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1.0 Introduction

1.1.1 This document forms part of the revised outline planning application for the regeneration of Adastral Park and surrounding land submitted by BT in April 2009.

1.1.2 BT's proposals seek to secure Adastral Park's long-term future as a world-class centre for technology and innovation, and ensure that it remains a key contributor to the local, regional and national economy. Adastral Park itself covers nearly 40 ha (100 acres), though BT owns a further 100 ha (250 acres) of land surrounding the site, much of which has been quarried to extract sand and gravel. BT's proposals include plans for the creation of a new residential community alongside Adastral Park, with its own infrastructure, services and facilities. BT believes this site presents a unique opportunity to create a truly integrated living and working community, and a genuinely sustainable development to help meet the local need for new homes.

1.1.3 BT's proposals for the regeneration of Adastral Park and surrounding land includes:

- Upgrades to existing employment floorspace and the creation of up to 60,000 square metres of new employment floorspace
- The creation of approximately 2,000 new jobs at Adastral Park
- A residential community of up to 2,000 new homes alongside Adastral Park
- Comprehensive new infrastructure and services to serve the new residential community, including new education and healthcare provision, public transport, shops, leisure & sports facilities and public spaces
- A hotel to cater for business visitors and tourists
- An on-site energy centre to provide renewable heat and power, reducing our dependency on the National Grid
- Significant development of the existing transport infrastructure, including improved A12 access
- An expansion of the University presence at Adastral Park.

1.1.4 Successful development of Adastral Park has the opportunity to provide a positive legacy for Suffolk and the wider region.

1.1.5 Hurley Palmer Flatt has prepared this Sustainability Statement on behalf of BT. The Sustainability Statement addresses the following issues:

- What is sustainable development?
- The key drivers for sustainable development at Adastral Park
- BT's commitment to sustainable development
- Developing sustainability objectives for the project
- Community consultation

-
- Sustainability benefits of the proposed development
 - Delivering environmental, social and economic benefit through the construction process and
 - ‘Beyond words’: Taking the vision forwards

1.2 Summary

BT’s Vision for Adastral Park and the Surrounding Land

- 1.2.1 For Adastral Park and the surrounding land, BT envisages a sustainable community where people want to live and work, now and in the future. The community will meet the diverse needs of existing and future residents, be sensitive to the environment, and contribute to a high quality of life. The community will be safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all. The development of the site will reflect BT’s CSR commitments to tackling climate change, achieving sustainable economic growth and an inclusive society. The practical application of the vision is shown in section 8 of this document.
- 1.2.2 It has been recognised by BT that the development of Adastral Park and adjacent land represents an opportunity to create a vibrant, mixed use scheme that would enhance quality of life for those who live and work there: a ‘place’ and a ‘community’ as opposed to housing estates with no other usage.
- 1.2.3 Through thoughtful design and the involvement of key stakeholders, BT has prepared a master plan that gives Adastral Park and the adjacent land the potential to be an exemplar of sustainable development.
- 1.2.4 A widely used definition of sustainable development was drawn up by the World Commission on Environment and Development in 1987: “**development that meets the needs of the present without compromising the ability of future generations to meet their needs**”. This definition aligns with BT’s intentions for the development.
- 1.2.5 Sustainable development is therefore development that is planned and carried out so as to ensure that economic and social needs are met without depleting environmental and material resources beyond the point where they can be renewed.
- 1.2.6 Sustainable development is the core principle underpinning planning. Planning Policy Statement 1: Delivering Sustainable Development is based on the four aims for sustainable development as set out by the Government in its 1999 strategy:
- social progress which recognises the needs of everyone;
 - effective protection of the environment;
 - the prudent use of natural resources; and,

- the maintenance of high and stable levels of economic growth and employment.

Key drivers for sustainable development at Adastral Park

- 1.2.7 Current efforts at delivering ‘sustainability’ in planning and in community development are often piecemeal. They concentrate on one single issue, e.g. zero-carbon buildings or recycling, without addressing social inclusion, accessibility or economic development. Only by thinking beyond the legal/compliance requirements and ‘green features’ can a truly sustainable community be facilitated.
- 1.2.8 The proposed development of Adastral Park looks to go beyond ‘green features’ and responds to a wide range of drivers. Preparation of the master plan and the Outline Planning Application (OPA) has been informed by local community and key stakeholder input, BT Corporate Social Responsibility (CSR) policy and a wealth of Government publications on economic, social and environmental issues.
- 1.2.9 For Adastral Park and the surrounding land, BT envisages a sustainable community where people will want to live and work, now and in the future. The community will meet the diverse needs of existing and future residents, be sensitive to the environment, and contribute to a high quality of life. The community will be safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Sustainability Objectives for the proposed development

- 1.2.10 In response to key drivers and BT’s vision that the site be an exemplar of sustainability, a number of Sustainability Objectives were prepared. The Sustainability Objectives of the project are to:
- “Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet’s environment, resources and biodiversity and use natural resources prudently”
 - “Exceed UK Government climate change strategy”
 - “Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs. “
 - “Maintain and enhance a world-class centre of excellence for ICT research and development.”
 - “Enhance and maintain and a strong and stable local economy”
 - “Facilitate the integration of the site with the local community through the provision of a diverse range of local jobs and facilities.”
 - “Build, facilitate and enhance links with universities and education.”
 - “Engage with and develop an inclusive sense of community accessible to everyone.”
 - “Promote personal well being and health through the provision of a high quality built environment and services and open space and formal and informal recreational spaces.”

-
- “Promote social cohesion and inclusion and meet the diverse needs of all.”
 - “Develop good transport services and communication linking people to jobs, schools, health and other services.”

Sustainability benefits of the proposed development

- 1.2.11 During the preparation of the outline planning application much thought has been given to how the site could be an exemplar of sustainable development and meet the Sustainability Objectives. These opportunities and BT’s commitment to taking them forwards are described in detail in Section 8 of this report.
- 1.2.12 Significant benefits come from the scale of the Adastral Park development. The project is large enough that it can provide an anchor for additional services, such as health facilities, education, and expanded public transport which depend on a critical mass of users to be viable. It also provides an opportunity to leverage economies of scale in infrastructure provision, including a community heat and power scheme. The interactions of these benefits once again reinforce one another so that education, employment, living and business opportunities together with a high quality of environment will make the project a desirable and sustainable place to live.

‘Beyond words’: Taking the vision forwards

- 1.2.13 As a responsible UK business and an ongoing stakeholder in the local community, BT is committed to sustainable development of the site. In order to achieve these aims, BT will establish a framework for monitoring and evaluating performance against Key Performance Indicators (KPIs). This process will occur during design, construction and post construction phases.
- 1.2.14 To implement sustainable development on the Adastral Park project, BT proposes a Sustainability Implementation Plan (SIP). The SIP will systematically translate the Sustainability Objectives for the Adastral Park project into specific requirements to be met or exceeded by each of the groups responsible for contributing to the project’s objectives.
- 1.2.15 Already the preparation of the Sustainability Objectives has informed key decisions for the master plan and has helped to formalise thinking on how the site can be an exemplar of sustainable development. This process of ‘challenging’ those involved in the project to do things differently and better will continue.

Background Context

1.1 Adastral Park is BT's main research and development (R&D) centre. It represents the largest concentration of information and communications technology expertise in the UK set in around 100 acres of land. BT also owns around 250 acres of land around Adastral Park, which includes some low-grade agricultural land much of which has been recently quarried to extract sand and gravel. There are a convergence of factors which drove BT towards the concept of a sustainable community at Adastral Park:

- BT needs to redevelop its R&D facilities to allow it to remain in the forefront of Information Communication Technology (ICT) research, attracting and retaining the best professional staff.
- An increasing number of the existing buildings are not fit for purpose; the type of facility required for ICT R&D has changed since the Post Office (BT's predecessor) developed the park in the 1970's.
- Existing quarrying and aggregate extraction will come to an end and the land must be brought back into environmentally productive use.
- There are infrastructure supply issues (power, water, transport) that would severely constrain redevelopment of the BT site on its own. Development is only viable within a wider context.
- The Government's regional plan (the Regional Spatial Strategy) requires Suffolk Coastal District Council (SCDC) to provide land for more homes to meet existing and future needs.

