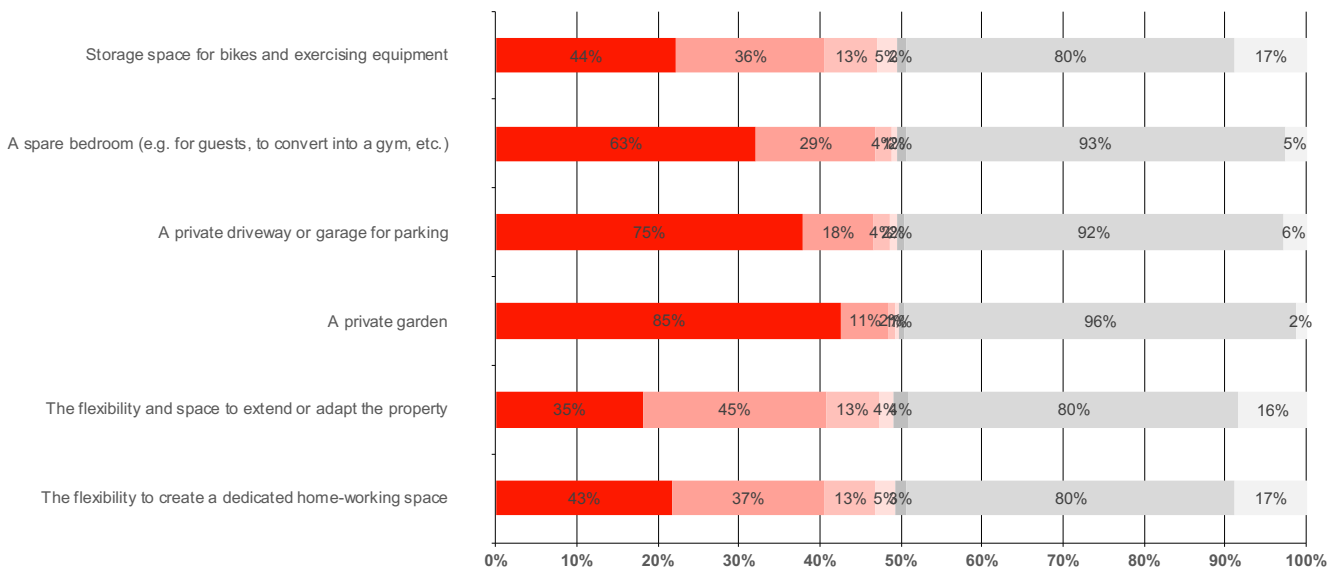
Most desirable features in a new home

The experience of lockdown and changed priorities has provided a new perspective for many people and clarified what features they are looking for in a new home.

The results from this question show that the most important feature is a private garden, closely followed by a spare bedroom and then a private driveway or garage for parking.

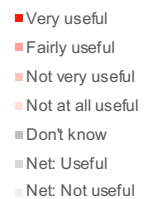
Of equal and high (80%) importance are storage space for bikes and exercising equipment, the flexibility to extend or adapt and the ability to create a dedicated working space.

Thinking about if you were to ever move homes in the future... How useful, if at all, do you think each of the following would be in your next home?



Data source: YouGov

Unweighted base: All GB Adults (2038)



92% of people would find a private driveway or garage useful.



2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Most suitable and flexible home for home working and storage

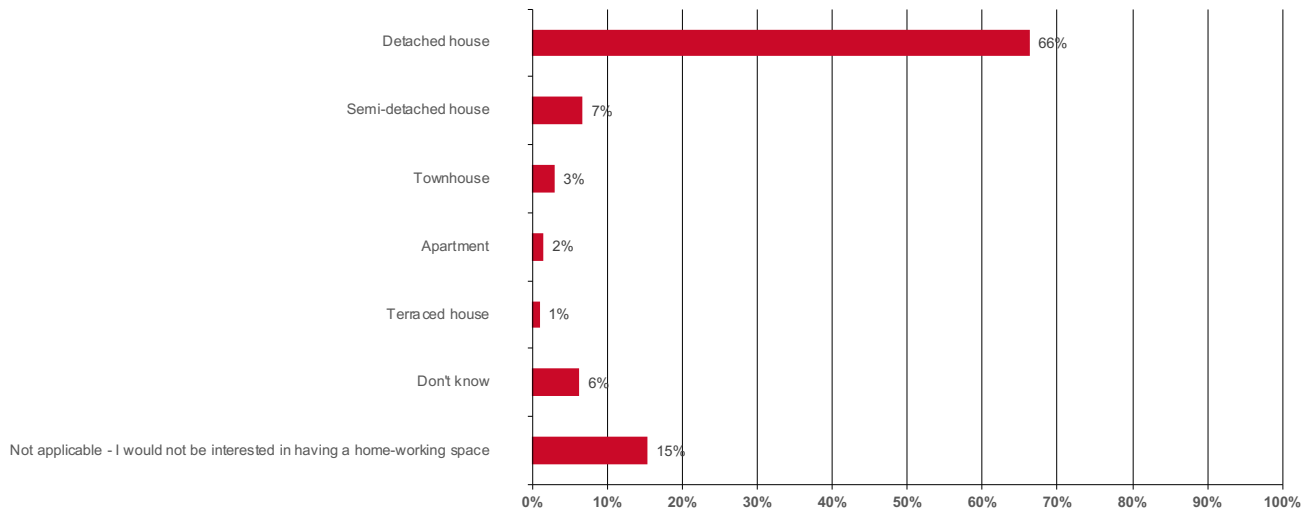
As a follow-up question we asked which type of home would be most likely to provide sufficient storage and the flexibility to create a home-working space.

The vast majority (66%) of people felt that a detached home would provide this. This is way more than a semi-detached home (7%).

Only 1% of respondents felt that a terraced home would provide sufficient storage space and home-working space.

As more people are working from home the sense of privacy becomes even more important and a detached home offers this.

Which ONE, if any, of the following types of new build homes do you think would be most likely to provide sufficient storage for and the flexibility to create a dedicated home-working space to fit your needs?



Data source: YouGov

Unweighted base: All GB Adults (2038)

66% of people feel a detached house would be most likely to provide room for a dedicated home-working space.



2 | WHAT PEOPLE WANT FROM THEIR HOME, STREET AND NEIGHBOURHOOD

Exercise, health and wellbeing

Following the pandemic and lock-downs health, wellbeing and exercise is more important to many people than ever before.

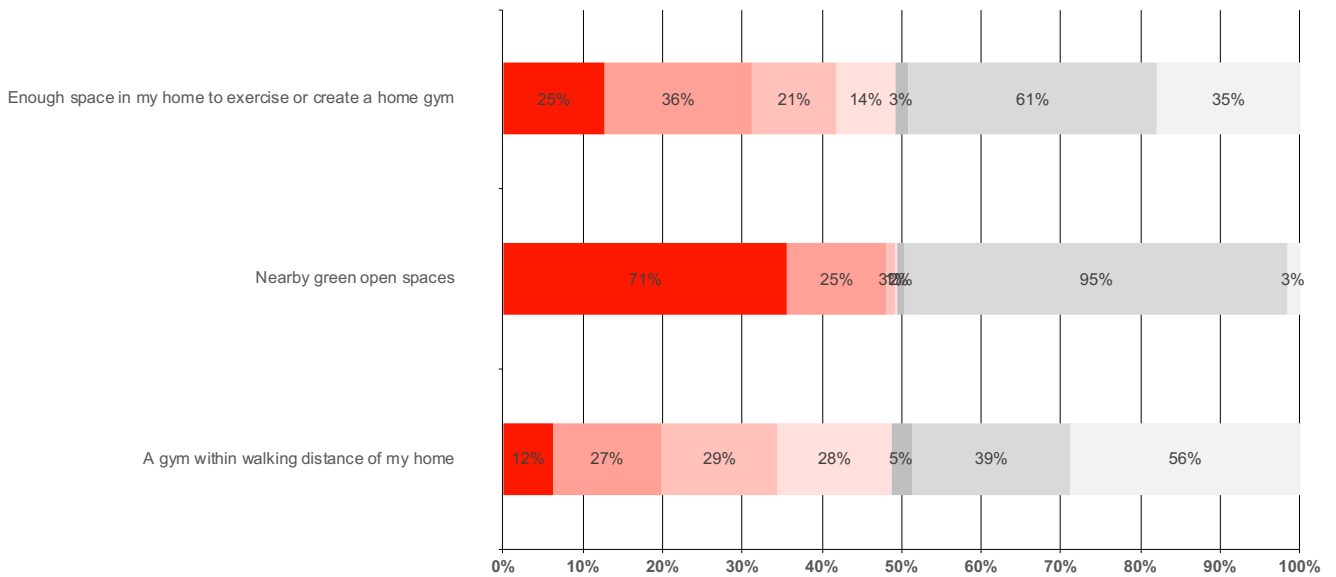
We wanted to find out how choices about the home and the place the home is located influence decisions about exercise.

As we have found in previous surveys, access to local green space is more important to home buyers than

ever (figs from other surveys). The results from this survey show that access to nearby green spaces was considered to be very beneficial to 71% of respondents and beneficial to 95%.

Having enough space to exercise in the home or to create a home gym was considered to be beneficial to 61% of people. Only 39% felt that having a gym within walking distance of their home would be beneficial.

How beneficial, if at all, would you find each of the following in your home/ local area if you were to move homes?



Data source: YouGov
Unweighted base: All GB Adults (2038)

- Very beneficial
- Fairly beneficial
- Not very beneficial
- Not at all beneficial
- Don't know
- Net: Beneficial
- Net: Not beneficial

95% of people would find easy access to local green spaces beneficial.



3 | WHAT LOCAL COUNCILLORS WANT FOR THEIR COMMUNITIES

YouGov survey of 521 elected local councillors

As well as understanding how communities want to live and what this means for the design of housing, streets and neighbourhoods, we wanted to find out the views of local councillors.

Between 2nd and 15th March 2021 we surveyed 521 local councillors in England and Wales. Of those surveyed 3/4 have held a cabinet position, a portfolio or been Chair/Vice Chair of a Council committee in the last three years and three in five either sit on or have sit on a Planning Committee. The size and experience of the sample means that a representative view of all local councillors involved in planning decisions can be drawn from the results.

Knowledge and views on the National Model Design Code

Interestingly over half of the councillors surveyed did not feel that they were sufficiently familiar with the NMDC to answer questions on it. This suggests that there has been insufficient involvement and collaboration with elected members at the local level in terms of the role and contents of the NMDC. Councillors felt that overall the guidance in the NMDC is likely to generate a mixed response from residents.

The most appealing elements of the guidance in the NMDC was for tree-lined streets. There was an overall negative response to the encouragement of townhouses and the densities applied to 'Area Types' suggested in the indicative guidance.

Perhaps most interestingly the least appealing element of the indicative guidance set out in the NMDC was the creation of more enclosed streets with buildings closer to the pavement generally. This is significant because it suggests a fundamental departure in aspiration for new residential streets between the authors of the NMDC and the representatives of the communities who will live in them.

Density

We asked the councillors about the types and densities of housing they would like to see in their local area in the future. The vast majority (68%) said that a range of different types of housing at different densities depending on the location of the site would be most desirable. There was no clear preference of any particular type of density with responses for low, medium and high density scoring below 10% overall. High density housing was the least desirable with 2% of conservative councillors and 4% of Labour councillors suggesting a preference for this with 4% overall.

Demand for family homes

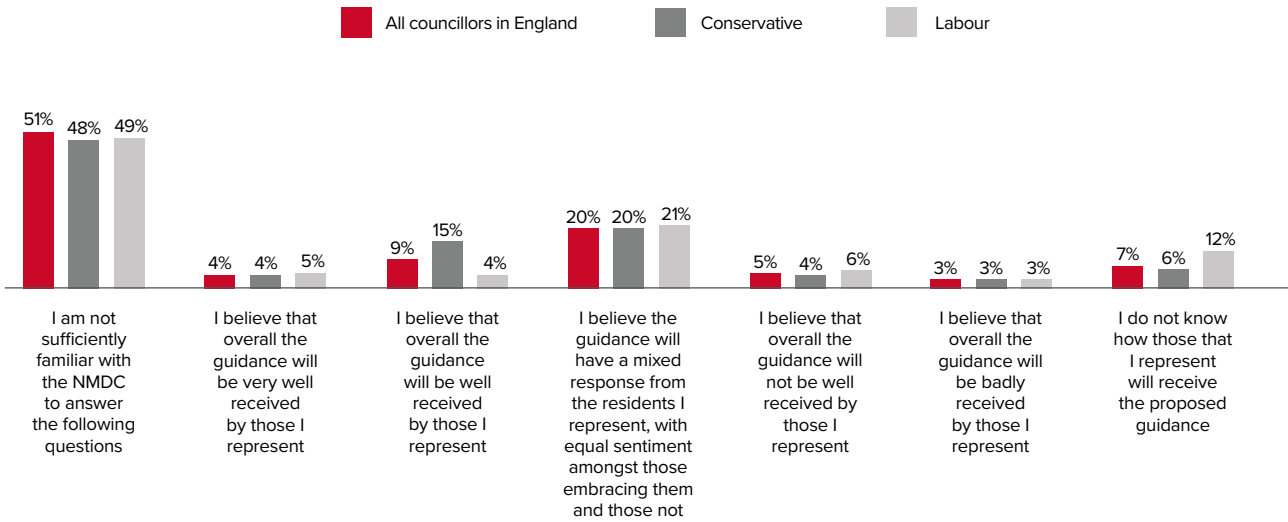
We asked the councillors whether there was a demand for family homes in their area and 52% there was a high demand and 31% a demand, 16% a neutral and only 2% suggested there was no demand for family homes in their local area.

A preference for 2-storey living

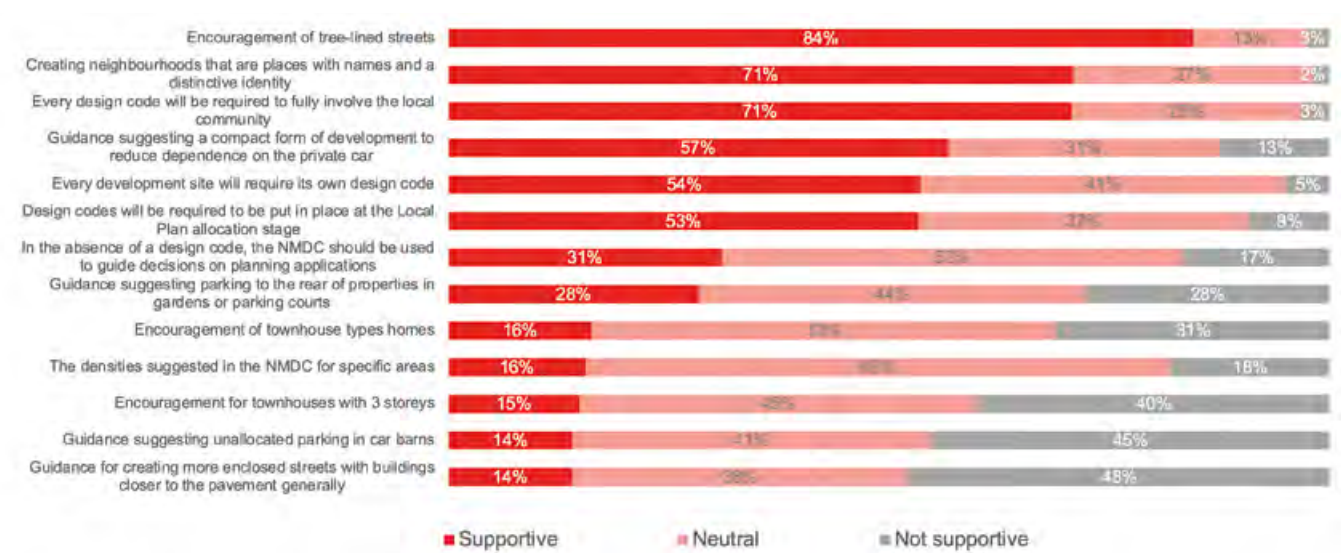
The survey results show a preference for 2-storey houses as being better suited to family living than three storey town houses. 49% overall (60% of Conservative and 42% of Labour councillors) feel 2 storey are more functional and better suited to family living than 3 storey townhouses. Only 7% felt townhouses are better suited to family living and 44% had no strong views either way.

3 | WHAT LOCAL COUNCILLORS WANT FOR THEIR COMMUNITIES

Which of the following best describes your views on the proposed guidance in the new National Model Design Code (NMDC) and how you feel these will be received by the residents that you represent?

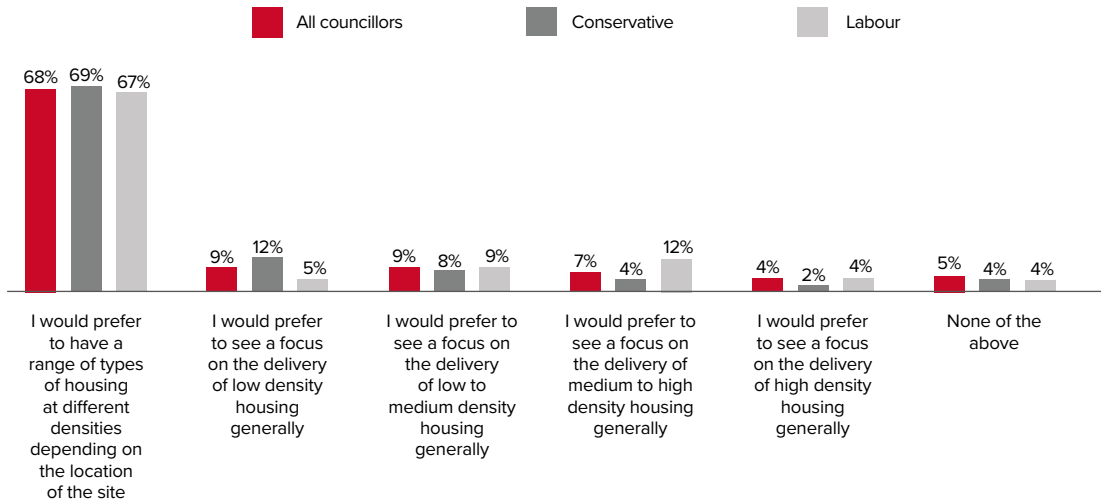


What elements of the NMDC most appeal to you and the residents you represent?

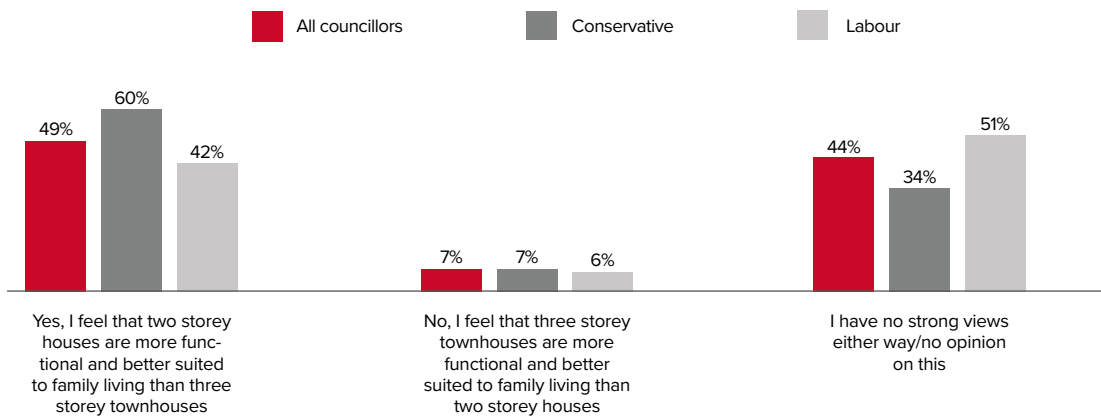


3 | WHAT LOCAL COUNCILLORS WANT FOR THEIR COMMUNITIES

Thinking about housing mix and density for future new homes in your local area which of the following statements apply to you and the residents you represent?



Do you feel that two storey houses are more functional and better suited to family living than three storey town houses which typically can include a living room on the 1st floor and/or bedrooms split over two floors?



3 | WHAT LOCAL COUNCILLORS WANT FOR THEIR COMMUNITIES

Most desirable design features in new homes

As well as a preference for 2-storey dwellings, the councillors expressed a clear preference for homes with their own driveways to the front or side of homes (70% overall and 86% of Conservative councillors). This compares to just 22%, 18% and 6% respectively for parking to the rear of homes, in communal parking areas and in multi-level parking to the edge of developments).

Homes with a traditional design with period features such as bay windows and brickwork were felt to be more desirable than homes of a modern appearance (53% for traditional design compared to 34% for modern design).

Most attractive street scenes

Detached and semi-detached homes with parking to the front or side were felt to be the house types most likely to create an attractive street. A two/three storey contemporary townhouse with parking to the front was felt to be the least likely to create an attractive street followed by 2-story traditional terraced housing with parking to the rear of the property in a separate communal parking area.

Most convenient place to charge an electric car
We asked the 521 councillors where they thought residents would prefer to charge an electric or hybrid car if they were to own or rent one in the future. The vast majority (77% overall) felt residents would prefer to charge their car on their driveway using electricity from their home. This rose to 91% of Conservative councillors who felt residents would prefer to charge their car on their driveway.

Only 18% felt that residents would prefer to charge their car behind their home or on the street using a communal or public charging facility. Only 3% overall felt that charging at a communal facility away from the home would be preferable.

Housing styles most likely to have a positive impact on quality of life and sense of tranquility

We wanted to understand councillors' views on the different types of homes and how these might affect residents' quality of life, health and sense of tranquility.

This is an important question following the pandemic and the changing work-life patterns and with more people spending more time at home generally the home becomes more important to the quality of life and mental health of residents.

The results show a preference for detached period style homes (net 69% positive), followed by detached homes of a contemporary style (61% net positive). In comparison townhouses of traditional or contemporary design only received net positive scores of 23% and 25% respectively.

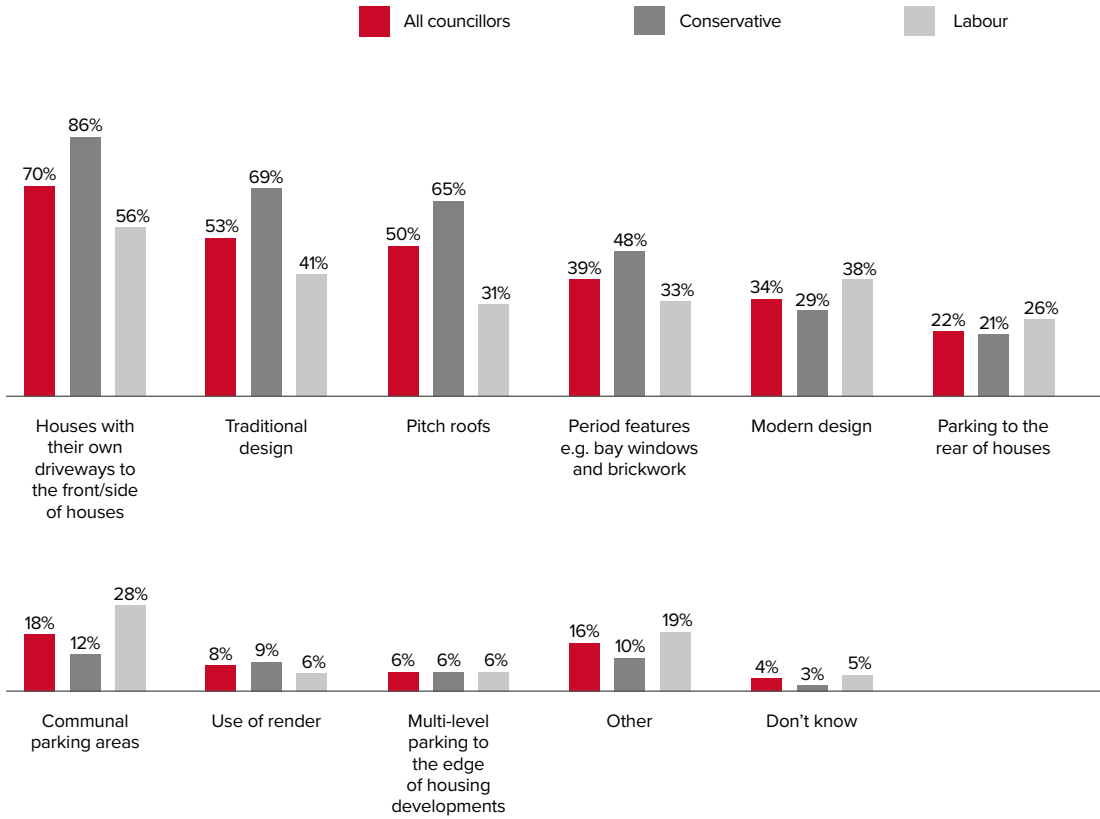
Summary of survey of local councillors

The results from our survey of 521 elected local councillors conducted by YouGov show a limited awareness of the NMDC generally with only just over half feeling able to answer questions about it. In thinking about the housing needs of their area the vast majority of councillors feel a mix of house types and densities is required and 83% feel there is a demand for family housing in their area. There is evidence of a desire among communities to live in 2-story homes rather than 3-storey townhouses and detached homes are regarded as being most likely to have a positive impact on quality of life and health.

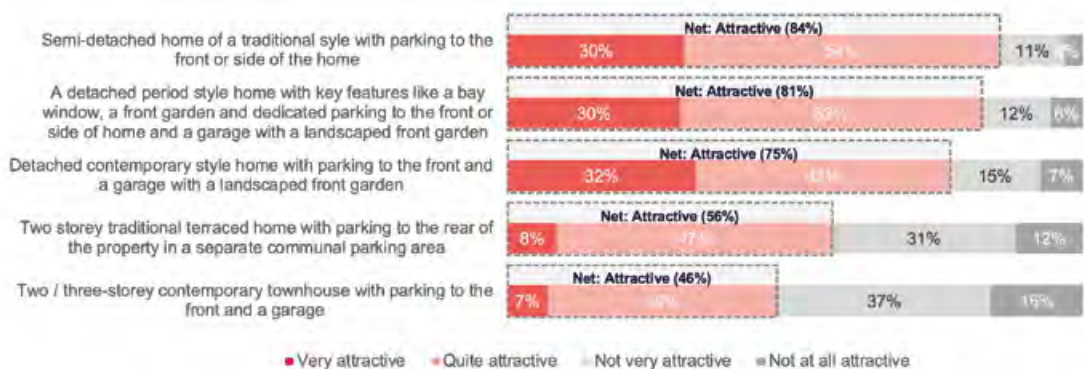
It is clear that a balanced approach to housing delivery is required in most parts of the country and lower density housing types form an important part of this balance.

3 | WHAT LOCAL COUNCILLORS WANT FOR THEIR COMMUNITIES

Which of the following design features would you and those that you represent like to see in future designs for new houses in your local area?

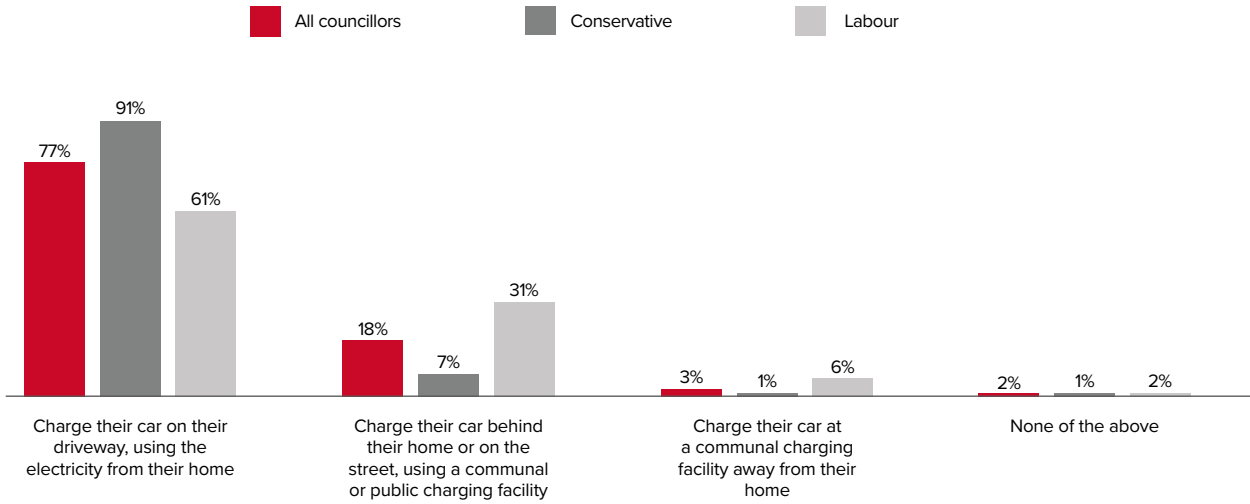


Thinking about housing types that are most likely to create an attractive street, how attractive do you feel this type of housing is?

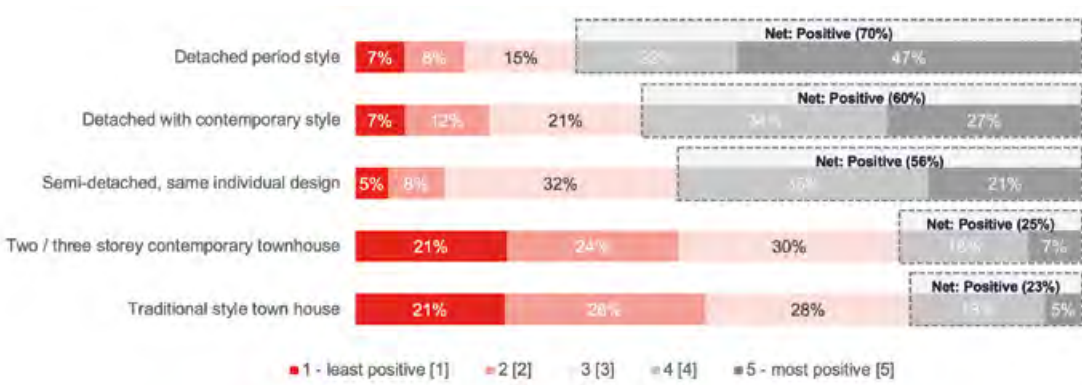


3 | WHAT LOCAL COUNCILLORS WANT FOR THEIR COMMUNITIES

Where do you think the residents you represent would prefer to charge an electric or hybrid car if they were to own or rent one in the future?



Which of these housing styles is most likely to have a positive impact on residents' quality of life health and sense of tranquility?



4 | THE LESSONS OF PLANNING POLICY GUIDANCE NOTE 3

It is important that we do not forget the lessons of the last time national planning policy and design guidance advocated a different housing typology to that which is desired and valued by most people.

Planning Policy Guidance Note 3 which was introduced originally in 1992 sought to steer local planning policy and decisions towards higher density forms of development with restricted amounts of parking.

Within just a few years of this policy being in place it became apparent that in many places it was resulting in poor quality, unattractive and impractical places to live. With car parking limited to inconvenient parking courtyards to the rear of the home. The result is parking on streets, pavements and grassed areas to the front of the homes.

Along with other housebuilders we were required by policy to create places that were not as attractive, practical or convenient as we would have liked them to be for our customers. The result is a legacy of places that are not only unattractive but less convenient and practical than they otherwise would have been.

We welcomed the Government's decision to withdraw the setting of minimum densities and associated requirements in PPG3 in 1999.



Developments following the principles of PPG3 often resulted in poor quality places that are inconvenient to live in.

4 | THE LESSONS OF PLANNING POLICY GUIDANCE NOTE 3



A street delivered under PPG3 design requirements leading to poorly defined parking arrangements and a lack of defensible space.



PPG3 sought to deliver higher density forms of development but in many cases this resulted in places with car-dominated parking courts as well as reduced amenity and private space.



PPG3 often resulted in streets that were not practical for residents because parking spaces were located some distance from the front door of the home.

5 | THE ADVANTAGES OF THE SQUARE-PAN, 2-STOREY DETACHED HOME

The design of homes is principally split into two elements: (i) the internal arrangement of spaces and rooms to meet lifestyle requirements; and (ii) what the buildings look like and their character.

Good design will deliver homes that provide the internal arrangements that meet modern lifestyle requirements as well as an external appearance that creates an attractive street and a sense of pride for the occupiers.

As confirmed by the results of our survey most people feel that 2-storey detached homes are more functional and create a more attractive street than terraced homes and we set out here some of the key advantages of detached homes.

Economic development

Detached homes form an important part of the new housing mix in local areas. Not contributing to local housing needs but also attracting investment into the area.

Practical for modern lifestyles

The square-plan detached home provides excellent, flexible and spacious living accommodation that meets the needs of modern lifestyles. The floorplans presented here show a square plan 3-bed house with a practical shared living area comprising an open plan family room and kitchen/dining room. The shape of the house allows for a separate and well-sized additional reception room as well as a utility room, cloakroom and entrance hallway.

Upstairs, the square shape allows for the efficient layout of 3 good -sized bedrooms all with en suite bathrooms, arranged around a central landing.

They create the most attractive streets

Detached homes allow for the creation of very attractive streets. Our survey suggests that these are considered to be the most attractive streets by most people with 85% and 83% finding streets framed by detached types of a traditional or contemporary style respectively attractive. This is compared to just 47% and 42% finding streets defined by terraced homes attractive.

A sense of individuality within the street scene

Most people (88%) would like their home to have a sense of individuality within the street but within a unified approach to architectural style. This is compared to just 5% of people who would like their home to be of exactly the same appearance as all other homes in the street.

They contribute to creating great places

Detached homes form an important part of delivering a varied, balanced and mixed community. They provide for areas and streets of distinctive character, can create attractive focal buildings and effectively and beautifully define streets and spaces.



Ground Floor



First Floor

5 | THE ADVANTAGES OF THE SQUARE-PLAN, 2-STOREY DETACHED HOME

They are more effective at accommodating the parked car

Our survey shows that most people would prefer to park their car close to the front door of their house, ideally with side by side parking in front of a garage. This convenient and practical arrangement is also the most effective at accommodating the car within the street scene (see photo).

They are easier to adapt

As confirmed by our survey most people feel that detached homes are the most flexible type of home with 91% feeling that they would be easy to adapt compared to just 22% feeling the same for townhouses and 20% for terraced homes generally.

66% of people consider detached homes to be best for storage capacity and the flexibility to create suitable space to work from home.

More practical gardens

91% of people feel that the wider detached home would be preferable to a narrower garden associated with a terraced home (9%).



Cars parked conveniently to the front of each house and screened by landscaping.



Most people feel that detached homes make the most attractive streets.