1.2 It was recognised early on that the development of Adastral Park and adjacent land represents an opportunity to create a vibrant, mixed-use scheme that would enhance the quality of life for those who live and work there: a 'place' and a 'community'. Other applications that may provide equivalent numbers of houses on housing-only estates would not be able to provide the additional benefits of creating a community with employment, education and access to services. The concept is described in Martlesham "Made for Innovation"¹:

“... a high quality, highly sustainable, living and working community that reinforces one of the most important 'economic engines' of the region and meets the need for new homes in Suffolk Coastal District close to Ipswich”

¹ “Martlesham – Made for Innovation”, David Lock Associates, 2007

1.3 This document explains BT's vision for the site and details how at the early design stages, the prospect of a sustainable community at Adastral Park is already emergent. It comprises the following sections:

- What is sustainable development?
- The key drivers for sustainable development at Adastral Park
- BT's commitment to sustainable development
- Developing sustainability objectives for the project
- Community consultation
- Sustainability benefits of the proposed development
- Delivering environmental, social and economic benefit through the construction process
- 'Beyond words': Taking the vision forwards

2.0 What is sustainable development?

2.1 Sustainable Development is a widely used but often misunderstood term. A commonly used definition of sustainable development was drawn up by the World Commission on Environment and Development in 1987:

“development that meets the needs of the present without compromising the ability of future generations to meet their needs”

2.2 Sustainable development is therefore development that is planned and carried out so as to ensure that economic and social needs are met without depleting environmental and material resources beyond the point where they can be renewed.

2.3 Sustainable development is the core principle underpinning planning. Planning Policy Statement 1(PPS1): Delivering Sustainable Development is based on the four aims for sustainable development as set out by the Government in its 1999 strategy:

- social progress which recognises the needs of everyone;
- effective protection of the environment;
- the prudent use of natural resources; and,
- the maintenance of high and stable levels of economic growth and employment.

2.4 According to PPS 1, these aims should be pursued in an integrated way through a sustainable, innovative and productive economy that delivers high levels of employment, and a just society that promotes social inclusion, sustainable communities and personal well being, in ways that protect and enhance the physical environment and optimise resource and energy use.

- 2.5 Redevelopment and expansion of BT's R&D facilities at Adastral Park and the construction of new homes in Suffolk Coastal District (each project in isolation of the other) bring economic and social benefits. However, there is an opportunity to merge the need for new homes with the need to redevelop Adastral Park, thereby increasing the overall benefit to the District, County and Region.

Emerging benefits

Significant benefits come from the scale of the Adastral Park development. The project is large enough that it can provide an anchor for additional services, such as health facilities, education, and expanded public transport which depend on a critical mass of users to be viable. It also provides an opportunity to leverage economies of scale in infrastructure provision, including a community heat and power scheme. The interactions of these benefits once again reinforce one another so that education, employment, living and business opportunities together with a high quality of environment will make the project a desirable and sustainable place to live

What is a sustainable community?

- 2.6 Sustainable communities meet the diverse needs of existing and future residents, their children and other users, contribute to a high quality of life and provide opportunity and choice. They achieve this in ways that make effective use of natural resources, enhance the environment, promote social cohesion and inclusion and strengthen economic prosperity.
- 2.7 The UK Government sustainable development strategy and the Egan Review: Skills for Sustainable Communities concur on the key components or features of a sustainable community. These components are described in Table 1.

Component	Sub-Component
Social and Cultural – Vibrant, harmonious and inclusive communities	<ul style="list-style-type: none"> • A sense of community identity and belonging • Tolerance, respect and engagement with people from different cultures, background and beliefs • Friendly, co-operative and helpful behaviour in neighbourhoods • Opportunities for cultural, leisure, community, sport and other activities • Low levels of crime and anti-social behaviour with visible, effective and community-friendly policing • All people are socially included and have similar life opportunities
Governance – Effective and inclusive participation, representation and leadership	<ul style="list-style-type: none"> • Strategic, visionary, representative, accountable governance systems that enable inclusive, active and effective participation by individuals and organisations • Strong, informed and effective leadership and partnerships that lead by example (eg government, business, community) • Strong, inclusive, community and voluntary sector (eg resident’s associations, neighbourhood watch) • A sense of civic values, responsibility and pride • Continuous improvement through effective delivery, monitoring and feedback at all levels
Environmental – Providing places for people to live [work and learn] in an environmentally friendly way	<ul style="list-style-type: none"> • Efficient use of resources now and in the future in the built environment and service provision (e.g. energy efficiency, land, water resources, flood defence, waste minimization, etc) • Living in a way that minimises the negative environmental impact and enhances the positive impact (e.g. recycling, walking, cycling) • Protecting and improving natural resources and biodiversity (e.g. air quality, noise, water quality) • Having due regard for the needs of future generations in current decisions and actions

Component	Sub-Component
<p>Housing and the Built Environment – A quality built and natural environment</p>	<ul style="list-style-type: none"> • Creating a sense of place (e.g. a place with a positive ‘feeling’ for people, and local distinctiveness) • Well-maintained, local, user-friendly public and green spaces with facilities for everyone including children and older people • Sufficient range, diversity and affordability of dwellings within a balanced housing market • A high quality, well-designed built environment of appropriate size, scale, density, design and layout that complements the distinctive local character of the community • High quality, mixed-use, durable, flexible and adaptable buildings
<p>Transport and Connectivity – Good transport services and communication linking people to jobs, schools, health and other services</p>	<ul style="list-style-type: none"> • Transport facilities, including public transport, that help people travel within and between communities • Facilities to encourage safe local walking and cycling • Accessible and appropriate local parking facilities • Widely available and effective telecommunications and Internet access
<p>Economy – A flourishing and diverse local economy</p>	<ul style="list-style-type: none"> • A wide range of jobs and training opportunities • Sufficient land and buildings to support economic prosperity and change • Dynamic job and business creation • A strong business community with links into the wider economy
<p>Services – A full range of appropriate, accessible public, private, community and voluntary services</p>	<ul style="list-style-type: none"> • Well-educated people from well-performing local schools, further and higher education and training for lifelong learning • High quality, local health care and social services • Provision of range of accessible, affordable public, community, voluntary and private services (e.g. retail, food, commercial, utilities) • Service providers who think and act long term and beyond their own immediate geographical and interest boundaries

Table 1: Components of a sustainable community

3.0 The key drivers for sustainable development at Adastral Park

3.1 The drivers for a sustainable community at Adastral Park and the surrounding land come from a number of sources. These include:

- Legal/compliance e.g. Planning Policy, Environmental Impact Assessment (EIA), Building Regulations
- Government Strategy e.g. Securing the Future - UK Government sustainable development strategy, Planning Policy Statement 1: Delivering Sustainable Development; Regional Spatial Strategy (RSS) for the East of England
- Local community views and their expectations with regard to BT Corporate Social Responsibility (CSR)
- BT CSR policy and BT's commitment to tackling climate change, delivering sustainable economic growth and contributing to an inclusive society

3.2 Current efforts at delivering 'sustainability' in planning and in community development are often piecemeal. They concentrate on one single issue, e.g. zero-carbon buildings or recycling, without addressing social inclusion, accessibility or economic development. Only by thinking beyond the legal/compliance requirements and 'green features' can a truly sustainable community be facilitated. Figure 1 illustrates this scenario.