6 | LEARNING FROM BOURNVILLE

Bournville Village is often referred to as one of the most attractive and desirable places to live in England and Robert Jenrick has referred to Bournville as an exemplar when discussing design codes.

We agree that it remains an excellent example of how to deliver highly attractive homes and streets that are also practical and functional for residents. In many ways, when designing Bournville over 100 years ago as a new type of housing development that would be an attractive and healthy place to live the Cadburys got it right first time.

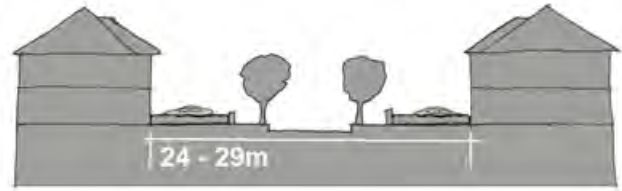
However, as drafted, the guidance in the NMDC would not support the delivery of a modern day Bournville for a number of reasons as set out below.

Street Widths

The guidance in the draft NMDC says local suburban streets should be 14-18m wide in total with street trees planted next to carriageway.

This only allows for a total of 2-5m of frontage to the homes. Bournville's Local streets are typically 25m wide with front gardens of between 5 and 6 m deep. This creates a highly attractive street scene but wouldn't be permitted under the NMDC.

Enclosure ratio of a typical very attractive Bournville Street is 1:5 and the permitted ratio shown in the guidance in the NMDC is 1:2.5.



The cross section of a typical Bournville local street is 24m-29m wide which creates an enclosure ratio of 1:5.



Suburban streets like those of Bournville streets could not be delivered under the guidance as drafted in the NMDC.



Bournville streets are beautiful and are very effective at accommodating the parked car between well-landscaped front gardens

The beautiful, practical and convenient local streets of Bournville could not be delivered under the proposed street sections in the draft NMDC



7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

In this section we set out suggested revisions to the guidance in the draft NMDC to better reflect people’s preferences.

For over 45 years we have been refining our approach to designing and building homes of the highest quality that meet and exceed our customers’ requirements and aspirations. We make every effort to understand these through customer surveys, market research and post-occupation feedback. The following recommendations are based on our extensive experience of delivering new communities and the technical, planning and commercial requirements involved in this.

1. Revise the content of the pages on ‘Identity’ (22-23) to allow for a wider range of homes including those that people have a preference for living in.

As currently drafted the only examples of building elevations in the Identity section of the NMDC are for narrow, townhouse types of home with a vertical emphasis. The evidence set out in this report shows that these are unpopular types of housing for a number of reasons (appearance, layout, convenience and parking).

Whilst it is accepted that in some locations people will make compromises to live in a 3-storey townhouse or other form of terraced home, it is important that the NMDC includes examples of all types of home, including the square-plan detached home which remains very popular and as demonstrated through the evidence in this report is considered to create more attractive street scenes than terraced homes.

Vernacular buildings in England include wide-fronted, 2-storey buildings and these are not presented as examples in the guidance on building identity. Buildings with a horizontal emphasis should also be presented. Currently only narrow-plan buildings with a vertical emphasis are shown and these do not reflect vernacular building forms in many parts of England and are only characteristic in urban places.

The guidance should be amended to make it clear that vertical building forms with portrait window proportions are appropriate for more urban ‘Area Types’ and 2-storey, horizontal/wide-fronted building forms are more appropriate for suburban area types.

As well as being more responsive to the character of rural and suburban areas, wide-fronted 2-storey homes are far more practical and popular and are also more accessible than 3 and 4-storey townhouses which often have living accommodation and/or bedrooms split over more than one floor.

As can be seen from the floorplans below, living in a townhouse involves certain compromises such as having one of the reception rooms on an upper floor and having bedrooms split over more than one floor. Whilst these types of homes may be suitable in some limited parts of a development or in more urban areas they are not attractive to or suitable for many people such as older people or families with young children.



Ground Floor



First Floor

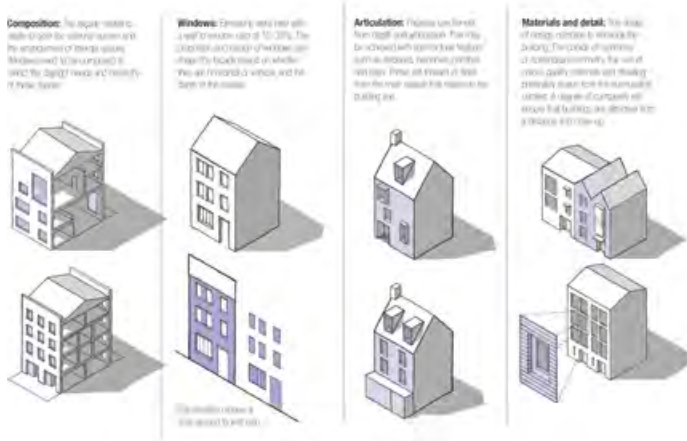


Second Floor

The living and bedroom accommodation in three storey townhouse homes is often split over more than one level.

7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

Existing guidance in NMDC



47. Housing Design Principles: The principles set out in this chapter should be applied in all cases of housing development of any scale. These principles should be used to guide the design of all housing development.



Suggested addition

Amend or add additional illustrations such as these to include examples of 2-storey detached homes that reflect the types of homes people want to live in.

Materials: Use of local materials to reflect context.

Variety within Harmony: The provision of individuality in each home within a cohesive architectural style.

Entrances: Porches, canopies and setbacks mark entrances.



Layering: Set-backs and bays provide articulation for the façades.

Setbacks: Homes set back from the street behind a well-landscaped garden and boundary hedge.

Horizontal: Horizontal window configuration to complement horizontal emphasis of home.

7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

2. Revise street sections to provide for the delivery of wide range of attractive streets

The evidence set out in this report shows that most people and their local elected stakeholders prefer the appearance of streets comprising detached homes, set back from the street with parking and front gardens to the front. Our own extensive customer research and engagement supports this feedback.

This is a very attractive, practical and functional arrangement.

As currently drafted, the guidance presenting street sections for secondary streets and local streets in suburban areas would not permit the delivery of streets such as those in the Bournville Conservation Area, in Bournville, homes are set back from the street behind front gardens with parking provided between attractive and well-planted front gardens.

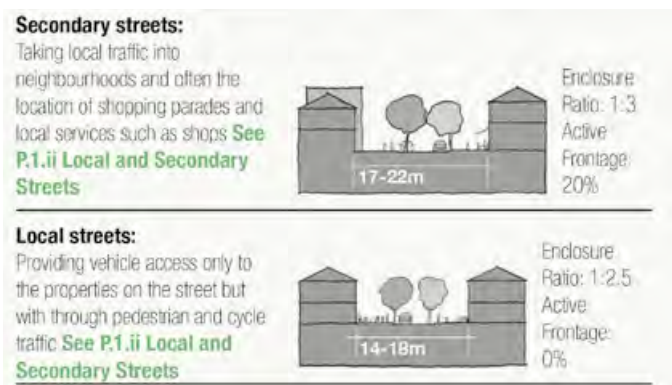


Existing guidance in NMDC

The street sections for Secondary and Local Streets within suburban areas require the homes to be set close to the pavement edge. Once allowance is made for the carriageway, trees on both sides and pavements the secondary streets only permit a total of 3-8m of setback from the pavement edge on both sides. In other words a maximum of 4m on each side or 6m on one side and 2m on the other. This would only permit parking to the front of homes on one side of the street.

On local streets the total set back distance permitted is 1-5m which would preclude any parking to the front of homes on Local Streets. 'Local Streets' form the majority of streets in new residential developments and it is important that the indicative guidance is revised to allow for a range of street types that allow for convenient parking to the front of the home.

These cross sections create an urban character that would be appropriate in some instances and in some areas but not everywhere.



The results of our surveys spanning our customers, the wider public and councillors show that this type of urban street with homes closer to the pavement edge and parking remote from the home is not what most people want.

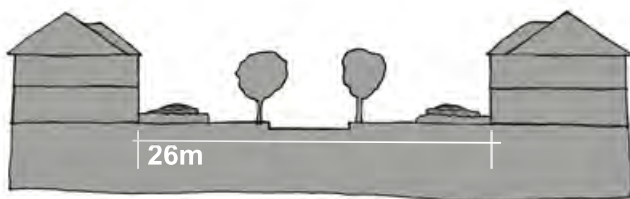
The street sections presented in the NMDC should be revised to allow for a wider range of street types.

7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

Required changes to Public Space drawings on page 24

The street sections for Secondary and Local Streets within suburban areas should be amended to allow for tree-lined streets as well as homes set behind well-landscaped front gardens and convenient parking to the front of the home. Most people find this type of street most attractive and this arrangement of home and parking most convenient (see survey results in Section 2).

The street sections for secondary and local streets within suburban areas should be revised to allow for a cross section of 26 metres as illustrated below. This would allow for the delivery of very attractive, well-landscaped streets reflective of the streets in Bournville.



Secondary Streets and Local Streets

Widen permitted dimensions to allow for frontage parking on both sides within well-landscaped frontages. This creates a cross-section of 26m and delivers a street with the character and qualities of those in Bournville



Homes set back from the street by 6m in Bournville

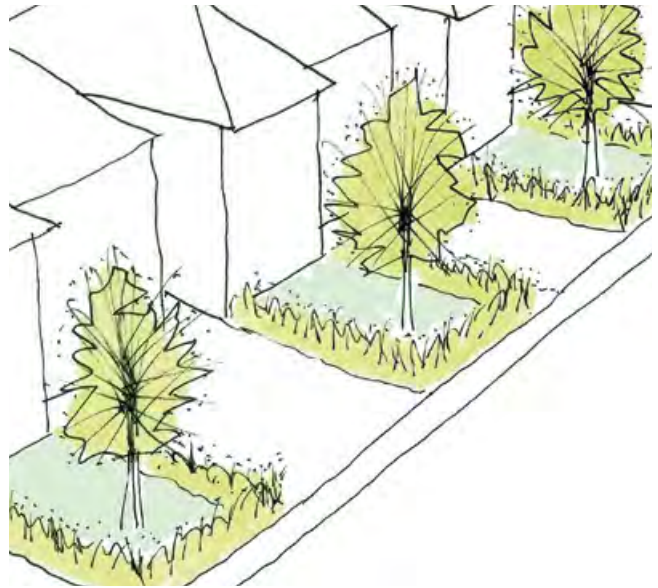
7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

3. Widen the suggestions for how street trees can be delivered.

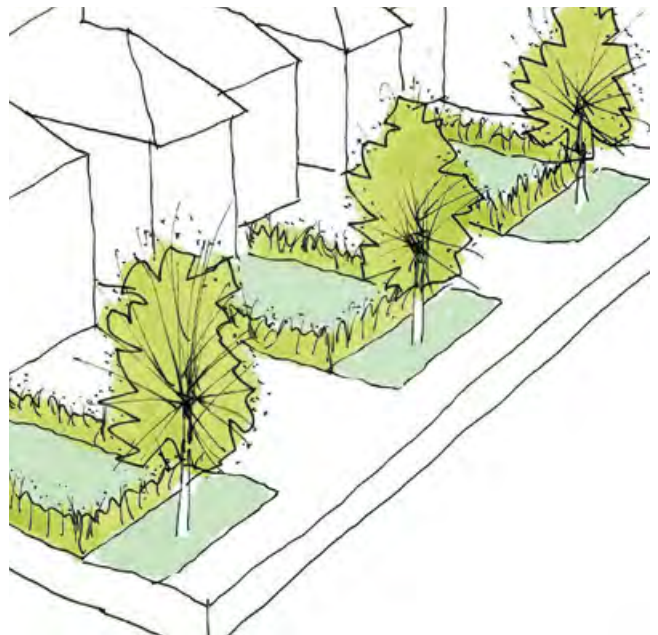
The guidance in the NMDC only gives one way to deliver street trees for all streets – within a verge on both sides of the street. Whilst we support the provision of street trees and agree that they add to the quality and beauty of a development, we feel that it would be useful for the NMDC to include a wider range of potential options to deliver them.

This is important for a number of reasons:

- A clear street hierarchy is dependent on creating difference between streets and one way that this difference can be achieved is in the different ways of delivering street trees
- It is important to deliver street trees at an early stage in the development so that residents benefit from them from day one and a high quality place is delivered as soon as possible
- Putting the delivery of street trees in the hands of external third parties such as highway authorities can delay their planting
- Street trees in verges can be more costly to maintain than those planted in front gardens
- Trees in well-landscaped front gardens can create a highly attractive tree-lined street
- Verges beyond the front garden but within the curtilage of the homeowner are an effective way to deliver high quality street trees at an early stage in the process
- In some instances street trees on one side of the road may be effective and a good way of creating variety in the streets. As currently drafted the NMDC guidance only refers to street types with trees on both sides



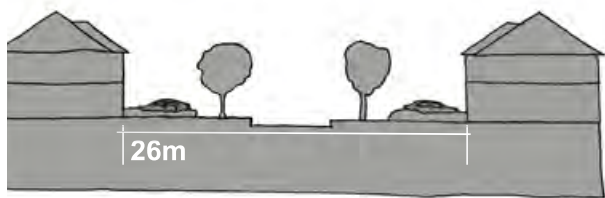
Front gardens can accommodate good quality trees of stature that are easier and less expensive to deliver.



A verge beyond the front boundary hedge can be used to accommodate street trees. This land can either be conveyed as part of the property or form part of the highway land / management company.

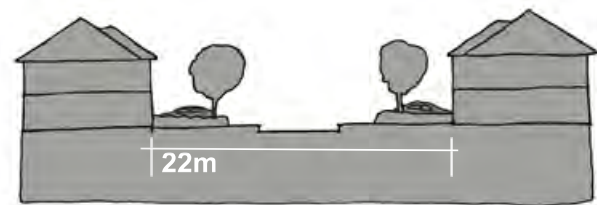
7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

Required changes to the location of street trees in guidance



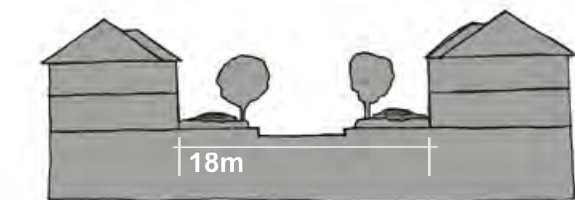
Flexibility in tree location

As shown here the trees could be provided within a verge immediately adjacent to the front garden. The verge could be within the curtilage of the property or adopted by the management company or an authority.



Street trees within front garden

Deep front gardens of 6m provide sufficient space to plant street trees to create a tree-lined street with convenient parking and a more enclosed feel.



Street trees within front garden in shared surface street

Within shared surface streets trees can be provided within front gardens to create a more enclosed space as well as a practical and attractive street.

4. Widen the density bands in the suggested 'Area types'.

It is important to allow for a balanced mix of housing types in all new developments.

As currently drafted the density bands given in the indicative 'Area Types' would make it impossible to provide detached homes in 'Urban Neighbourhoods' and 'Suburbs'. Only in 'outer suburbs' would detached types be permitted.

As set out in this report detached homes remain a popular, attractive and highly successful element of creating beautiful, thriving communities.

Suggest revisions to banding as follows:

Urban neighborhood:	55-120
Suburb:	35-55
Outer Suburb:	20-35

7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

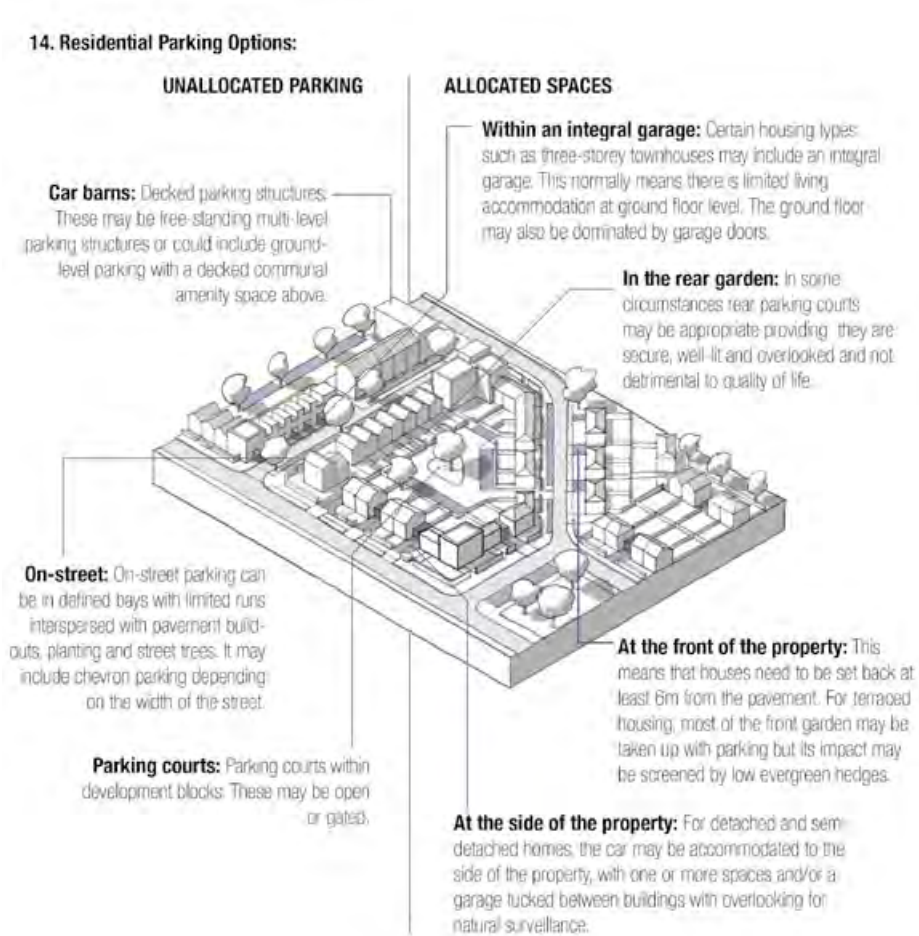
4. Revise parking guidance to reflect what works for people.

The evidence presented in this report shows a strong preference amongst homeowners for parking provision close to the front door of the home, ideally to the front (side-by-side). This is a convenient, safe and practical solution that also enables deep, well-planted front gardens to create green streets. Parking to the front of the house in this way is not only conveniently located for the residents but it is also nicely integrated within the landscape of the development creating attractive, well-landscaped streets.

Many of the models suggested for parking in the NMDC such as multi-storey car parks ('car barns') to the edge of housing developments or parking courtyards are inconvenient and impractical in most situations. Residents who are forced to park their car in a courtyard are less likely to use the front door of their house which results in streets that are less active and less animated.

The NMDC suggests parking 'in the rear garden' accessed via a parking court. This is an unrealistic and impractical suggestion highly likely to result in the car being parked elsewhere remote from the home.

Existing guidance in NMDC



7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

We suggest that the parking guidance is revised to include car parking for detached homes shown to the front of the home with two cars side by side. This is the most popular type of parking among the public (see survey results) and creates an attractive street scene. Our survey shows a preference for homes set back from the street and for parking that is side-by-side close to the front door.

Not only does this provide for convenient, practical and safe parking it also creates an attractive street where cars are tucked away behind hedges and landscape.

The guidance in the NMDC should be revised to include this important and successful parking arrangement.

‘Tandem’ parking (one car in front of the other) to the side of a home as shown in the draft NMDC often results in one of the cars being parked on the street to avoid the inconvenience of having to move a car.



The parking arrangement shown in the photograph on page 37 of the NMDC (side by side to the front of an integral garage on a detached home) is the most popular parking arrangement according to our survey results and yet this is not shown as an option in the guidance as drafted.

Suggested revision

The guidance should be revised and the illustrations updated to show parking to the front of detached homes as a good option for practical parking and the delivery of attractive streets.



Good quality street trees can be provided within deep front gardens. These are a highly effective and efficient way of providing the benefits of an outlook onto a tree for residents as well as creating an attractive street.

Street trees can also be provided in a verge between the front garden boundary and the pavement. This land can either be conveyed with the property or form part of the highway land or management company land.

7 | SUGGESTED REVISIONS TO THE NATIONAL MODEL DESIGN CODE

5. Add detached homes to perimeter block diagrams

For the avoidance of doubt it is important that the NMDC shows the full examples of acceptable types of perimeter block.

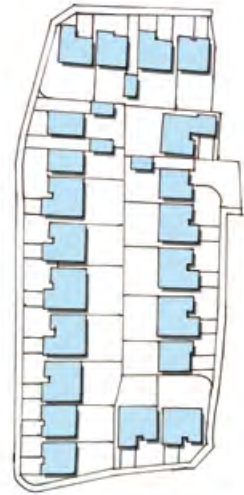
As currently drafted none of the perimeter block forms shown in the guidance show a detached home defining the block.

As detached homes are the most popular house type according to our survey it is important that the guidance is amended to include an example of how a perimeter block comprising detached homes would be delivered.

The guidance should be amended as set out here to include a 'Detached Block Type'.



Detached block: in lower density areas blocks can be defined with detached homes. Here parking is provided in a convenient and practical location close to the front door between landscaped gardens.



Existing guidance in NMDC

34. Types of Block: There are a wide variety of perimeter block forms that can accommodate housing and other uses:



1. Perimeter block: A strip of development around a private courtyard/gardens. The private interior is not accessible to people from outside the scheme. It includes private and communal gardens and car parking.



2. Informal block: Blocks like this can be found in many modern housing schemes. The housing faces outwards onto the surrounding streets with front and back gardens. The extra width allows a parking court to be included alongside houses and garage blocks within the courtyard.



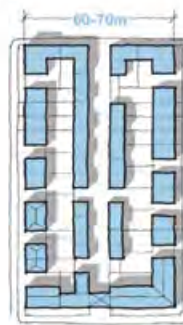
3. Terrace: The most common form is the typical English terrace which may include a rear alleyway. Codes for area types that include existing terraced housing need to consider reductions in back-to-back distances, compared to common practice so that new development relates to the context.



4. Mews block: Mews streets run through blocks, originally accommodating stable blocks to the rear of large houses. Now they have generally been converted to separate homes and workspaces. Modern versions of mews blocks include smaller single aspect homes above garages within the block.



5. Courtyard block: Sometimes buildings join to each other (party wall) not just on either side but also to the rear. This is a characteristic form of many historic cities (like York on the opposite page). There are also modern versions of this type of block with deep housing types with an internal courtyard.



8 | SUMMARY AND CONCLUSIONS

We welcome the Government's intentions in the draft NMDC to better ensure that new developments meet local standards of beauty, quality and design. In this report we have demonstrated that the indicative guidance presented in the draft National Model Design Code fails to provide for the full range of house types, streets and parking arrangements that are considered most attractive and convenient to people.

Whilst the NMDC is a 'kit of parts' from which LPAs and developers can draw rather than a code in itself, it is likely to be an important document in the planning system and for this reason it is fundamental that the illustrative guidance reflects what most people want from a home and what they find attractive.

Without the flexibility that will be available through the revisions suggested in this report there is a risk that new communities will be designed and delivered to achieve a more 'urban' character than most people would like or find convenient. This could result in the delivery of places that are not considered beautiful by most people.

Our extensive experience in designing and building over 100,000 high quality homes, our extensive market research and customer feedback systems together

with recent independent polling by YouGov of 2,000 people and 500 local councillors all support our findings that the NMDC must be revised to include a wider range of indicative typologies from which LPAs can draw from.

We have shown that many people have a preference for a softer, greener type of place with homes set back from the street behind front gardens with cars parked within well-landscaped frontages. This provides for a practical and convenient way of living as well as offering the potential to deliver truly beautiful, well-landscaped streets such as those in Bournville Conservation Area.

We therefore recommend that the guidance within the draft NMDC is widened to include the full range of types of homes and streets that combine to create beautiful, sustainable communities.

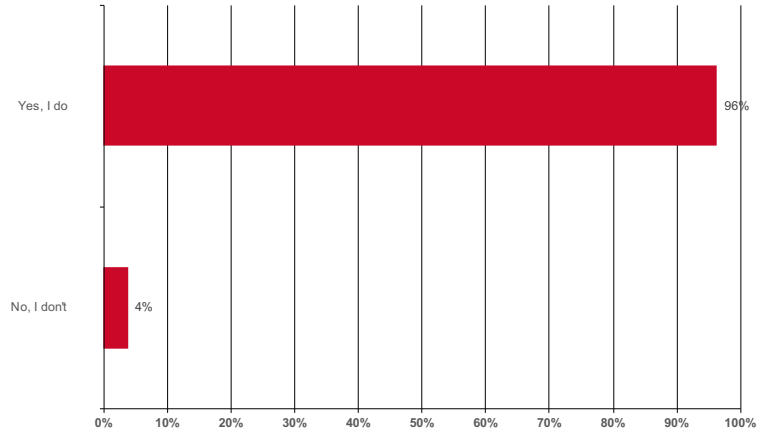
We would be very keen to continue the dialogue with Government by meeting to share the feedback in more detail, attending policy round tables and answering any questions politicians or members of the MHCLG team may have.





APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

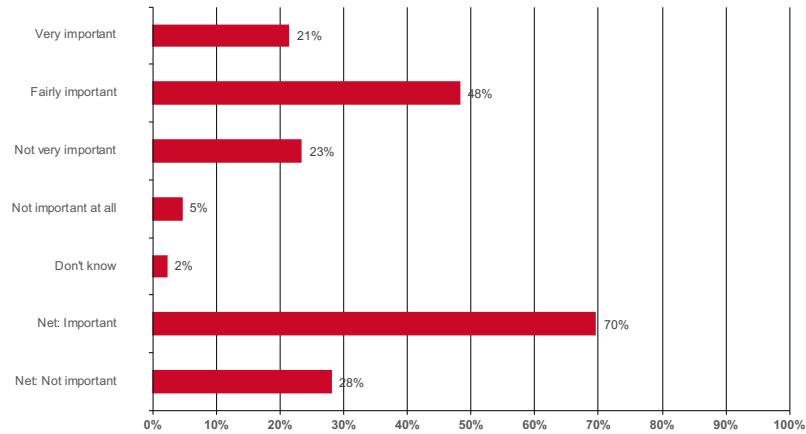
CIN_Q1. As a reminder, if you have more than one property, please think about your MAIN property (i.e. the one that you spend the most time at). Do you have neighbours living at/around your MAIN property?



Unweighted base: All GB Adults (2038)

YouGov

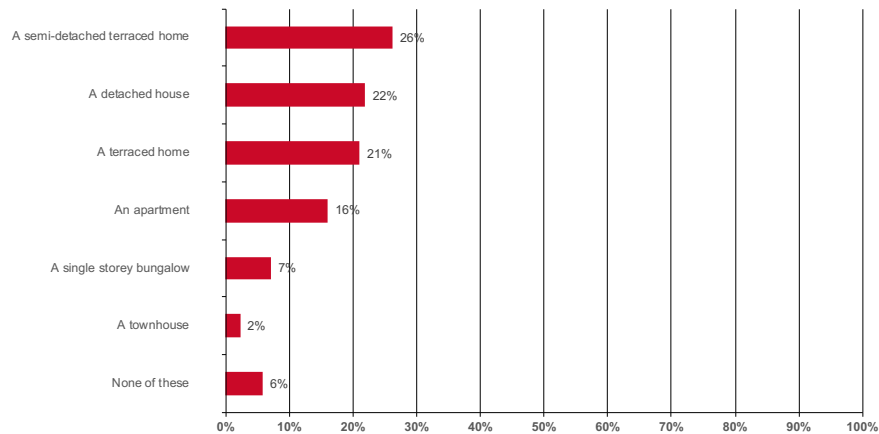
CIN_Q2. Moving on...For the following question, even if you do not currently have any neighbours, we are still interested in your opinion. In general, how important, if at all, do you think it is for you personally to know your neighbours?



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q3. For the following question, if you have more than one property, please think about your MAIN property (i.e. the one that you spend the most time at). Which ONE of the following best describes the type of property you currently live in? (Please select the option that best applies)

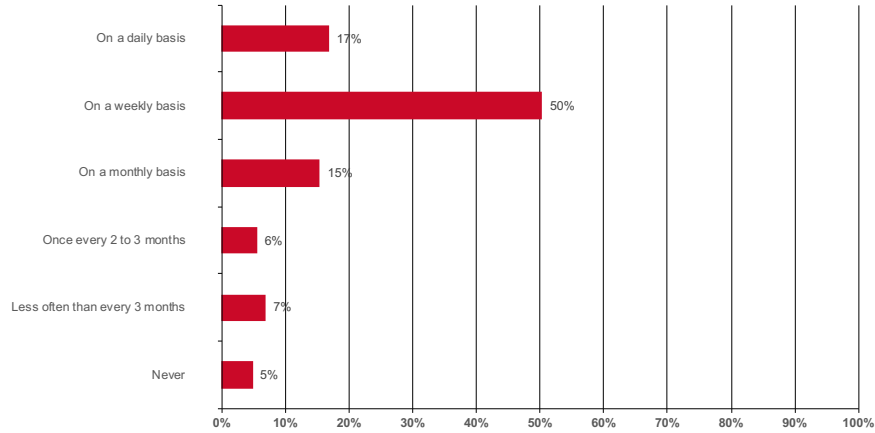


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

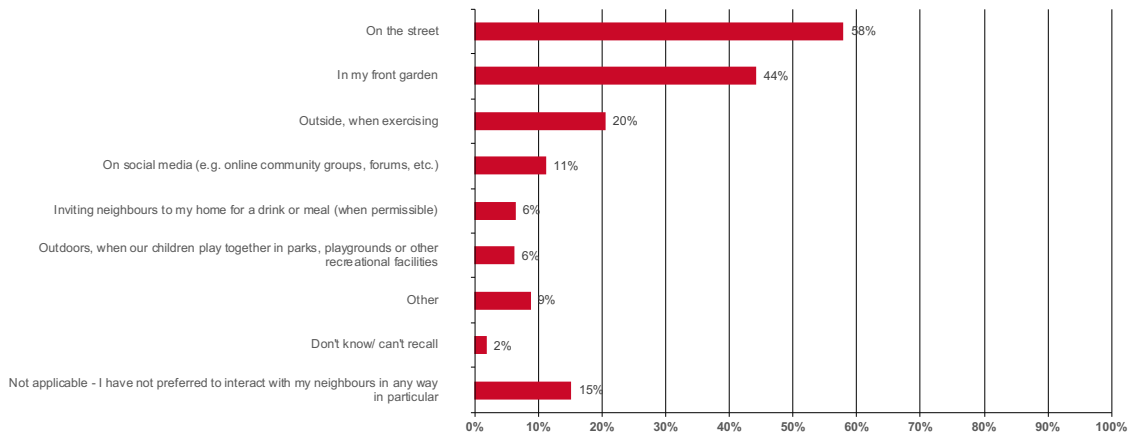
CIN_Q4. You previously said you have neighbours at your MAIN property...How often, if at all, do you interact with your neighbours in a positive manner? (Please select the option that best applies. If you are unsure, please provide your best estimate)



Unweighted base: All GB Adults who have neighbours (1962)

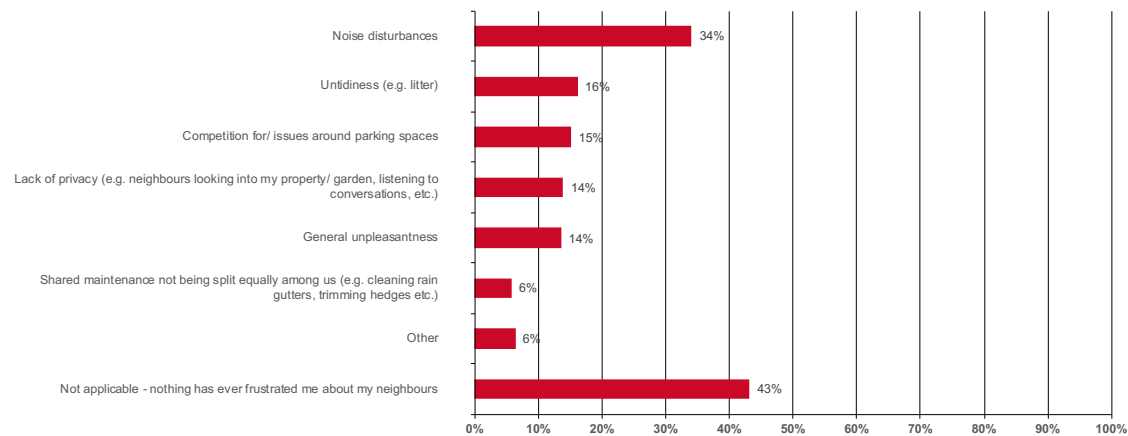
YouGov

CIN_Q5. Thinking about since the start of the lockdown in the UK due to Coronavirus (i.e. since March 2020)...In which, if any, of the following ways have you preferred to interact with your neighbours? (Please select all that apply)



YouGov

CIN_Q6. Still thinking about your neighbours living at/ around your MAIN property...Which, if any, of the following has ever frustrated you about your neighbours? (Please select all that apply. If nothing has ever frustrated you about your neighbours, please select the 'Not applicable' option)

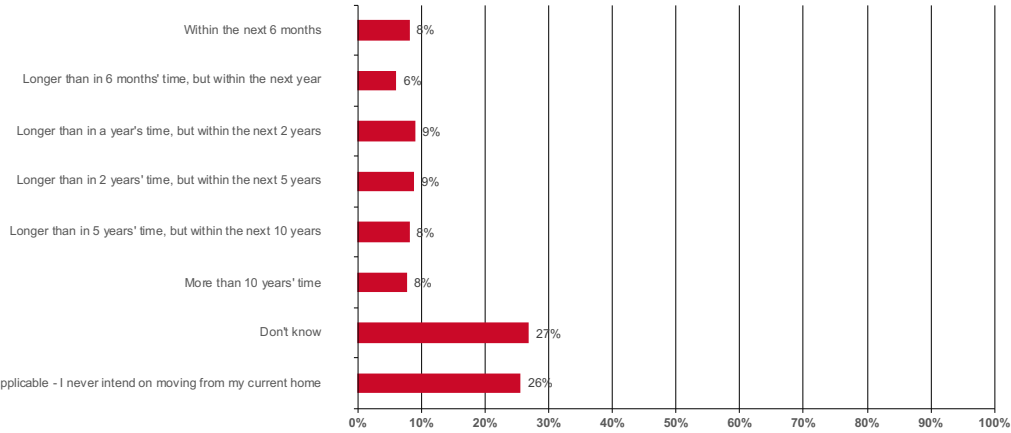


Unweighted base: All GB Adults who have neighbours (1962)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