Figure 1: Responding to key drivers to achieve sustainable development

3.3 The proposed development of Adastral Park looks to go beyond ‘green features’ and responds to a wide range of drivers. Preparation of the masterplan and the Outline Planning Application has been informed by local community and key stakeholder input, BT CSR policy and a wealth of Government publications on economic, social and environmental issues:

3.4 Economic issues:

- Suffolk Coastal District Council Local Development Framework
- Regional Economic Strategy for the East of England
- Expanding Suffolk’s Horizons: 2004-7 – A New Economic Strategy for Suffolk
- Creating Sustainable Communities – In the East of England
- The UK Government Sustainable Development Strategy - Securing the Future (March 2005)

3.5 Social issues:

- Regional Social Strategy for the East of England
- Regional Housing Strategy for the East of England 2005-2010
- Suffolk County Council Equalities Policy
- Healthy Futures A Regional Health Strategy for the East of England 2005-2010
- A Better Life: The role of culture in the sustainable development of the East of England

3.6 Environmental issues:

- Building a Greener Future: Towards Zero Carbon Development
- Our Environment, Our future: Regional Environment Strategy for the East of England
- Code for Sustainable Homes
- East Suffolk Catchment Flood Management Plan
- Suffolk Biodiversity Action Plan, Updated December 2004
- Living with Climate Change in the East of England
- Suffolk Waste Local Plan

3.7 Further detail on the drivers and how they relate to the development of the site is provided in Table 2.

Driver	Further detail/ relevance to site
<p>Legal/Compliance</p>	<p>There are a number of minimum standard/compliance areas that site development (at this scale) must adhere to. These include:</p> <ul style="list-style-type: none"> • Planning Policy • Environmental Impact Assessment (EIA) • Building Regulations <p><i>Planning Policy</i></p> <p>A full appraisal of national, regional and local planning policy has been conducted and is included in the <i>Planning Statement</i>. Opportunities to comply with prescriptive targets e.g. supply of energy from on site renewable and/or decentralized sources (East of England Regional Spatial Strategy, ENG1) have been appraised.²</p> <p><i>Environmental Impact Assessment</i></p> <p>The requirement for EIA comes from a European Directive (85/33/EEC as amended by 97/11/EC). The procedure requires that, for certain sites, developers compile an Environmental Statement (ES) describing the likely significant effects of the development on the environment and proposed mitigation measures and deals with issues such as transportation, air quality, noise, ecology, archaeology and water quality. BT has voluntarily submitted an Environmental Statement (ES) with the outline planning application.</p> <p><i>Building Regulations</i></p> <p>In Future of the <i>Code for Sustainable Homes – Making a rating mandatory</i>³, the Government confirmed that it is minded to deliver zero carbon homes by 2016. Building Regulations Part L: Conservation of Fuel and Power will be the means by which compliance is assessed.</p> <p>Opportunities for the site to deliver low and zero carbon development are explored in the site <i>Energy and Carbon Strategy</i>.</p>
<p>Government Strategy</p>	<p>The UK Government launched its new strategy for sustainable development, <i>Securing The Future</i>, in March, 2005⁴. The strategy aims to ensure:</p> <ul style="list-style-type: none"> • sustainable consumption and production • mitigation and adaptation to climate change • natural resource protection • sustainable communities

² Full detail is provided in the site *Energy and Carbon Strategy*

³ Future of the Code for Sustainable Homes – Making a rating mandatory, Communities and Local Government, July 2007

⁴ *Securing The Future* – UK Government sustainable development strategy, March, 2005

Driver	Further detail/ relevance to site
	<p>The key principles of the strategy, along with other official government publications on this subject (see Sections 1.18, 1.19 and 1.20), have been given due consideration when preparing the masterplan. Particular attention has been paid to the key components of a sustainable community:</p> <ul style="list-style-type: none"> • Social and Cultural – Vibrant, harmonious and inclusive communities • Governance – Effective and inclusive participation, representation and leadership • Environmental – Providing places for people to live [work and learn] in an environmentally friendly way • Housing and the Built Environment – A quality built and natural environment • Transport and Connectivity – Good transport services and communication linking people to jobs, schools, health and other services • Economy – A flourishing and diverse local economy <p>Services – A full range of appropriate, accessible public, private, community and voluntary services</p>
<p>Local community/ general public CSR expectations</p>	<p>Extensive consultation has been carried out regarding the plans to develop Adastral Park and the neighbouring area. The consultation was in three phases:</p> <ul style="list-style-type: none"> • Presentations to strategically significant regional stakeholders and council members • Public launch of BT's vision for the regeneration of Adastral Park • Full programme of consultation with the public, including employees at Adastral Park <p>Feedback received at all stages has informed the masterplan and will continue to shape the development of the site going forwards. BT recognises that a company of its size and reputation must act in a socially, environmentally and economically responsible way in order to maintain consumer confidence.</p>
<p>BT CSR Policy</p>	<p>BT's CSR strategy is to prioritise three issues: climate change, social inclusion and sustainable economic growth.</p> <p>BT's Climate Change strategy includes increasing their generation of energy from wind, reducing the amount of energy wasted by equipment and reducing the amount of waste that goes to landfill.</p> <p>BT's Social Inclusion efforts include developing ICT to provide more effective communication, support training in communication skills, and to develop an inclusive culture that supports their employees worldwide, and supports diversity and flexible working.</p> <p>BT's Sustainable Economic Growth strategy focuses on Innovation and Integration, delivering ICT products and services that help customers become more sustainable. Their commitment to responsible business and long-term commercial growth includes assessing new products and services against the following criteria:</p> <ul style="list-style-type: none"> • Medium to long-term economic viability of customers • Contribution to wellbeing • Materials use and waste • Energy use and CO₂ emissions • Community impacts from the use of a product or service. <p>As a responsible UK business and an ongoing stakeholder in the new community, BT is committed to a development that helps combat climate change, achieves social inclusion and delivers sustainable economic growth for the Region.</p>

Table 2: Drivers for a sustainable community and their relationship with the site

4.0 BT's commitment to sustainable development

- 4.1 BT regards good management of Sustainability issues as not only good for their stakeholders and for the planet, but also good business. BT's Sustainability Practice helps large corporate and public sector customers use ICT to reduce their carbon footprint and to improve their operational efficiency. BT's Board takes regular account of sustainability risks including climate change.
- 4.2 BT is committed to contributing positively to society and to a sustainable future. This is central to its brand and values and is at the heart of the organisation.
- 4.3 BT's commitment has led to many awards and accolades. They have been rated number one in the telecommunications sector of the Dow Jones Global Sustainability Index for the last seven years and were awarded 'Company of the Year' by Business in the Community in July 2007 for their impact on society.

BT's Sustainability Strategy

- 4.4 BT systematically implement their sustainability strategy through a series of programmes, including:
- Climate Change target to reduce their global carbon emissions intensity by 80% by 2020
 - Sustainable Economic Growth programme, which has introduced new sustainability criteria for assessing new products and services
 - Inclusive Society strategy, which has included the launch of an Inclusive Design Toolkit

Climate Change

- 4.5 BT's Climate Change strategy covers their global business and has four elements:
- Reducing the impact of BT's operations
 - Empowering BT's customers to reduce their impacts
 - Influencing BT's suppliers to provide more energy efficient products and services
 - Encouraging BT's employees to reduce their carbon footprints at home and at work.
- 4.6 BT has a target to reduce its carbon footprint by 80% by 2020. The programmes that are under way to achieve this include development of renewable energy, implementing energy monitoring and energy efficiency measures and improving the efficiency of its vehicle fleet.

Sustainable Economic Growth

4.7 BT is one of the largest companies in the world and makes a significant contribution to the global economy, directly in turnover and payments in salaries, taxes and return on investments, and indirectly in the value that BT add to the economy. In the ICT sector, BT's services improve the sustainability of businesses and the public sector by:

- reducing the cost of storing and processing data
- enabling new ways of working
- enabling faster, more effective communication
- encouraging new types of business

4.8 BT's objectives in encouraging sustainable economic growth and embedding sustainability into their key business practices are:

- To deliver projects that have a positive individual, organisational and systemic impact
- To create business models that make a difference and inspire people to new answers
- To deliver commercial value to BT
- To be relevant in both the developed and developing world and support BT's increasing global presence

Inclusive Society

4.9 BT's goal is to use enhanced communications to create a fairer, more inclusive society where everybody has the opportunity to participate, benefit and contribute. This is achieved through their business practices and community investment programmes. Their strategy includes:

- Increasing access through availability, design and affordability
- Increasing skills for individuals to communicate and collaborate
- Providing role models of inclusive behaviour in BT and with suppliers and customers
- Promoting opportunities for community engagement that create social change

BT's Vision for Adastral Park and the Surrounding Land

4.10 For Adastral Park and the surrounding land, BT envisages a sustainable community where people want to live and work, now and in the future. The community will meet the diverse needs of existing and future residents, be sensitive to the environment, and contribute to a high quality of life. The community will be safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all. The development of the site will reflect BT's CSR commitments to tackling climate change, achieving sustainable economic growth and an inclusive society.

5.0 Developing sustainability objectives for the site

5.1 In response to the drivers and BT's vision that the site be an exemplar of sustainability, a number of Sustainability Objectives have been prepared. The Sustainability Objectives of the project are:

- “Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use natural resources prudently.”
- “Exceed UK Government climate change strategy.”
- “Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs.”
- “Maintain and enhance a world-class centre of excellence for ICT research and development.”
- “Enhance and maintain a strong and stable local economy.”
- “Facilitate the integration of the site with the local community through the provision of a diverse range of local jobs and facilities.”
- “Build, facilitate and enhance links with universities and education.”
- “Engage with and develop an inclusive sense of community accessible to everyone.”
- “Promote personal well being and health through the provision of a high quality built environment with services, open space, formal and informal recreational spaces.”
- “Promote social cohesion and inclusion and meet the diverse needs of all.”
- “Develop good transport services and communication linking people to jobs, schools, health and other services.”

Respecting limits and use natural resources prudently

5.2 Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use of natural resources prudently.

5.3 The concept of environmental limits has been adopted in PPS1 (paragraph 19); this reflects the concept of living on the earth's income rather than eroding its capital. It gives a framework for deciding how much of non-renewable or renewable resource can be used or invested in the development.

5.4 Both environmental sources and sinks can be considered and the fair share of the environmental space that is used can be determined (at least in principle).

- 5.5 Sustainable economic development means “fair shares for all” so a sustainable usage could be determined by looking at the number of beneficiaries and considering if the entire existing or future world population used that amount of resource would we be within natural sustainable limits.
- 5.6 This gives an indication as to how much copper, lead etc. can be used and how much sulphur oxides, nitrogen oxides, CO₂, persistent organic pollutants, etc you could emit. This is very much the basis of the “one world living concept” developed by WWF and adopted into the UK strategy.
- 5.7 Even if we use resources within natural limits indicated above, it is important that resource efficiency is also considered. This objective refers to the productive use of resources and the principle of doing more with less.
- 5.8 The broad aim described in PPS1 ensures that outputs are maximised whilst resource use is minimised, (for example para 27, viii - “promote efficient use of land through higher density, mixed-use development and the use of suitably located previously developed land and building”).
- 5.9 The UK Strategy lays out what is meant by natural resources, itself based on the EU document 'towards a thematic strategy on the sustainable use of natural resources' 2003.
- 5.10 Natural resources include:
- Raw materials such as minerals and biomass. Non-renewable resources such as sand and gravel, metal ores, gypsum and clay arise in high grade form and are used and returned to the environment in low grade form. In contrast biomass like agricultural crops, marine life and timber are renewable but only if not pushed beyond limits of recovery.
 - Environmental media – clean air, water and land sustain life and support biological resources.
 - Flow resources such as wind and geothermal, tidal and solar energy.
 - Land for cities, and towns, infrastructure, industry and agriculture, wild life, rivers and ecosystems.
 - Biological resources – flora and fauna, species, genetic information. The plants, animals and other organisms that maintain the life-sustaining systems of earth. Their variability and diversity are also resources and includes diversity within species, between species and of ecosystems.
- 5.11 PPS1 paragraphs 21 & 22 specifically require prudent use of natural resources, for example development planning policy should seek to minimise the need to consume new resources over the lifetime of the development and should seek to promote and encourage rather than restrict the use of renewable resources.

Greenhouse Gas emissions and climate change

- 5.12 “Exceed UK Government climate change strategy”
- 5.13 Climate change is identified as the greatest threat to the environment and the UK government is committed to reducing the county’s greenhouse gas emissions. PPS22 gives guidance on planning policy, while the long-term target is to reduce carbon dioxide emissions by some 60% by about 2050, with real progress to be shown by 2020.
- 5.14 There are additional targets under the Kyoto protocol and some local authorities have sought to apply specific requirements of on-site renewable generation for some kinds of development (so-called Merton rules).
- 5.15 Our objective is to conform to, indeed to exceed the strategy, and provide a low carbon exemplar development integrating workplace and housing demands for energy with local generation and providing, if possible, lower carbon emissions than called for by the government’s strategy.
- 5.16 Consideration is to be given to adopting regulatory and legislation requirements sooner than necessary to comply and, where possible, to go beyond those requirements.

Protection and enhancement of the environment

- 5.17 “Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment while meeting human needs.”
- 5.18 PPS1 para 17 and 18 provide the focus. “Planning policies should seek to protect and enhance the quality, character and amenity value of the countryside and urban areas as a whole.”
- 5.19 “Planning should seek to maintain and improve the local environment and help to mitigate the effects of declining environmental quality through positive policies on issues such as design, conservation and the provision of public space.”
- 5.20 By linking the redevelopment at Adastral Park to the wider area of Martlesham, the potential to move beyond mitigation to a more restorative approach to the local environment becomes possible.
- 5.21 This will involve higher than compliance levels of restoration of the mineral workings, creation of more public accessible open space, provision of walkways and cycleways and creation of enhanced and more diverse natural habitats.

World class centre of excellence for ICT R&D

- 5.22 Maintain and enhance a world class centre of excellence for Information Communication Technology (ICT) Research and Development (R&D).
- 5.23 This and the following objective are related to the economic pillar of sustainability. This is a major investment that will provide BT with modern, sustainable high specification buildings. It will also provide the central focus for the innovation campus, where research driven companies can co-locate.
- 5.24 In addition, a number of universities including Essex and University College London⁵ already have facilities for post-graduate research on site. Bringing these three factors together will create the critical mass for a world class centre of excellence. Adastral Park is already one of the most important economic assets in the region and by making it fit for the 21st Century, it will provide the necessary anchor for sustainable economical development in ICT research for the foreseeable future.
- 5.25 This will ensure that the environmental and social objectives we have set for the project can be delivered economically.

Maintenance of a strong and stable local economy

- 5.26 Enhance and maintain a strong and stable local economy.
- 5.27 Economic growth, as it is currently defined and measured, is not regarded as a sustainability objective in itself. However it is seen as a necessary component of meeting the other social and environmental objectives.
- 5.28 The key words in our objective are strong, stable and sustainable local economy. While UK manufacturing has suffered from export of jobs to cheaper manufacturing centres, there are a number of features of the proposed development that contribute to the delivery of this objective. These features act in synergy to meet the objective.

In the first instance the concentration of ICT technology companies provide high quality, high value knowledge based jobs.