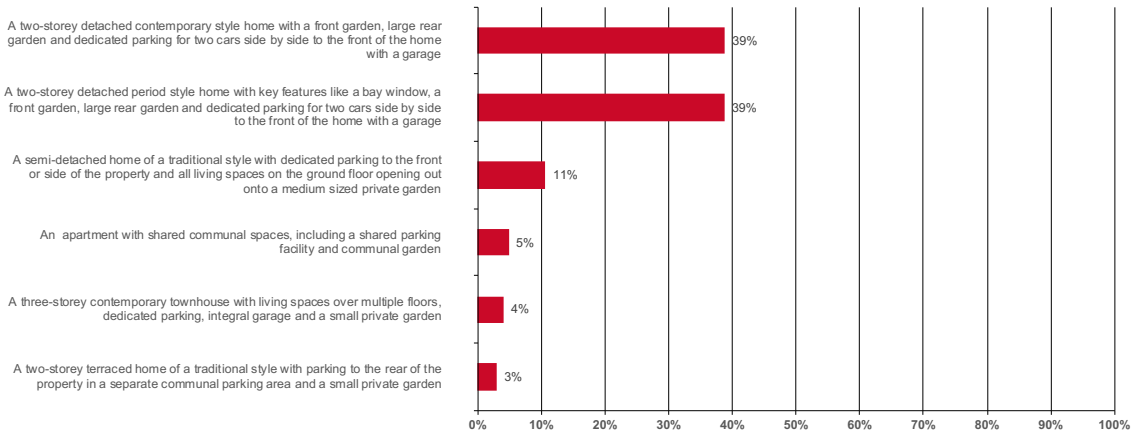
CIN_Q6a. When, if ever, do you next plan on moving from your current home? (Please select the option that best applies. If you never intend to move from your current home, please select the 'Not applicable' option)



Unweighted base: All GB Adults (2038)



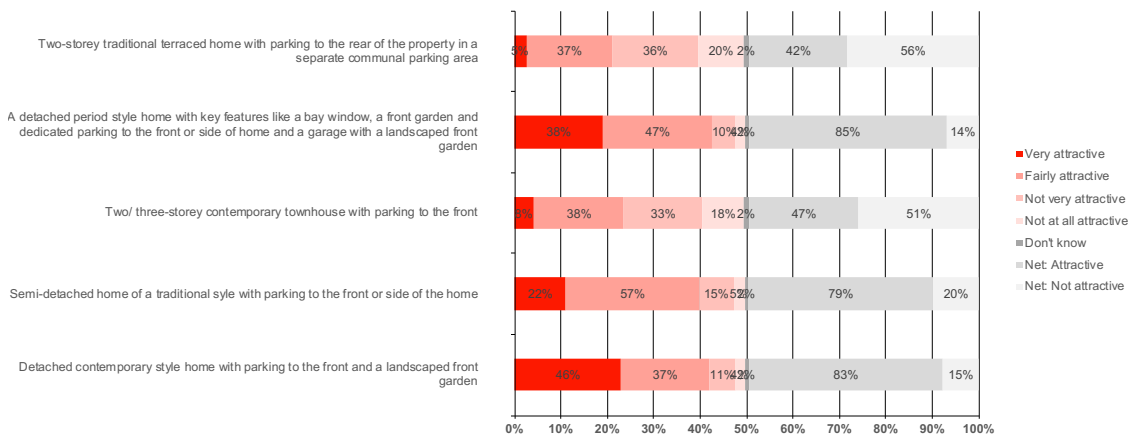
CIN_Q7. If you had to choose, which ONE of the following new build homes would you aspire to live in MOST? (Please select the option that best applies)



Unweighted base: All GB Adults (2038)



CIN_Q8. In general, how attractive, if at all, would you find a street comprising of the following new build homes? (Please select one option on each row)

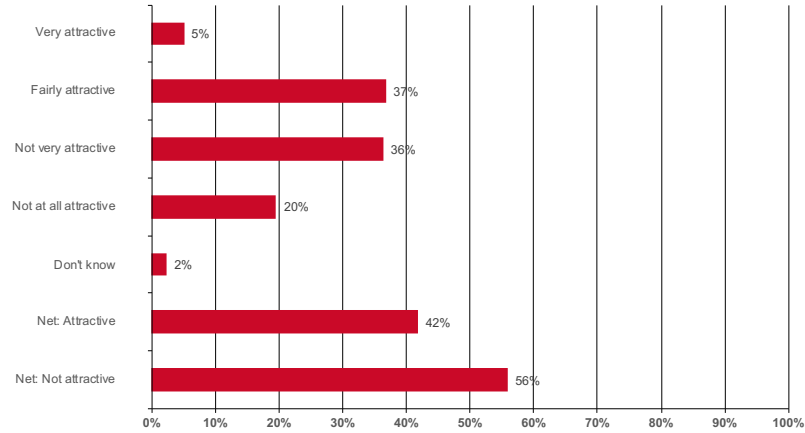


Unweighted base: All GB Adults (2038)



APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

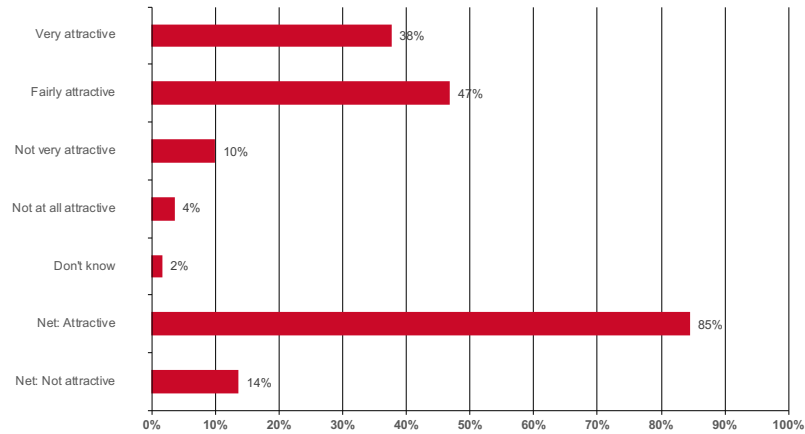
CIN_Q8_1. In general, how attractive, if at all, would you find a street comprising of the following new build homes? (Please select one option on each row) - Two-storey traditional terraced home with parking to the rear of the property in a separate communal parking area



Unweighted base: All GB Adults (2038)

YouGov

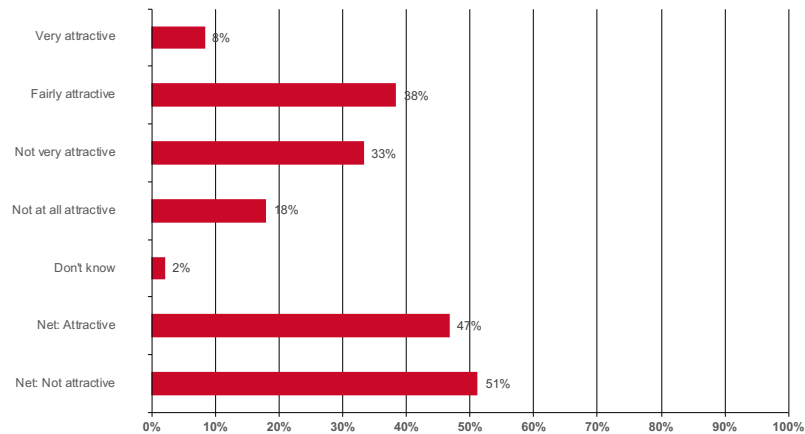
CIN_Q8_2. In general, how attractive, if at all, would you find a street comprising of the following new build homes? (Please select one option on each row) - A detached period style home with key features like a bay window, a front garden and dedicated parking to the front or side of home and a garage with a landscaped front garden



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q8_3. In general, how attractive, if at all, would you find a street comprising of the following new build homes? (Please select one option on each row) - Two/three-storey contemporary townhouse with parking to the front

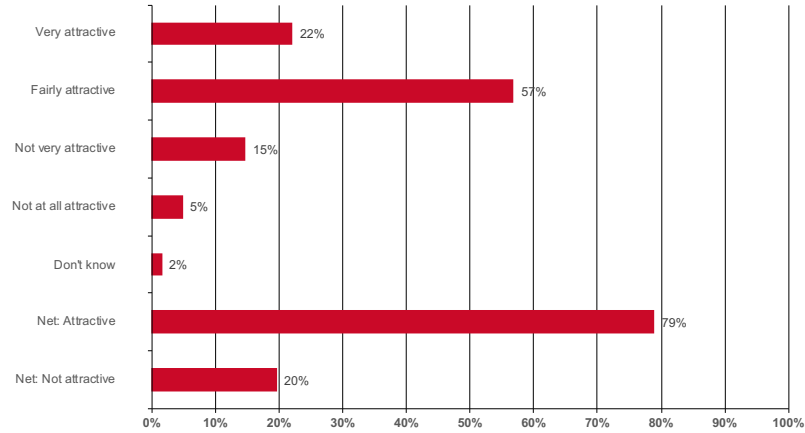


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

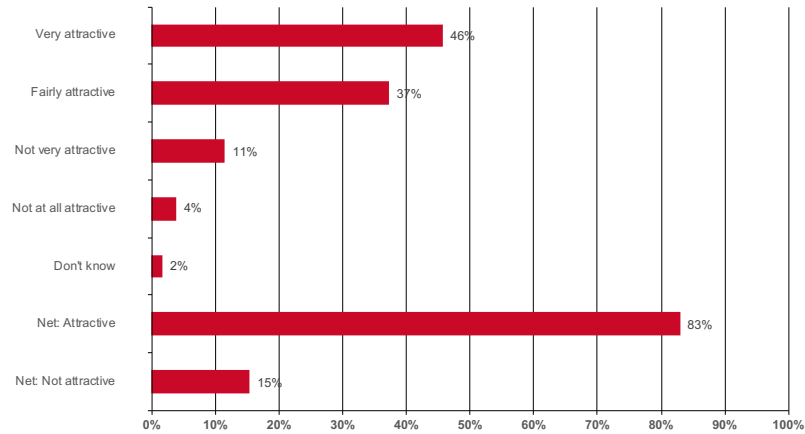
CIN_Q8_5. In general, how attractive, if at all, would you find a street comprising of the following new build homes? (Please select one option on each row) - Semi-detached home of a traditional style with parking to the front or side of the home



Unweighted base: All GB Adults (2038)

YouGov

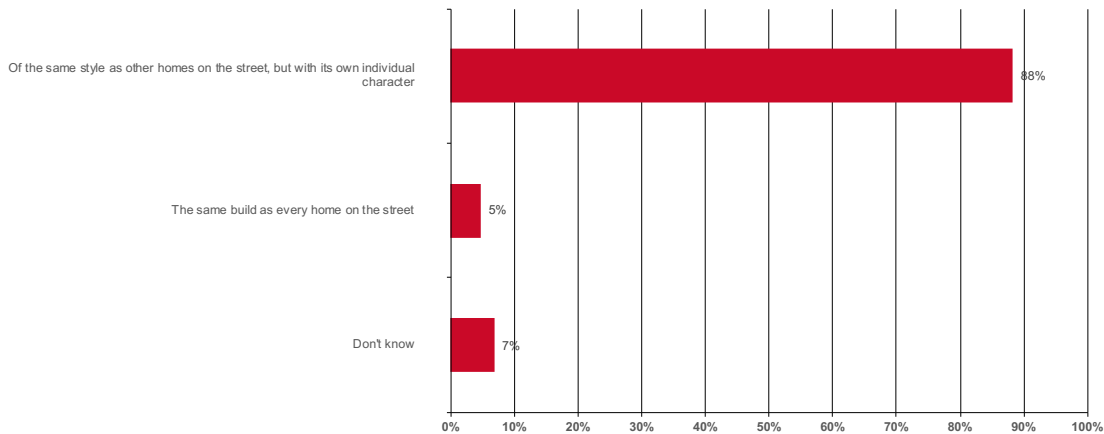
CIN_Q8_6. In general, how attractive, if at all, would you find a street comprising of the following new build homes? (Please select one option on each row) - Detached contemporary style home with parking to the front and a landscaped front garden



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q9. Which ONE, if either, of the following would you prefer your home to be? (Please select the option that best applies)

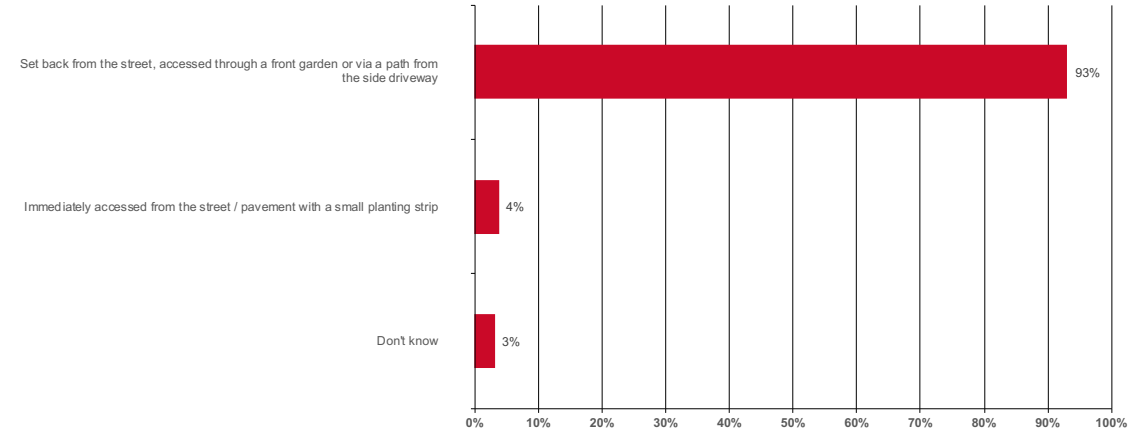


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YUGOV SURVEY QUESTIONS & RESPONSES

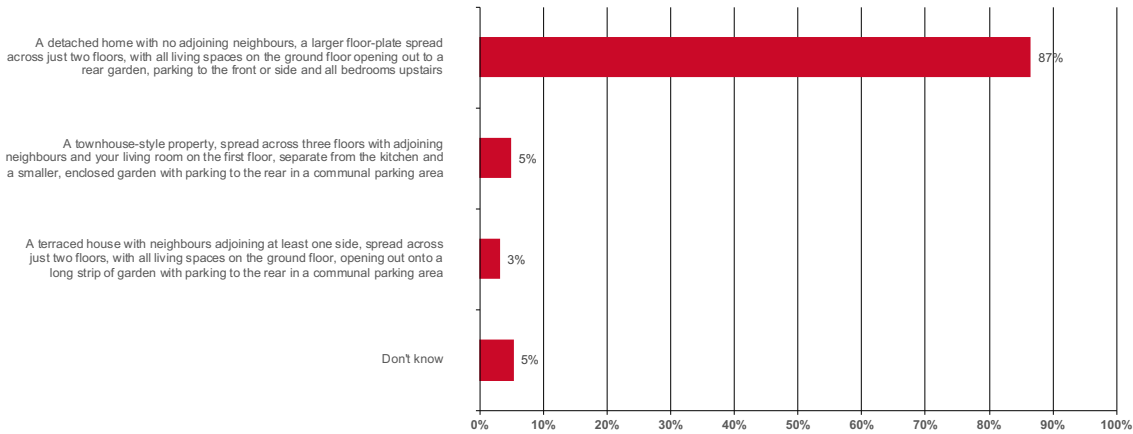
CIN_Q10. In which ONE, if either, of the following ways would you prefer your front door to be accessed? (Please select the option that best applies)



Unweighted base: All GB Adults (2038)



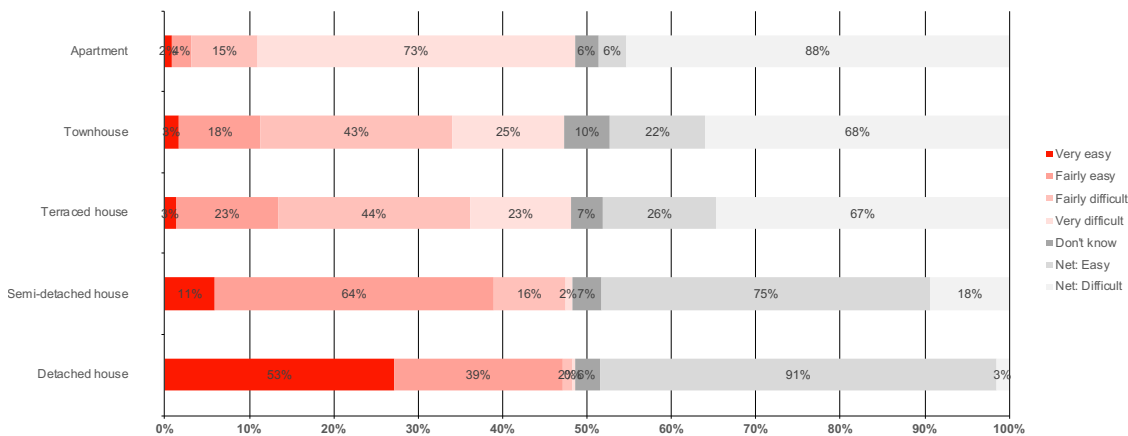
CIN_Q11. Which ONE, if any, of the following types of property would you prefer your home to be? (Please select the option that best applies)



Unweighted base: All GB Adults (2038)



CIN_Q12. For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/ or extend each of the following types of property? (Please select one option on each row)