Secondly, the mixed nature of the development will secure jobs across a wide range of services from education and leisure to healthcare and retail plus tertiary services like construction, security and cleaning.

Thirdly, the proposed quality of homes, transport infrastructure and local environment will improve the sense of place and make Martlesham a residential area of choice.

⁵ As at February 2009, University College London is understood to be considering moving its Adastral Park activities back to London.

Community integration and jobs

- 5.29 “Facilitate the integration of the site with the local community through the provision of a diverse range of jobs for the local community.”
- 5.30 As noted above, economic growth is not an end in itself. However a genuinely sustainable community depends on the kind of economic growth that supports social progress and provides high employment levels across a range of jobs.
- 5.31 PPS1 (para 39) suggests that plans should consider people's diverse needs and aim to break down the unnecessary barriers and exclusions in a manner that delivers benefit to the entire community. This will include providing job opportunities for a wide and diverse range of skills, cutting across gender, ethnic and minority barriers. Providing improved public transport links, and close proximity of dwellings and workplaces, will improve opportunities for access to employment for socially disadvantaged groups.

Education

- 5.32 “Build, facilitate and enhance links with universities and education”
- 5.33 PPS1 (para 16) states that development plan policies should “address accessibility ... for all members of the community to education” and later (para 23 iii) goes on to say that planning authorities should “Ensure that suitable locations are available for industrial, commercial, retail and public sector (e.g. health and education) tourism and leisure developments, so that the economy can prosper”.

Community engagement

- 5.34 “Engage with and develop an inclusive sense of community accessible to everyone.”
- 5.35 The UK Sustainable Development Commission in their 2004 Report Card laid out their principles for sustainable development. Under the principle of good governance say “all strategies will depend on effective, participative institutions and systems of governance, engaging the interest, creativity and energy of all citizens. We must therefore celebrate diversity, and practice tolerance and respect.”
- 5.36 This sense of community is stifled where public spaces do not exist, where there is a lack of social institutions and where there is no common sense of place. This is therefore a key objective in delivering a sustainable community and will provide a measure of the success, the development of rich links between different types of facilities and space.

Personal well-being and health

- 5.37 “Promote personal well-being and health through the provision of open space and formal and informal recreational spaces.”

- 5.38 PPS1 Section on design states that (para 35) “High quality and inclusive design should create well-mixed and integrated developments which avoid segregation and have well planned public spaces that bring people together and provide opportunities for physical activity and recreation.”

Individual needs

- 5.39 “Promote social cohesion and inclusion and meet the diverse needs of all.”
- 5.40 PPS1 Section on design also states that (para 35), “Although visual appearance and architecture of individual buildings are clear factors in achieving these objectives, securing high quality and inclusive design goes far beyond aesthetic considerations.”
- 5.41 Social cohesion and inclusion depends on meeting a number of basic human needs including: subsistence, protection, affection, understanding, participation, recreation, creativity, a sense of identity and freedom.
- 5.42 PPS1 Section on community involvement suggests that planning authorities should build up a clear understanding of the make-up, interests and needs of the communities in their area. Para 42 also notes that identifying and understanding the needs of groups who find it difficult to engage with the planning system is critical to achieving sustainable development objectives.

Transport and connectivity

- 5.43 “Develop good transport services and communication linking people to jobs, schools, health and other services.”
- 5.44 Good transport services and communication are essential to link people to jobs, schools, health and other services. These include, transport facilities, including public transport, that help people travel within and between communities; facilities to encourage safe local walking and cycling; accessible and appropriate local parking facilities; widely available and effective telecommunications and Internet access.

6.0 Community Consultation

- 6.1 Community involvement is an essential element in delivering sustainable development and creating sustainable and safe communities. In developing the vision for their areas, communities should be able to contribute to ideas about how that vision can be achieved and have the opportunity to participate in the process of drawing up the vision.
- 6.2 The existing local community are instrumental in shaping the development of the site. If the development is to be a success, people living within the existing local community must see the development of Adastral Park and its facilities and services as an extension of their own.
- 6.3 BT undertook extensive consultation with local and regional stakeholders, community groups and local residents on its emerging vision for the regeneration of Adastral Park and associated land between March 2007 and April 2008. The views of local communities have been taken into account during the development of the masterplan proposals.
- 6.4 A bespoke, three-stage consultation programme was designed to engage with a wide range of audiences and encourage feedback on the proposals as they evolved.
- 6.5 The first phase of consultation was undertaken between March 2007 and September 2007, where BT sought feedback from strategically significant regional stakeholders and council elected representatives and officers on its concept for the comprehensive redevelopment of the Park.
- 6.6 The second phase of consultation (between September 2007 and March 2008) centred on the public launch of BT's 'vision' for the regeneration of Adastral Park. During this phase, consultation activity focused on presenting to and gathering feedback from local stakeholder groups (i.e. Parish and Town Councils, wildlife and heritage groups, and community organisations).
- 6.7 The third phase of consultation (during March and April 2008) involved a full programme of consultation with the public, including employees at Adastral Park, centering on a series of eight 'showcase events' taking place at Woodbridge, Waldringfield, Martlesham Heath, Kesgrave and at Adastral Park itself. Information about BT's vision for the regeneration of the Park (including display boards, a scale model and CGI flythrough) was provided at the events, which were widely advertised throughout the local area and in the 'East of Ipswich' area more widely.
- 6.8 Approximately 1000 people in total attended the showcase events in March and April 2008, and 204 submitted feedback to the consultation team either at the event or during the month following the exhibition period (April 2008).

6.9 Key findings from analysis of the feedback forms include:

- 77% stated that they 'had found the information presented at the showcase events useful'
- 70% of responses 'agreed' or 'strongly agreed' that 'Adastral Park should continue to be a major and successful local employer'
- 40% of responses stated that building new homes was 'important' or 'very important' (versus 27% who stated it was 'not important at all')
- 57% of responses expressed a preference for 'a mix of different housing types and sizes'
- 53% of responses stated that BT's approach to redeveloping Adastral Park was 'good' or 'very good' (versus 21% who stated that it was 'very poor')
- 52% of responses 'agreed' or 'strongly agreed' that provision of a new primary school was important

7.0 Sustainability benefits of the proposed development

7.1 During the preparation of the outline planning application much thought has been given to how the site could be an exemplar of sustainable development and meet the Sustainability Objectives. These opportunities and BT's commitment to taking them forwards are described in Table 2. They are ordered under the Sustainability Objective headings.

- “Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use natural resources prudently.”
- “Exceed UK Government climate change strategy.”
- “Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs”
- “Maintain and enhance a world-class centre of excellence for ICT research and development.”
- “Enhance and maintain and a strong and stable local economy.”
- “Facilitate the integration of the site with the local community through the provision of a diverse range of local jobs and facilities.”
- “Build, facilitate and enhance links with universities and education.”
- “Engage with and develop an inclusive sense of community accessible to everyone.”
- “Promote social cohesion and inclusion and meet the diverse needs of all.”
- “Promote personal well being and health through the provision of a high quality built environment and services and open space and formal and informal recreational spaces.”
- “Develop good transport services and communication linking people to jobs, schools, health and other services.”

<p>“Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use natural resources prudently.”</p> <p>“Exceed UK Government climate change strategy.”</p> <p>“Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs.”</p>	
Initiative/Feature	Detail
Sustainable land use	<ul style="list-style-type: none"> • Although the area to be developed for dwellings and associated land uses remains classified as a greenfield site by virtue of restoration conditions in the planning permission, all of the land is either being worked for aggregates, or is identified in the Minerals Local Plan as a preferred option for aggregates extraction • Existing quarrying and aggregate extraction will soon come to an end and the land must be brought back into environmentally productive use • The site lies in Flood Zone 1 and is considered to be at low risk of flooding
Beyond ‘minimum standards’ for Code for Sustainable Homes/Code for Sustainable Buildings	<ul style="list-style-type: none"> • Under the terms of the Sustainability Charter (see Section 10), developers will be required to achieve a Code for Sustainable Homes or Code for Sustainable Buildings Level that exceeds Government guidelines.⁶ • The Code for Sustainable Homes addresses key issues such as⁷: <ul style="list-style-type: none"> • Energy/CO2 – Operational Energy and the resulting emissions of carbon dioxide to the atmosphere • Water – The consumption of potable water from the public supply systems or other ground water resources • Materials – The embodied environmental impacts of construction materials for key construction elements • Surface Water Runoff – The change in surface water runoff patterns as a result of the development • Waste – Waste generated as a result of the construction process and facilities encouraging recycling of domestic waste in the home • Pollution – Pollution resulting from the operation of the dwelling • Health and Wellbeing – The effect that the dwellings design and indoor environment has on its occupants • Management – Steps that have been taken to allow good management of environmental impacts in the construction and operation of the home • Ecology – The impact of the dwelling on local eco-system, biodiversity and land use
Potential for community heat and power scheme	<ul style="list-style-type: none"> • A detailed appraisal was undertaken to explore how the site could minimise CO₂ emissions. Microgeneration renewable energy technology and decentralised energy generation options were investigated. • Once developed, the site will be a mixed use development with complementary energy demand profiles. This energy profile is unique and makes the site one of few sites in Suffolk that is able to support a community heat and power scheme.

⁶ This requirement assumes that Level achievement is technically feasible and will not effect project viability

⁷ The Code for Sustainable Buildings has not yet been launched but is likely to address similar issues to the Code for Sustainable Homes

<p>“Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use natural resources prudently.”</p> <p>“Exceed UK Government climate change strategy.”</p> <p>“Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs.”</p>	
Initiative/Feature	Detail
	<ul style="list-style-type: none"> • One of the key benefits of a community heat and power scheme is the ability to interchange initial plant with new, lower carbon technology, such as biogas and natural gas fuel cell CHP, once the fuel is available or the technologies are better developed • BT is currently testing the commercial viability of a community heat and power scheme. Discussion is underway with a number of Energy Services Companies (ESCo) on this matter. <p>For further information on the community heat and power scheme, refer to the <i>Energy and Carbon Strategy</i>, which forms part of the OPA submission.</p>
Community energy	<ul style="list-style-type: none"> • BT is committed to implementing an energy solution that involves the local community • Community ownership could range from community representation for the heat and power scheme to ensuring that the energy solution for the site integrates with other community activities e.g. provision of wood fuel ash for allotment land
Improved energy performance of retained buildings	<ul style="list-style-type: none"> • The UK's existing building stock represents the greatest energy challenge • The Site <i>Energy and Carbon Strategy</i> recognises this issue and addresses the performance of both new and retained buildings
Biomass as a low carbon fuel for the community	<ul style="list-style-type: none"> • BT is committed to development of a local wood fuel supply chain for the site and its surroundings. The benefits associated with the creation of the supply chain are numerous and could include: <ul style="list-style-type: none"> • Farmer's Cooperatives for wood fuel supply • Developing rural business • Farm diversification • Enhancing biodiversity through management of previously unmanaged woodland • Keeps the “energy pound” in the local economy • It is recognised by Suffolk County Council that until critical mass of boiler installations is reached, woodfuel supply companies cannot operate economically. Development of the Adastral Park site and surrounding land could provide this “critical mass”.
Energy solution - future proofing and innovation	<ul style="list-style-type: none"> • BT is committed to further investigation of a community heat and power scheme. Where a scheme is deemed to be viable, the energy strategy for the site will continue to evolve in line with emerging technology and fuel sources (potentially helping to drive the hydrogen economy in Suffolk). This will ensure that the site remains at the forefront of innovation.

<p>“Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use natural resources prudently.”</p> <p>“Exceed UK Government climate change strategy.”</p> <p>“Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs.”</p>	
Initiative/Feature	Detail
Sustainable use of water resources	<ul style="list-style-type: none"> Water shortages are a key issue for the East of England. The Code for Sustainable Homes and Code for Sustainable Buildings' requirements for the site will drive a reduction in potable water usage through the use of water efficient sanitaryware, water butts, grey water recycling and rainwater harvesting systems. There is an opportunity to use the existing groundwater abstractions operated by Brett Aggregates to provide non-potable water supply to reduce potable water demand both during the construction process and for use in the homes/buildings once constructed. An investigation is being carried out into on site Foul Sewerage Treatment where recycled water is returned for reuse in buildings (potential service provision by a Multi Utilities Services Company (MUSCo)).
Sustainable Urban Drainage Systems (SUDS) for the management of surface water run-off	<ul style="list-style-type: none"> Due to the permeable nature of the underlying geology and the amount of green open space to be retained within the proposed development, there a number of SUDS measures that can be used to manage surface run-off. This 'best practice' approach will ensure that local drainage systems are not overloaded and will also provide opportunities for ecological and green space enhancement.
Enhancement of biodiversity and ecology	<ul style="list-style-type: none"> Installation of bat boxes on trees. Provision of bat tiles in the roofs of garages. Planting of native species around the perimeter of the site Creation of reptile and newt hibernacula Retain and ecologically enhance all ponds within development All residents would be informed of the damage cats have on local bird populations and given information regarding ways to reduce cat predation Downward baffles and cowls fitted to lights in order to minimise light spill which could disrupt bat foraging and commuting Restricted access around sensitive wildlife areas Creation of heathland within the centre of the site and areas of short ephemeral/bare ground around the paths. The creation of heathland within the proposed development is likely to represent a conservation gain at a local level.
Awareness raising of environmental issues	<ul style="list-style-type: none"> An Environmental Resource Centre is proposed where the local community can learn about sustainable energy and access information on local sustainability initiatives, such as car share schemes. Links will also be made with the local Energy Efficiency Advice Centre (EEAC).

“Develop homes, workplaces and infra-structure in such a way as to respect the limits of the planet's environment, resources and biodiversity and use natural resources prudently.” “Exceed UK Government climate change strategy.” “Redevelop the natural environment in such a way as to enhance the ecological carrying capacity of the environment and to meet human needs.”	
Initiative/Feature	Detail
	<ul style="list-style-type: none"> • Research has been undertaken into how renewable energy might be applied in open spaces, including for bus stops, street lighting and in renewable energy art installations.
Promotion of sustainable lifestyles	<ul style="list-style-type: none"> • The development will allow people to live in a way that minimises negative environmental impact: <ul style="list-style-type: none"> • Creating opportunities for walking and cycling • Reducing noise pollution and dependence on cars • Allotments to allow residents to grow their own produce locally and communally • Community orchards where trees are planted and managed as part of the public park system • Sustainable waste management through provision of internal and external recycling facilities • Environmental Resource Centre for advice provision and coordination of initiatives (e.g. car share)
Involvement of local and regional stakeholders	<ul style="list-style-type: none"> • BT recognises that local and regional government (and organisations such as Renewables East) involvement in the site environmental solution will be key to its success and welcomes discussion with key stakeholders as to how the site can help meet Suffolk's aspirations (e.g. Greenest County).