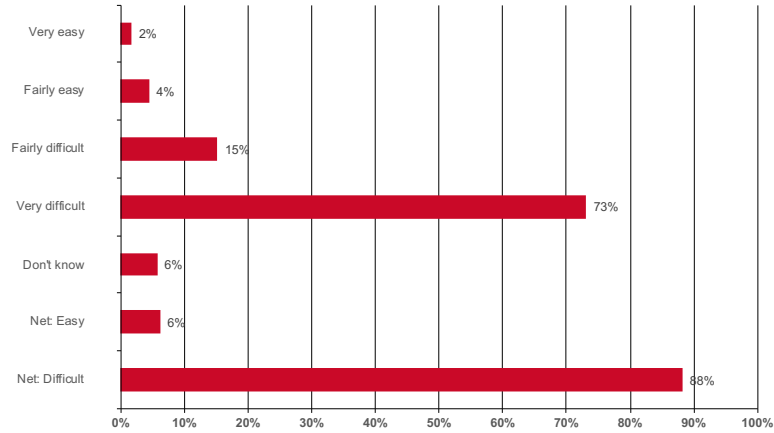


Unweighted base: All GB Adults (2038)



APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

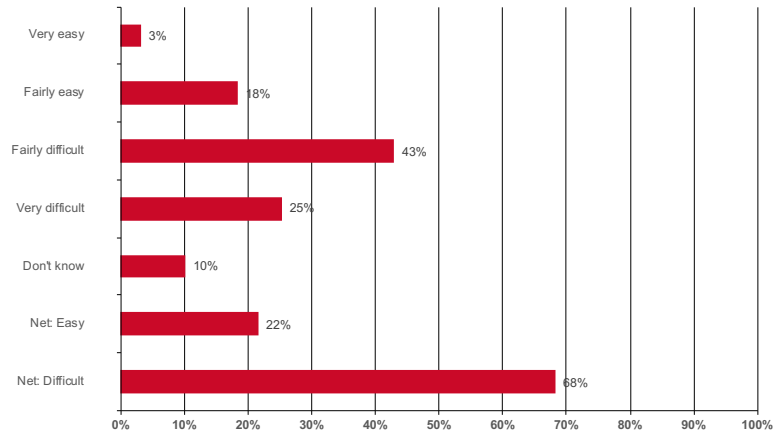
CIN_Q12_1. For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/ or extend each of the following types of property? (Please select one option on each row) - Apartment



Unweighted base: All GB Adults (2038)

YouGov

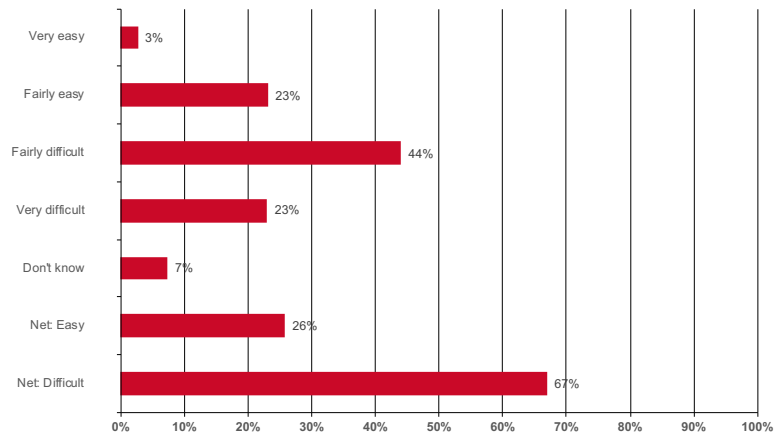
CIN_Q12_2. For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/ or extend each of the following types of property? (Please select one option on each row) - Townhouse



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q12_3. For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/ or extend each of the following types of property? (Please select one option on each row) - Terraced house

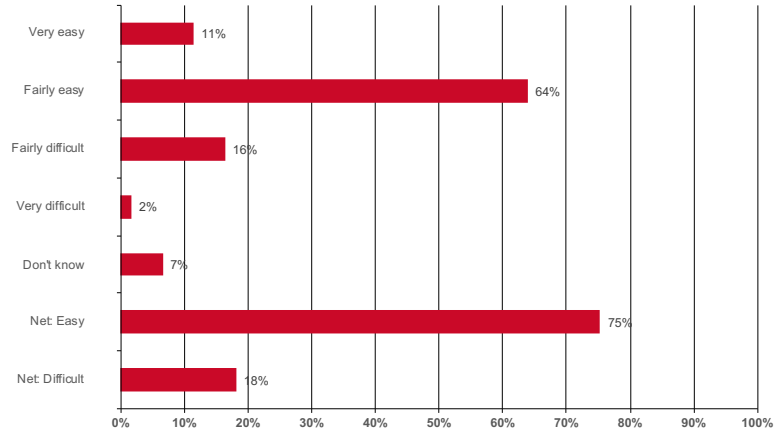


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

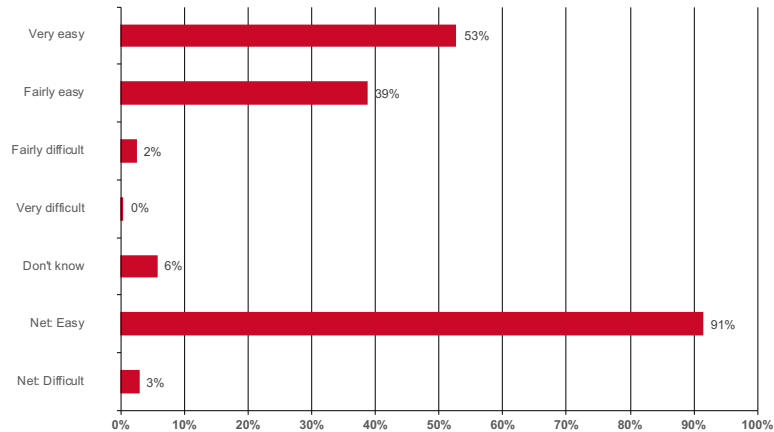
CIN_Q12_4. For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/ or extend each of the following types of property? (Please select one option on each row) - Semi-detached house



Unweighted base: All GB Adults (2038)

YouGov

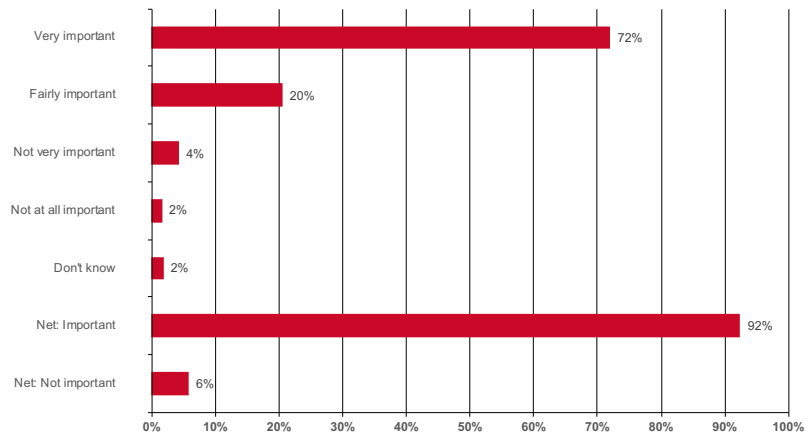
CIN_Q12_5. For the following question, please think about extreme adaptations and extensions, such as adding an additional bedroom, rather than minor adaptations, such as light furnishings. In general, how easy or difficult do you think it would be to adapt and/ or extend each of the following types of property? (Please select one option on each row) - Detached house



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q13. How important, if at all, would it be for you personally to have your own private garden with sufficient space to allow areas for seating, play, landscaping, shed storage, etc. in your next home?

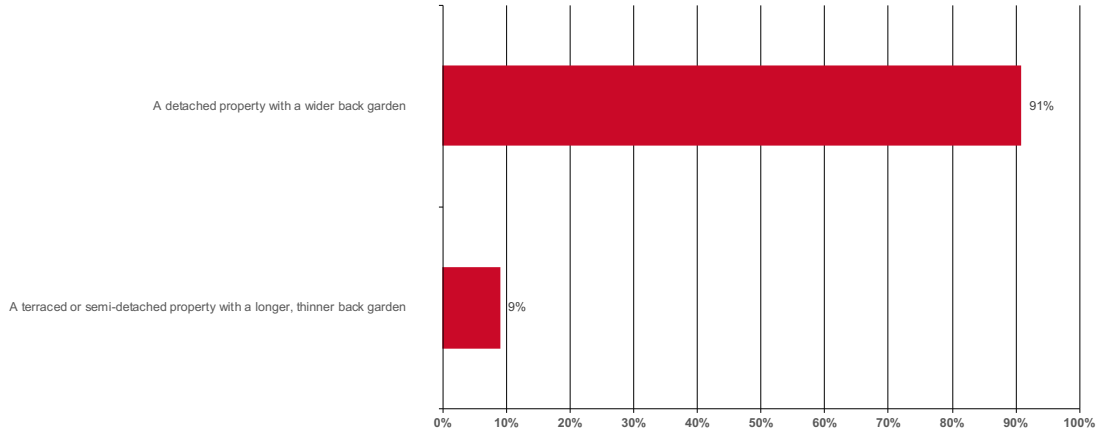


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

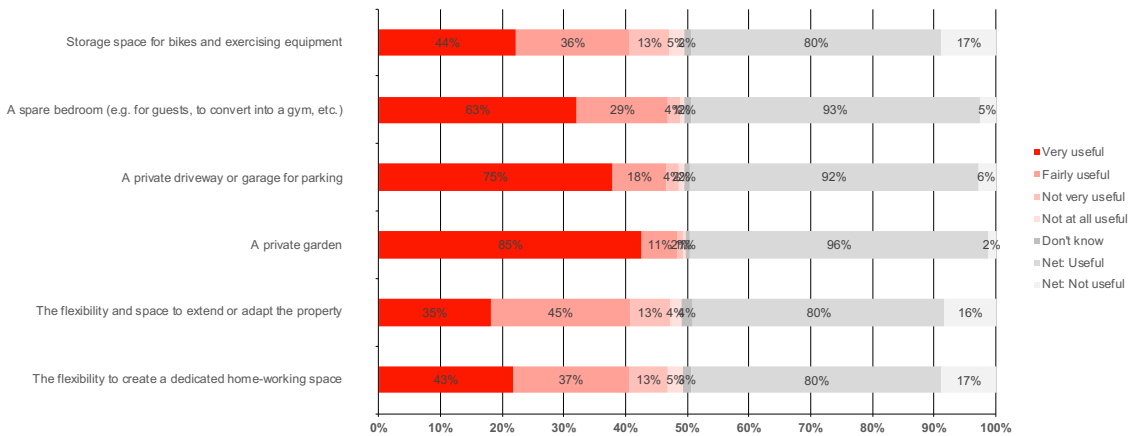
CIN_Q14. If you had to choose, which ONE of the following would you prefer to live in? (Please select the option that best applies)



Unweighted base: All GB Adults (2038)



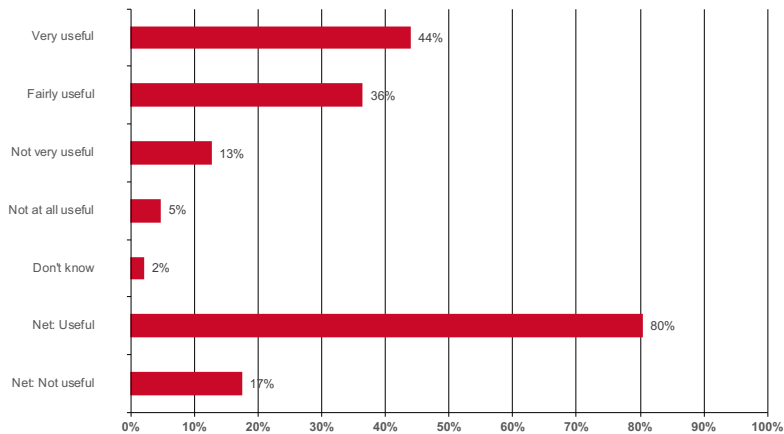
CIN_Q15. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future... How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row)



Unweighted base: All GB Adults (2038)



CIN_Q15_1. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future... How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row) - Storage space for bikes and exercising equipment

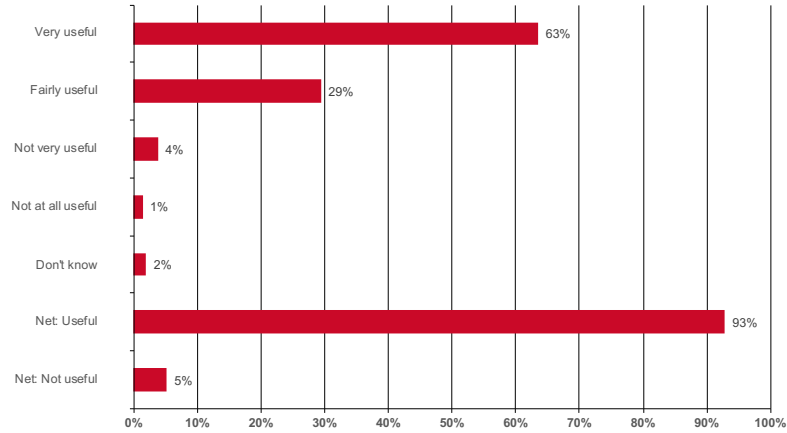


Unweighted base: All GB Adults (2038)



APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

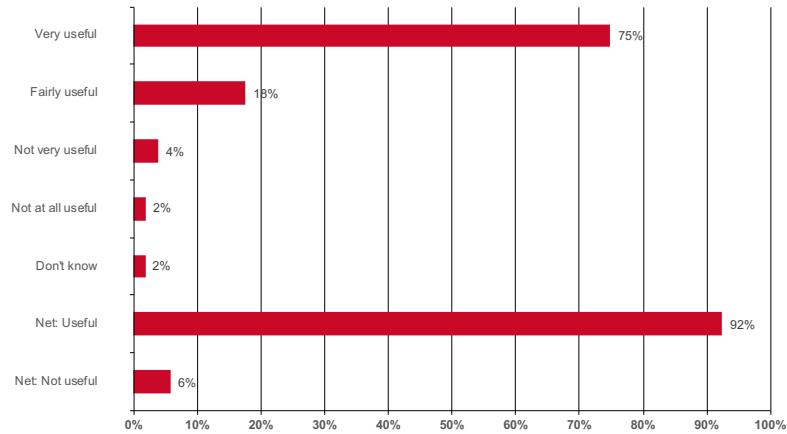
CIN_Q15_2. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future...How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row) - A spare bedroom (e.g. for guests, to convert into a gym, etc.)



Unweighted base: All GB Adults (2038)

YouGov

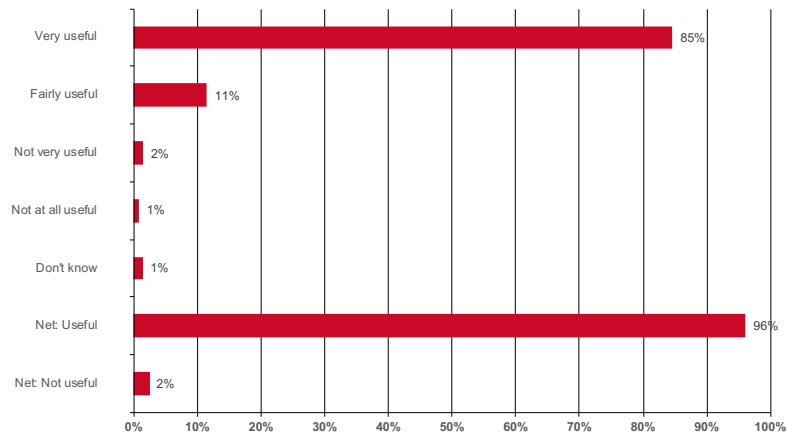
CIN_Q15_3. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future...How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row) - A private driveway or garage for parking



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q15_4. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future...How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row) - A private garden

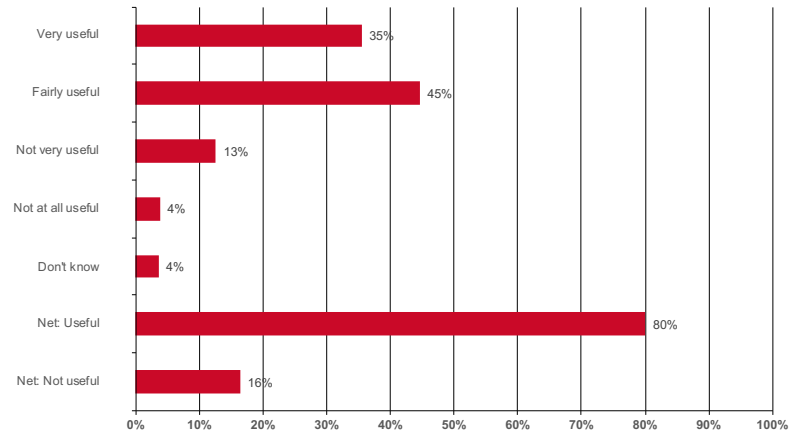


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

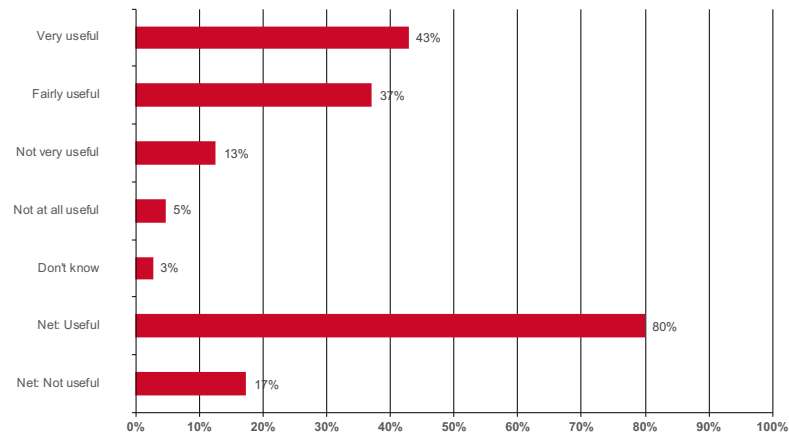
CIN_Q15_5. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future...How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row) - The flexibility and space to extend or adapt the property