<p>“Maintain and enhance a world-class centre of excellence for ICT research and development.”</p> <p>“Enhance and maintain and a strong and stable local economy.”</p> <p>“Facilitate the integration of the site with the local community through the provision of a diverse range of local jobs and facilities.”</p> <p>“Build, facilitate and enhance links with universities and education.”</p>	
Initiative/ Feature	Detail
Redevelopment of Research & Development facilities: increased employment for the Region	<ul style="list-style-type: none"> • Adastral Park as a world-class Information Communication Technology (ICT) hub, attracting further ICT key players to the site • A strengthened role for Adastral Park as a major local employer through the creation of around 2,000 new jobs, in addition to the 4,000 jobs currently on site • Sufficient land and buildings to support economic prosperity and change • A strong business community with links into the wider economy • A revitalised Martlesham Heath Business Park providing modern premises in a high quality setting for a wide range of other businesses
Service and tertiary jobs across a range of sectors	<ul style="list-style-type: none"> • Mixed nature of the development will secure jobs across a wide range of services from education and leisure to healthcare and retail plus tertiary services like construction, security and cleaning • Provision of a hotel with conferencing facilities at the site will create new jobs and enhance business opportunities for the local area
EEDA presence provides support for new and developing Business	<ul style="list-style-type: none"> • An East of England Development Agency (EEDA) sponsored Innovation Park – Innovation Martlesham – will encourage and support new and developing businesses in the ICT sector
Increased presence of universities	<ul style="list-style-type: none"> • The University of Essex and University College London all have a presence at the Park and work with University Campus Suffolk and Suffolk New College. Land and buildings have been identified to allow the expansion of this University presence • There are five main ways in which higher education contributes to regional economic growth: in its role as an employer/producer, by creating human capital, by producing research and innovation, by offering consultancy services and by acting as a hub around which economic clusters flourish • The increased presence of the universities will encourage local students and attract talented people from abroad to enhance the skill base of the region and increase prosperity • Direct link between higher education and knowledge-based industries: presence of universities likely to attract further businesses to the site
Stimulation of rural economies - biomass	<p>The scale of the site is likely to require that a local biomass fuel supply chain be established, thereby stimulating the rural economy:</p> <ul style="list-style-type: none"> • Farmer’s Cooperatives for wood fuel supply • Farm diversification • Keeps the “energy pound” in the local economy

<p>“Engage with and develop an inclusive sense of community accessible to everyone.”</p> <p>“Promote social cohesion and inclusion and meet the diverse needs of all.”</p>	
Initiative/ Feature	Detail
Community consultation	<ul style="list-style-type: none"> • The existing local community is instrumental in shaping the development of the site • If the development is to be a success, people living within the existing local community must see the development of Adastral Park and its facilities and services as an extension of their own • The views of local communities have been taken into account during the development of the masterplan proposals • Community consultation will be ongoing and will inform further work
Vibrant, mixed use development	<ul style="list-style-type: none"> • Mixed-use developments allow the creation of linkages between different uses and can thereby create more vibrant places that enhance quality of life • Local facilities – retail, services, eateries, recreation/leisure being used by both employees and residents at the same time and at complementary times (residents at evenings and weekends but also during the day and, conversely, employees during the day and also evenings) thereby being supported by a larger living and working community • Everyone can access services or facilities on foot, bicycle or public transport rather than having to rely on access by car • Well-maintained, local, user-friendly public and green spaces with facilities for everyone
A true sense of place	<ul style="list-style-type: none"> • Through this application of mixed-use development, BT wants to develop a ‘place’ and a ‘community’ as opposed to a more traditional application which may propose the creation of mono-use housing estates • Adastral Park as a site of historic interest, local value and with a strong and positive identity
Accessibility	<ul style="list-style-type: none"> • The site offers accessibility for members of the community to jobs, health, homes, education, shops, leisure and community facilities • An ‘open’ site with relatively seamless integration (visual and literal) and strong functional links between employment, residential and community/retail buildings, services and spaces
Range of homes	<ul style="list-style-type: none"> • Socially inclusive development that has suitable mixes of dwellings, including decent, affordable homes
Local community centre	<ul style="list-style-type: none"> • Provision of a local community centre to promote social cohesion • Opportunity for local groups (includes voluntary sector and charities) to shape the facility • Community centre to help facilitate a strong, inclusive, community and voluntary sector (e.g. resident’s associations, neighbourhood watch)
Universities	<ul style="list-style-type: none"> • The increased presence of the universities will add to the sense of place and bring greater learning opportunities to the local area and the

“Engage with and develop an inclusive sense of community accessible to everyone.” “Promote social cohesion and inclusion and meet the diverse needs of all.”	
Initiative/ Feature	Detail
	wider Region
School	<ul style="list-style-type: none"> • Plans for Adastral Park include provision of land for a new Primary School (age 5-11, 420 place/2FE [form entry]) • Schools are particularly important for rural areas, where they offer a first point of contact for children and families • BT is committed to assisting the County to deliver a viable solution to meet the secondary education demands generated by this site
Protecting cultural heritage and Sites of Special Scientific Interest (SSSI)	<ul style="list-style-type: none"> • The archaeological assessment has established that the application site is of archaeological and cultural heritage significance • Areas of interest will be preserved and where possible made accessible to the local community for purposes of learning and cultural interest

“Promote personal well being and health through the provision of a high quality built environment and services and open space and formal and informal recreational spaces.”	
Initiative/ Feature	Detail
High quality built environment	<ul style="list-style-type: none"> • As a key stakeholder with an ongoing interest in the site, BT is committed to high quality design of the community’s built environment: <ul style="list-style-type: none"> • High quality, mixed-use, durable, flexible and adaptable buildings that make efficient use of resources • Buildings and public spaces which: <ul style="list-style-type: none"> ○ promote health and are designed to reduce crime and make people feel safe ○ respond to their local context and create or reinforce local distinctiveness ○ address the needs of all in society and are accessible, usable and easy to understand by them and; ○ are visually attractive as a result of good architecture and appropriate landscaping.
Green, open space and recreational/ play areas	<ul style="list-style-type: none"> • At the heart of the development will be a major central park that will be the focus for the leisure and recreational needs of the community. It will have a varied character with formal recreation and play spaces, woodlands, informal spaces, water areas and events spaces. • Provision has been made for Local Equipped Area for Play (LEAPs) and Neighbourhood Equipped Area for Play (NEAPs). This would be a unique feature of the development that follows the precedent set in Martlesham Heath. • Opportunity to invite CABI Space (the Commission for Architecture and the Built Environment), the national champion for parks and public spaces, to advise on high quality design, with aim to secure Green Flag status • The development is proposed to be structured around landscaped boulevards and streets as beautiful spaces that also provide access and utility services for the development. • Substantial areas of new woodland are proposed alongside existing areas which will enhance visual buffers within and around the perimeter of the land.
School	<ul style="list-style-type: none"> • Plans for Adastral Park include provision of land for a new Primary School (age 5-11, 420 place/2FE [form entry]) • BT has consulted the County Council who have confirmed that this is appropriate to the scale of development and to the location, taking account of existing primary school provision and future school rolls in the area • The County Council considers 3,500 to 5,000 homes to be the threshold for provision of a new, 11-16 Secondary School. • The provision of 2,000 new homes (or 970 as sought by the District Council) would not sustain a secondary school but would put pressure on existing schools • BT is committed to assisting the County to deliver a viable solution to meet the demands generated by this site.
Hotel	<ul style="list-style-type: none"> • Business at Adastral Park and local tourism has created a significant unmet demand for hotel accommodation. • BT has identified a site and hotel operator who can deliver a hotel within Adastral Park to support business activities, conferences and