Unweighted base: All GB Adults (2038)

YouGov

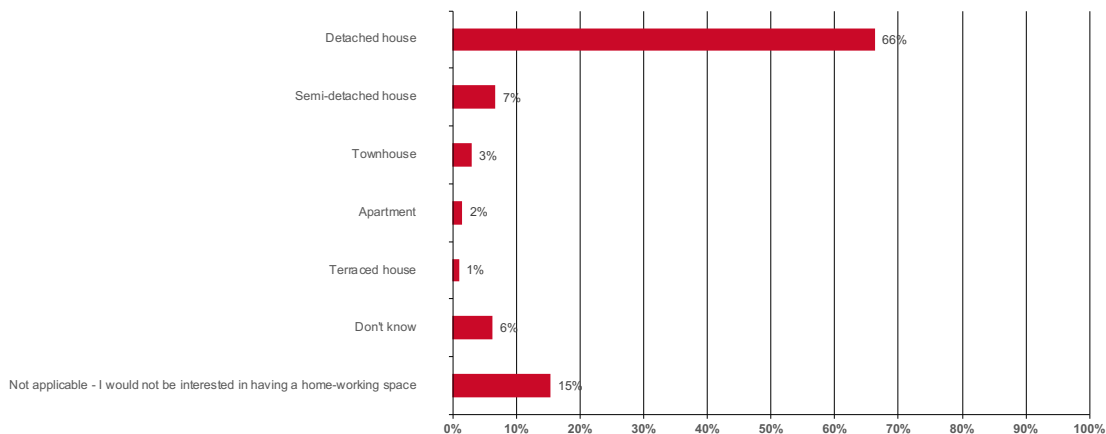
CIN_Q15_6. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. Thinking about if you were to ever move homes in the future...How useful, it at all, do you think each of the following would be in your next home? (Please select one option on each row) - The flexibility to create a dedicated home-working space



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q16. Which ONE, if any, of the following types of new build homes do you think would be most likely to provide sufficient storage for and the flexibility to create a dedicated home-working space to fit your needs? (If you would not be interested in having a home-working space, please select the 'Not applicable' option)

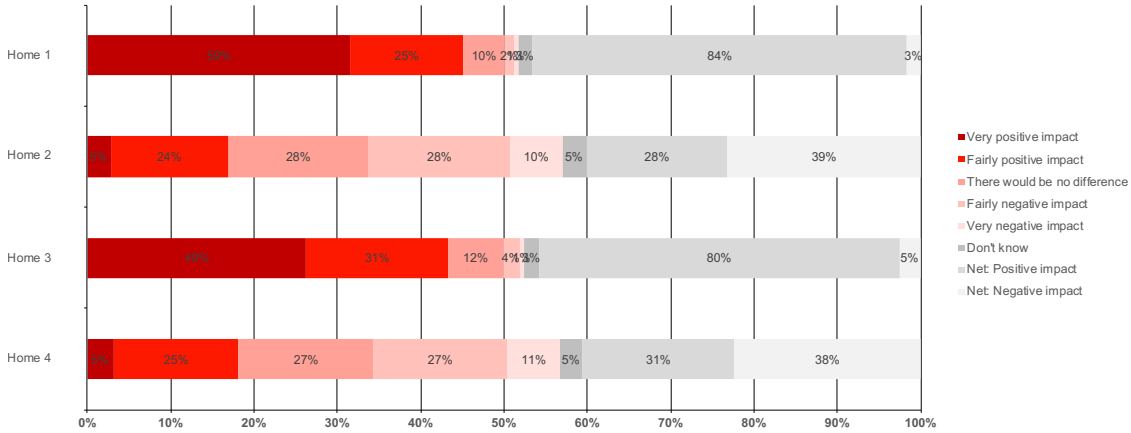


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

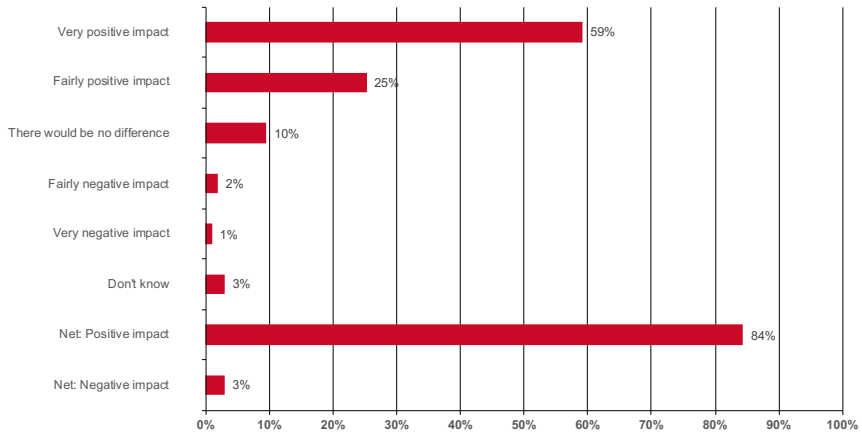
CIN_Q17. For the following question, please imagine that you were to live in each of the following types of home. Based on the image alone...In general, to what extent do you think living in each of the following types of home would positively or negatively impact your quality of life, or do you think there would be no difference? (Please select one option on each row)



Unweighted base: All GB Adults (2038)



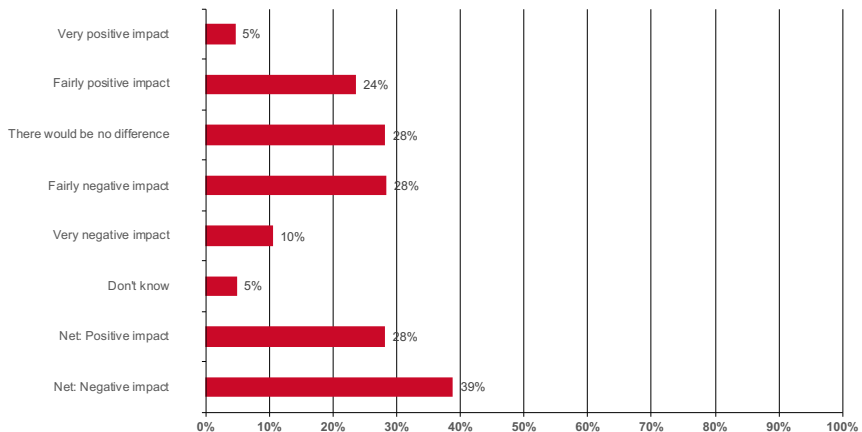
CIN_Q17_1. For the following question, please imagine that you were to live in each of the following types of home. Based on the image alone...In general, to what extent do you think living in each of the following types of home would positively or negatively impact your quality of life, or do you think there would be no difference? (Please select one option on each row) - Home 1



Unweighted base: All GB Adults (2038)



CIN_Q17_2. For the following question, please imagine that you were to live in each of the following types of home. Based on the image alone...In general, to what extent do you think living in each of the following types of home would positively or negatively impact your quality of life, or do you think there would be no difference? (Please select one option on each row) - Home 2

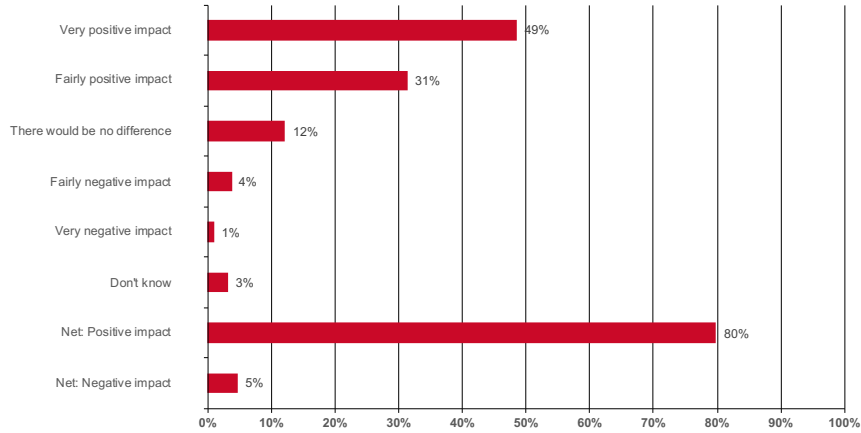


Unweighted base: All GB Adults (2038)



APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

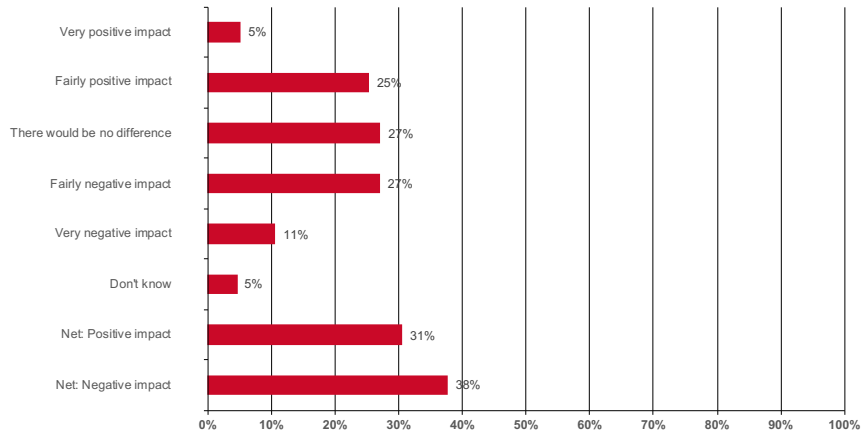
CIN_Q17_3. For the following question, please imagine that you were to live in each of the following types of home. Based on the image alone...In general, to what extent do you think living in each of the following types of home would positively or negatively impact your quality of life, or do you think there would be no difference? (Please select one option on each row) - Home 3



Unweighted base: All GB Adults (2038)

YouGov

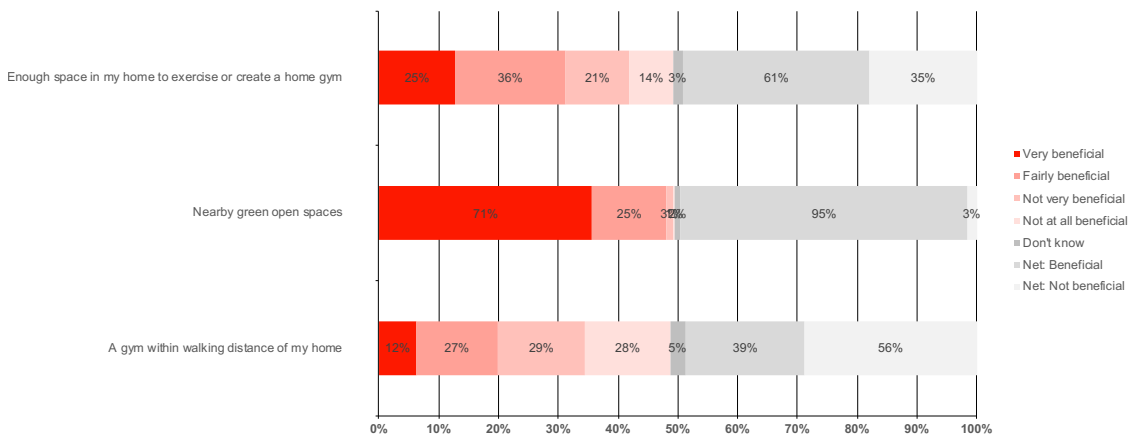
CIN_Q17_4. For the following question, please imagine that you were to live in each of the following types of home. Based on the image alone...In general, to what extent do you think living in each of the following types of home would positively or negatively impact your quality of life, or do you think there would be no difference? (Please select one option on each row) - Home 4



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q18. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. How beneficial, if at all, would you find each of the following in your home/ local area if you were to move homes? (Please select one option on each row)

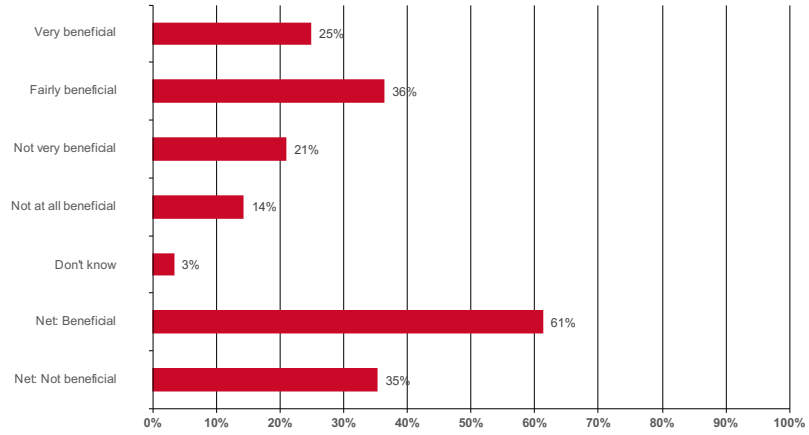


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

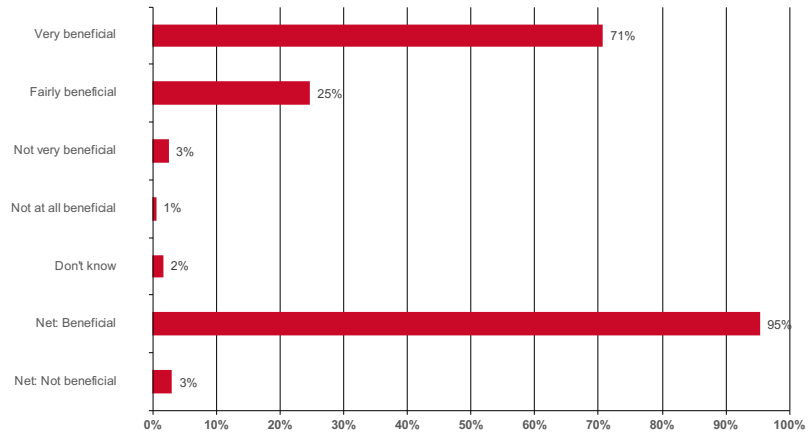
CIN_Q18_1. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. How beneficial, if at all, would you find each of the following in your home/ local area if you were to move homes? (Please select one option on each row) - Enough space in my home to exercise or create a home gym



Unweighted base: All GB Adults (2038)

YouGov

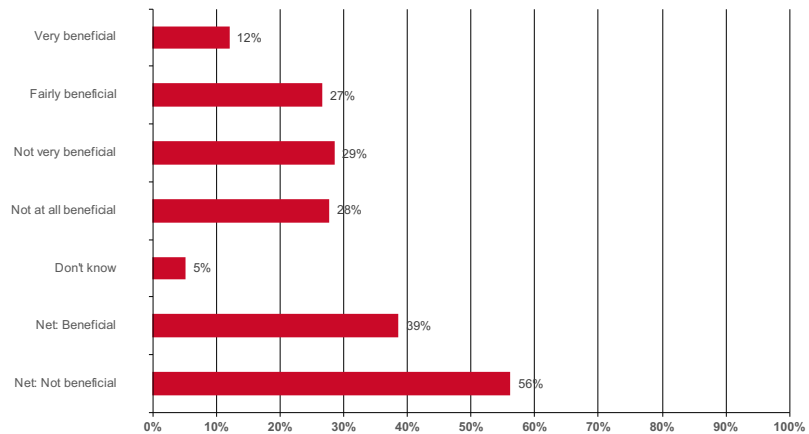
CIN_Q18_2. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. How beneficial, if at all, would you find each of the following in your home/ local area if you were to move homes? (Please select one option on each row) - Nearby green open spaces



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q18_3. As a reminder, even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. How beneficial, if at all, would you find each of the following in your home/ local area if you were to move homes? (Please select one option on each row) - A gym within walking distance of my home

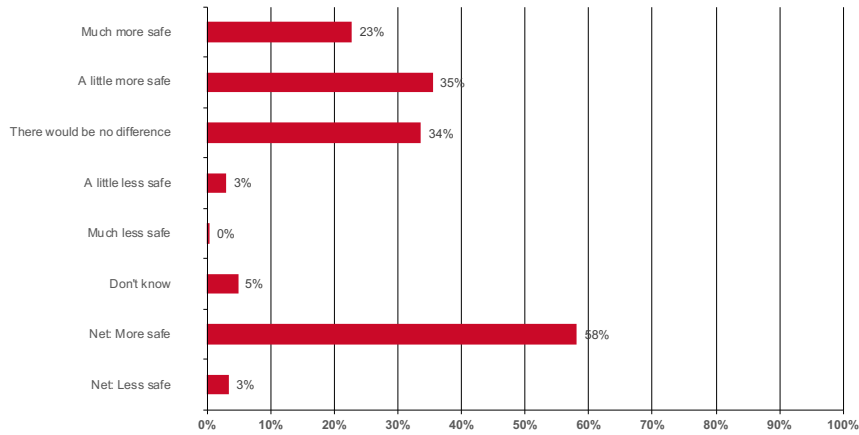


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

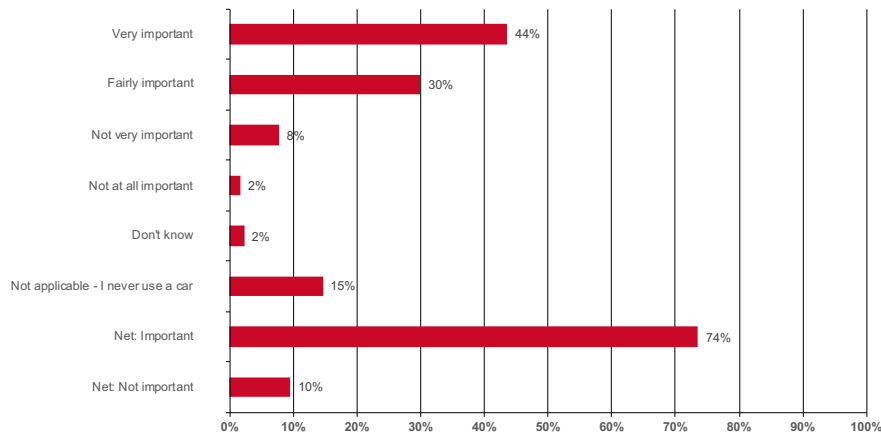
CIN_Q19. For the following question, by 'cul-de-sac', we mean a street or passage that is closed at one end. In general, how much more or less safe would you feel living in a cul-de-sac, in comparison to not living in a cul-de-sac, or would there be no difference?



Unweighted base: All GB Adults (2038)

YouGov

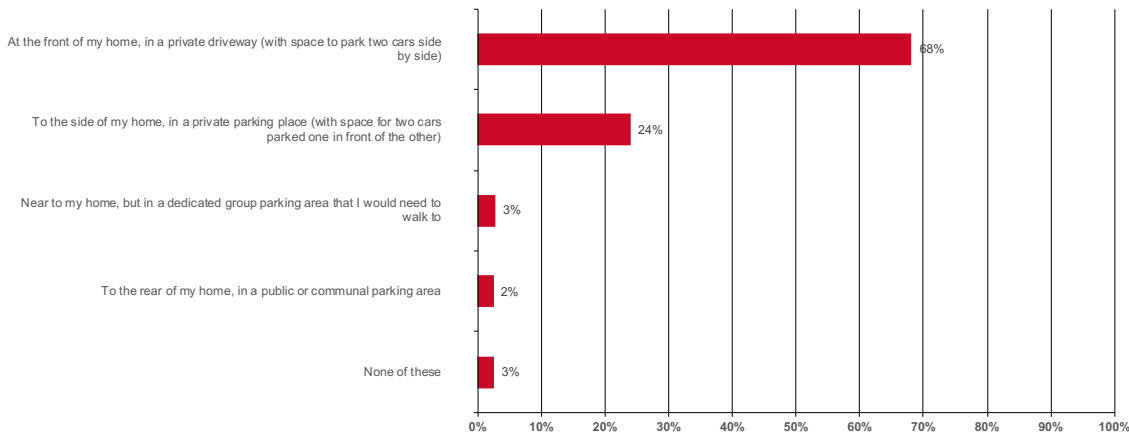
CIN_Q20. For the following question, if you do not own a car, please select the 'Not applicable' option. Even if you do not anticipate moving homes at any point in the future, we are still interested in your opinion. How important, if at all, would it be for you personally to be able to easily see a car you own or are using from your home when it is parked if you were to move homes?



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q21. In which ONE, if any, of the following places do you think it would be MOST preferable for you to be able to park your car if you were to move homes? (Please select the option that best applies)

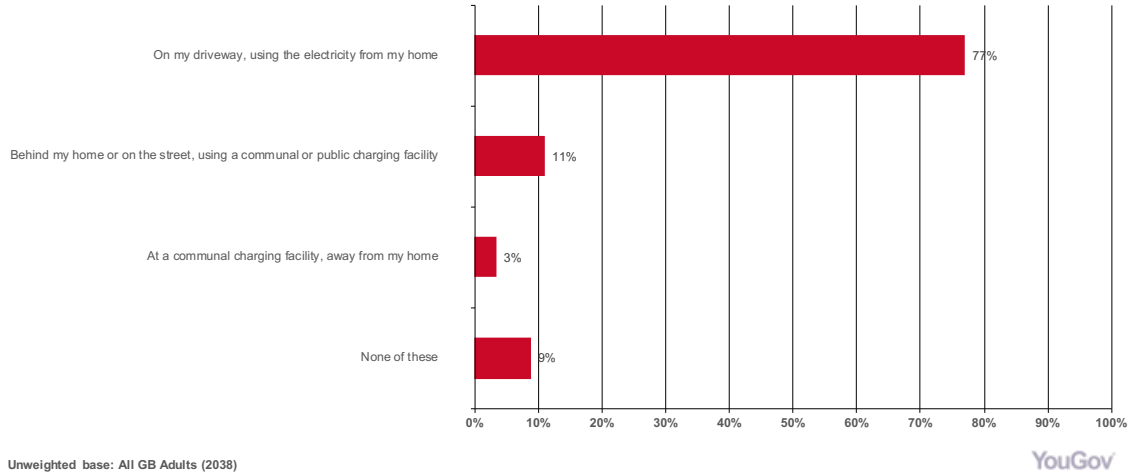


Unweighted base: All GB Adults that ever use a car (1757)

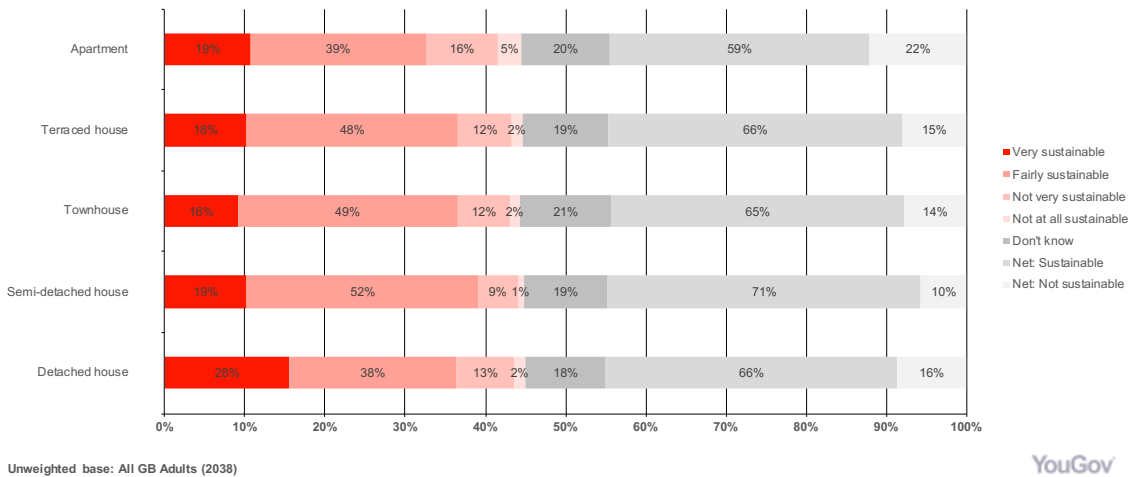
YouGov

APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

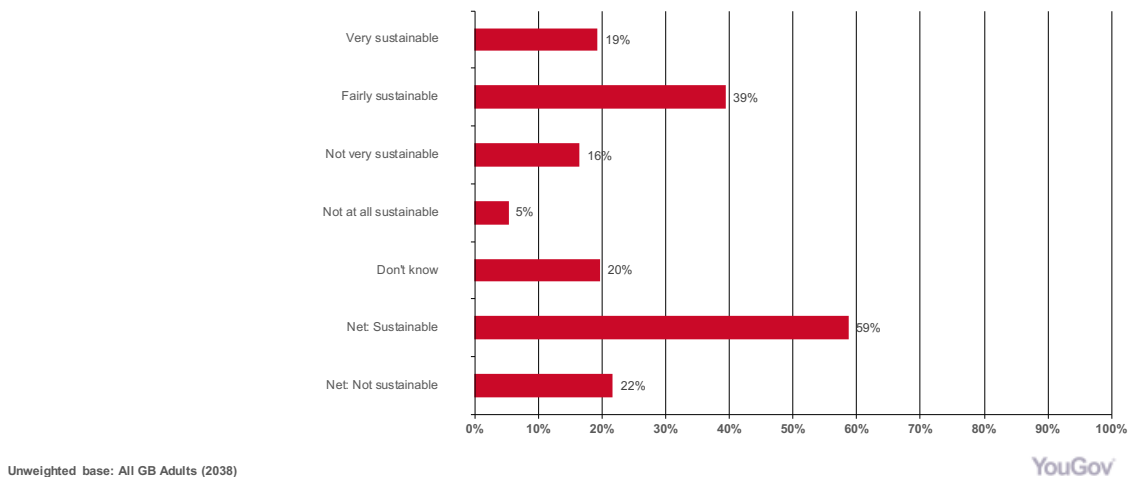
CIN_Q22. For the following question, by 'fully electric', we mean cars that are powered by an electric motor, which is battery-powered. By 'hybrid', we mean cars that are powered by both an internal combustion engine and an electric motor. Imagining that you were to own or rent a fully electric or hybrid car in the future...Which ONE of the following BEST describes where you would prefer to charge your car if you were to move homes?



CIN_Q23. For the following question, by 'sustainable', we mean homes that implement environmentally friendly facilities (e.g. efficient lighting systems, low pressure water installations, electric boilers, air source heat pumps, solar roof panels, own grown vegetable patches etc.). Even if you are not interested in being sustainable, we are still interested in your opinion. Overall, how sustainable, if at all, do you think each of the following types of new build homes are? (Please select one option on each row)

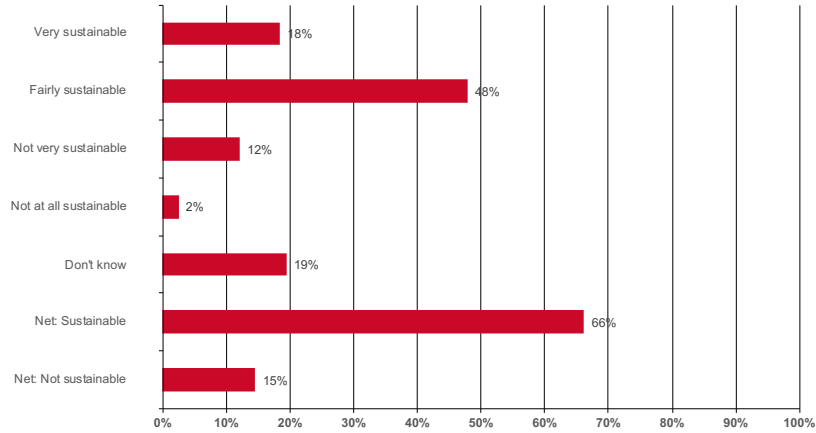


CIN_Q23.1. For the following question, by 'sustainable', we mean homes that implement environmentally friendly facilities (e.g. efficient lighting systems, low pressure water installations, electric boilers, air source heat pumps, solar roof panels, own grown vegetable patches etc.). Even if you are not interested in being sustainable, we are still interested in your opinion. Overall, how sustainable, if at all, do you think each of the following types of new build homes are? (Please select one option on each row) - Apartment



APPENDIX A | YOUNG SURVEY QUESTIONS & RESPONSES

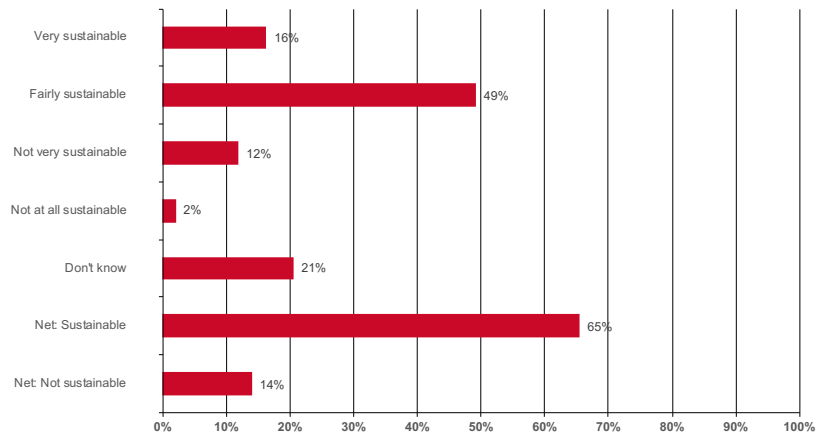
CIN_Q23_2. For the following question, by 'sustainable', we mean homes that implement environmentally friendly facilities (e.g. efficient lighting systems, low pressure water installations, electric boilers, air source heat pumps, solar roof panels, own grown vegetable patches etc.). Even if you are not interested in being sustainable, we are still interested in your opinion. Overall, how sustainable, if at all, do you think each of the following types of new build homes are? (Please select one option on each row) - Terraced house



Unweighted base: All GB Adults (2038)

YouGov

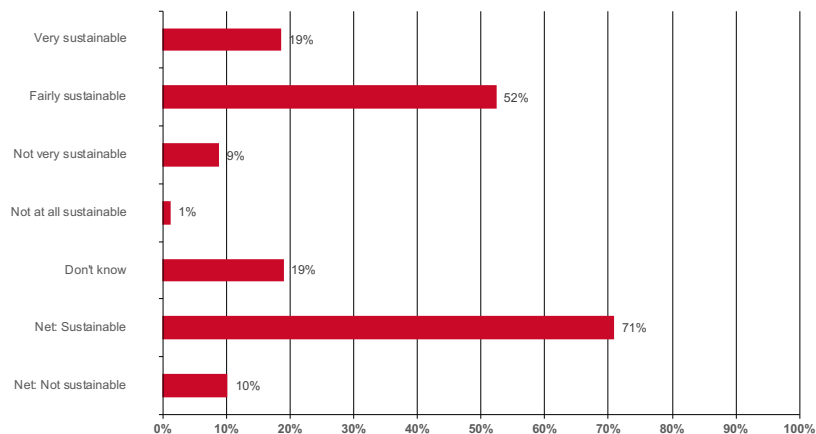
CIN_Q23_3. For the following question, by 'sustainable', we mean homes that implement environmentally friendly facilities (e.g. efficient lighting systems, low pressure water installations, electric boilers, air source heat pumps, solar roof panels, own grown vegetable patches etc.). Even if you are not interested in being sustainable, we are still interested in your opinion. Overall, how sustainable, if at all, do you think each of the following types of new build homes are? (Please select one option on each row) - Townhouse



Unweighted base: All GB Adults (2038)

YouGov

CIN_Q23_4. For the following question, by 'sustainable', we mean homes that implement environmentally friendly facilities (e.g. efficient lighting systems, low pressure water installations, electric boilers, air source heat pumps, solar roof panels, own grown vegetable patches etc.). Even if you are not interested in being sustainable, we are still interested in your opinion. Overall, how sustainable, if at all, do you think each of the following types of new build homes are? (Please select one option on each row) - Semi-detached house

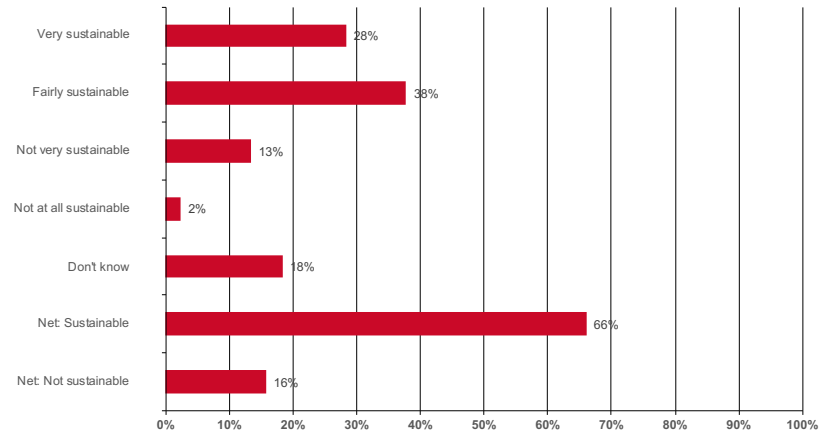


Unweighted base: All GB Adults (2038)

YouGov

APPENDIX A | YOUNG GOV SURVEY QUESTIONS & RESPONSES

CIN_Q23_5. For the following question, by 'sustainable', we mean homes that implement environmentally friendly facilities (e.g. efficient lighting systems, low pressure water installations, electric boilers, air source heat pumps, solar roof panels, own grown vegetable patches etc.). Even if you are not interested in being sustainable, we are still interested in your opinion. Overall, how sustainable, if at all, do you think each of the following types of new build homes are? (Please select one option on each row) - Detached house



Unweighted base: All GB Adults (2038)

YouGov



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A BETTER WAY TO LIVE

APPENDIX 2
LOCAL EXAMPLES OF BAY WINDOWS



APPENDIX 3
LOCAL EXAMPLES OF HIPPED ROOFS



APPENDIX 4
LOCAL EXAMPLES OF TREE LINED STREETS