“Promote personal well being and health through the provision of a high quality built environment and services and open space and formal and informal recreational spaces.”	
Initiative/ Feature	Detail
	other social functions for the local community. This would meet a long held aspiration of Suffolk Coastal District Council.
Local Centre	<ul style="list-style-type: none"> • A development of 2,000 homes allied to more than 6000 jobs has the potential to support all the elements that help to make a community sustainable. • In particular it would sustain the development of a local centre to serve the proposed and existing communities. This would comprise facilities and services to meet the day to day demands of the living and working population. It is likely to include: <ul style="list-style-type: none"> • Health care provision; • Community Centre with Environmental Resource Centre; • Local scale shops; • Café and/or restaurant • Public House; • Food takeaway facilities
Health Care Provision	<ul style="list-style-type: none"> • BT has consulted Suffolk Primary Care Trust (PCT) in the formulation of these proposals. • The PCT has confirmed that development of this scale would require additional doctors and dentists. BT has included a site for a health centre as part of the application.
Infrastructure	<ul style="list-style-type: none"> • There are infrastructure supply issues (power, water, transport) that would severely constrain redevelopment of the BT site on its own. • Through creation of a wider mixed-use development, economies of scale in terms of cost and environmental impact can be achieved.
Productive landscape	<p><i>Allotments</i></p> <ul style="list-style-type: none"> • Allotments within the residential area will allow residents to grow their own produce locally and communally. <p><i>Community Orchards</i></p> <ul style="list-style-type: none"> • Community orchards where trees are planted and managed as part of the public park system, but produce is made available to the community either freely or potentially through the community markets

“Develop good transport services and communication linking people to jobs, schools, health and other services.”	
Initiative/ Feature	Detail
Accessibility by the wider community	<ul style="list-style-type: none"> • By removing the existing security fence, and placing the focus on building security, the wider community can make use of the facilities • It will also allow public transport to penetrate the site and improve accessibility
Living and working in close proximity and the ‘right’ location	<ul style="list-style-type: none"> • Intrinsically, Adastral Park is a sustainable location for the proposed scale and mix of development, as it puts homes and jobs together, reducing travel demands and making walking and cycling a real option • Adastral Park is on one of the most successful public transport corridors in the region – Superoute 66 – which connects it to Ipswich town centre
Site layout encourages sustainable travel behaviour	<ul style="list-style-type: none"> • The residential development will be fully integrated and connected with Adastral Park through a network of boulevards, streets, lanes and cycling and walking routes. • High levels of accessibility to public transport will be provided by ensuring that all dwellings and office buildings are within 400m of a bus stop via a safe, convenient and attractive walking route. • Safe, convenient and attractive walking and cycling routes will maximise the opportunities for using these modes for trips to/from and within the site. • A new highway access from Heath Road to the south of the development will allow more efficient use of the A12 junctions.
Building design encourages sustainable travel behaviour	<ul style="list-style-type: none"> • Building design will encourage sustainable travel behaviour through: <ul style="list-style-type: none"> • Cycle parking, storage, shower and changing facilities in office buildings • Secure cycle parking for all dwellings • Real time public transport information and high speed broadband connectivity to all homes • Facilities for charging of electric vehicles
Site Travel Plan	<ul style="list-style-type: none"> • In 2008, BT launched a Travel Plan for Adastral Park which includes a range of potential measures for encouraging the use of public transport, walking and cycling and emphasises the need for a personal approach to travel planning.⁸ • Grass Routes – as the Travel Plan is known – aims to reduce the number of single occupant vehicle trips by 16%. Grass Routes forms the basis of the Travel Plan for the new development. The residential element of the Travel Plan also sets a target for the reduction of

⁸ Existing staff at Adastral Park already choose to travel more sustainably than other organisations in Suffolk, with around 14% arriving by bike, 11% by bus and 4% on foot. The challenge is to build on this behaviour and to provide the right environment and incentives for existing staff and users of the new development to travel less, and to use sustainable transport modes for those journeys where appropriate choices exist.

“Develop good transport services and communication linking people to jobs, schools, health and other services.”	
Initiative/ Feature	Detail
	car trips to/from the development.
Bus strategy	<ul style="list-style-type: none"> • Adastral Park already benefits from a high quality bus route which attracts a significant proportion of commuters. The removal of the security fence will allow this service to enter the site and therefore improve accessibility. • This service will be supplemented by a new route serving the entire development and providing a faster, more direct journey to/from Ipswich town centre and the railway station. • A new service to Woodbridge is also envisaged⁹
Communications: BT Fibre to the Home (FTTH)	<ul style="list-style-type: none"> • Sustainable communities have effective telecommunications and Internet access • BT is exploring the implementation of next generation BT FTTH technology at the site

⁹ It is noted that SCC have ambitions to provide public transport priority along the A12/A1214 corridor, and the strategy has synergy with this vision.

8.0 Delivering social, economic and environmental benefit through the construction process

8.1 The construction process provides an opportunity for local social and economic benefits. It should also be carefully managed to minimize adverse impacts on the environment. In recognition of these opportunities and risks, BT will establish a process to maximise local benefit and protect the environment.

8.2 Environmental:

- Minimise CO₂ emissions associated with construction activities
- Minimise emissions associated with vehicle movement
- Minimise potable water usage¹⁰
- Use of sustainable materials, including certified timber for temporary constructions
- Minimise construction waste through application of Site Waste Management Plan (SWMP) processes
- Manage local pollution (noise, odour, emissions, surface water/ground water protection) and achieve best practice scores under the Considerate Constructors Scheme (CCS)
- Protection of biodiversity and ecology during construction

8.3 Social:

- Ensure that all suppliers and contractors have their own internal policies for staff welfare, equality and diversity of workforce and sustainable development
- Mechanisms must make suitable provision for minority groups to maintain the diversity and associated benefits it brings
- Ensure ethical sourcing of materials

8.4 Economic

- Use of local workforce and skills
- Apprenticeships for local trainees
- Local sourcing of materials wherever possible

¹⁰ There is the opportunity to use the existing groundwater abstractions operated by Brett Aggregates to provide non-potable water supply

9.0 Beyond words: taking the vision forwards

- 9.1 In order to implement sustainable development on the Adastral Park project, BT proposes a Sustainability Implementation Plan (SIP). The SIP will systematically translate the Sustainability Objectives for the Adastral Park project into specific requirements to be met or exceeded by each of the groups responsible for contributing to the project's objectives.
- 9.2 Already the preparation of the Sustainability Objectives has informed key decisions for the masterplan and has helped to formalise thinking on how the site can be an exemplar of sustainable development. This process of 'challenging' those involved in the project will continue.
- 9.3 The Sustainability Implementation Plan will include:
- Sustainability Objectives for the site
 - Sustainability charters for the active partners (actors)
 - Targets for design, construction and occupancy phases of the project, based on the project's vision and the requirements of SCDC
 - KPIs that are appropriate to each different actor
 - A reporting and verification programme

Engaging the Actors

- 9.4 Sustainability depends on the actions of the people involved in the project. In order to achieve the sustainability goals of the project, the people and groups with the power to influence the outcomes must be engaged. They have to accept and, not just co-operate with, but believe in the project's goals. The key stakeholders include (list is not exhaustive):
- Existing local community
 - Local and regional government
 - BT
 - Consultants
 - Developers
 - Contractors
 - Suppliers
- 9.5 The Actors are those stakeholders, including BT, the developers, consultants and contractors, who are active partners in the project and who have control, over design decisions, influenced by the other stakeholders.

- 9.6 BT recognises that regeneration of the built environment alone cannot deal with poverty, inequality and social exclusion. These issues can only be addressed through the integration of all community strategies and programmes, partnership working and effective community involvement.
- 9.7 The key actors will be presented with a sustainability charter to sign, stating that they agree to the principles of sustainability that the project is promoting, and that they will co-operate in creating a sustainable development.
- 9.8 Practically, developers, consultants and contractors require targets to meet or exceed. These would be SMART targets, set out in a compliance schedule.

Challenging

- 9.9 The actors must also be challenged and encouraged to exceed the expectations of the project goals.

Verifying

- 9.10 The project must verify that its goals and the goals of SCDC are being met by the actors. This means that there should be Key Performance Indicators (KPIs) that are applicable to each actor at each stage of the project and a programme of measurement and reporting that is verifiable by external audit.

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