CG FRY & SON
DEVELOPMENT

Gore Cross, Bridport

Introduction

What is the purpose of this event?

The purpose of this online consultation is to seek the views of local residents and community representatives on our draft proposals for the provision of new homes, public open space and associated infrastructure at Gore Cross, Bridport.

This consultation explains how the emerging scheme has been informed by a suite of technical studies, a detailed understanding of the character of the area, as well as national and local planning policy.

The scheme is currently at a pre-submission stage and is subject to detailed engagement with Dorset Council via its formal pre-application process. CG Fry & Son appreciates the importance of local knowledge when seeking to develop a site.

This consultation provides an opportunity for your views to be listened to and considered, ultimately helping to shape the final design of the proposal.



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About CG Fry & Son

Founded over 80 years ago C G Fry is a family-owned regional housebuilder based in West Dorset, operating across the southwest from Cornwall to Hampshire and currently building around 300 houses a year.



The Company is in the ownership and control of the Managing Director, Philip Fry, and employs around 200 people across many disciplines from site operatives to professional design, surveying, planning and project management staff.

A range of affordable and open market dwellings have been delivered in and around Dorset, local examples being North Grove, as well the Coal Yard in Bridport town centre. CG Fry & Son is also proud to have been one of three developers to be delivering Poundbury in partnership with the Duchy of Cornwall.



CG Fry & Son development at Nottington Park, Weymouth


CG Fry & Son development at Durbeyfield Park, Marnhull


CG Fry & Son development at North Grove, Bridport

C G Fry & Son seek to deliver outstanding homes in developments that will leave a legacy for future generations to enjoy. Craftsmanship and quality have always been the hallmarks of our work, earning the Company an enviable reputation.

NHBC Pride in the Job Awards 2024

The Building Safety Group Health and Safety Awards BSG BSG AWARDS 2025

dbc Devon Building Control — Building Excellence Awards 2024 Winner

NHBC Pride in the Job Awards 2024 Seal of Excellence Award winner #PIJ2024

NHBC Pride in the Job Awards 2024 Supreme Award winners 2024 NHBC

Further details of our history and examples of our developments are included on our website www.cgfry.co.uk

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Addressing the Housing Crisis

There is an acute need for new housing both nationally and locally in part as a result of lack of supply over the past 50 years.

Across the UK, the average age of a first-time buyer is now 33 (in 2007 it was 27) and 18% of 25-34 year olds are living with their parents.

The Government has made clear that it wants to significantly increase housing delivery to help tackle the housing crisis. This includes increasing housing delivery rates nationally to 300,000 homes a year, a figure not reached since the 1960s and 70s when a significant proportion of new homes were still being built by local authorities as Council houses.

Based on latest figures published by Government through its National Planning Policy Framework **the housing need in Dorset equates to a requirement for 3,246 new homes to be built every year, with a current shortfall of over 8000 homes.**

There has been a significant shortfall in delivery of affordable housing in recent years, **with Dorset Council currently only able to deliver a supply of around 450 affordable homes per year when the actual need is for 1,717 affordable homes.**

There are currently circa 7000 people on the housing register, waiting for housing. In the words of an Inspector appointed by the Secretary of State within a recent appeal decision, 'overall, this is a very serious position'.



CG Fry is committed to playing its part in addressing the growing national housing shortage by delivering new high-quality homes in sustainable locations such as the land at Gore Cross, Bridport.

CG Fry and Son understands that it is not just homes that we are delivering, but places which provide opportunities for communities to thrive. We pride ourselves on delivering well designed and beautiful homes which meet the needs of present and future generations. CG Fry & Son fosters meaningful open space, integrate nature into the core of our placemaking, and promote healthy and safe communities.current shortfall of over 8000 homes.

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The Site

The Site, which extends to **approximately 11ha**, is located on the northern edge of Bridport, directly adjacent to the settlement boundary. The site location plan below demonstrates that the site comprises three agricultural fields, divided by internal hedges.



Image from Googe Maps

The Site is bordered by established boundary hedgerow, beyond which is the A3066 to the west, existing residential development off of Townsend Way to the south, Mangerton Lane, commercial and agricultural buildings to the east, and open countryside to the north.

Site survey and assessment work is ongoing and will continue to inform the proposals as they evolve.

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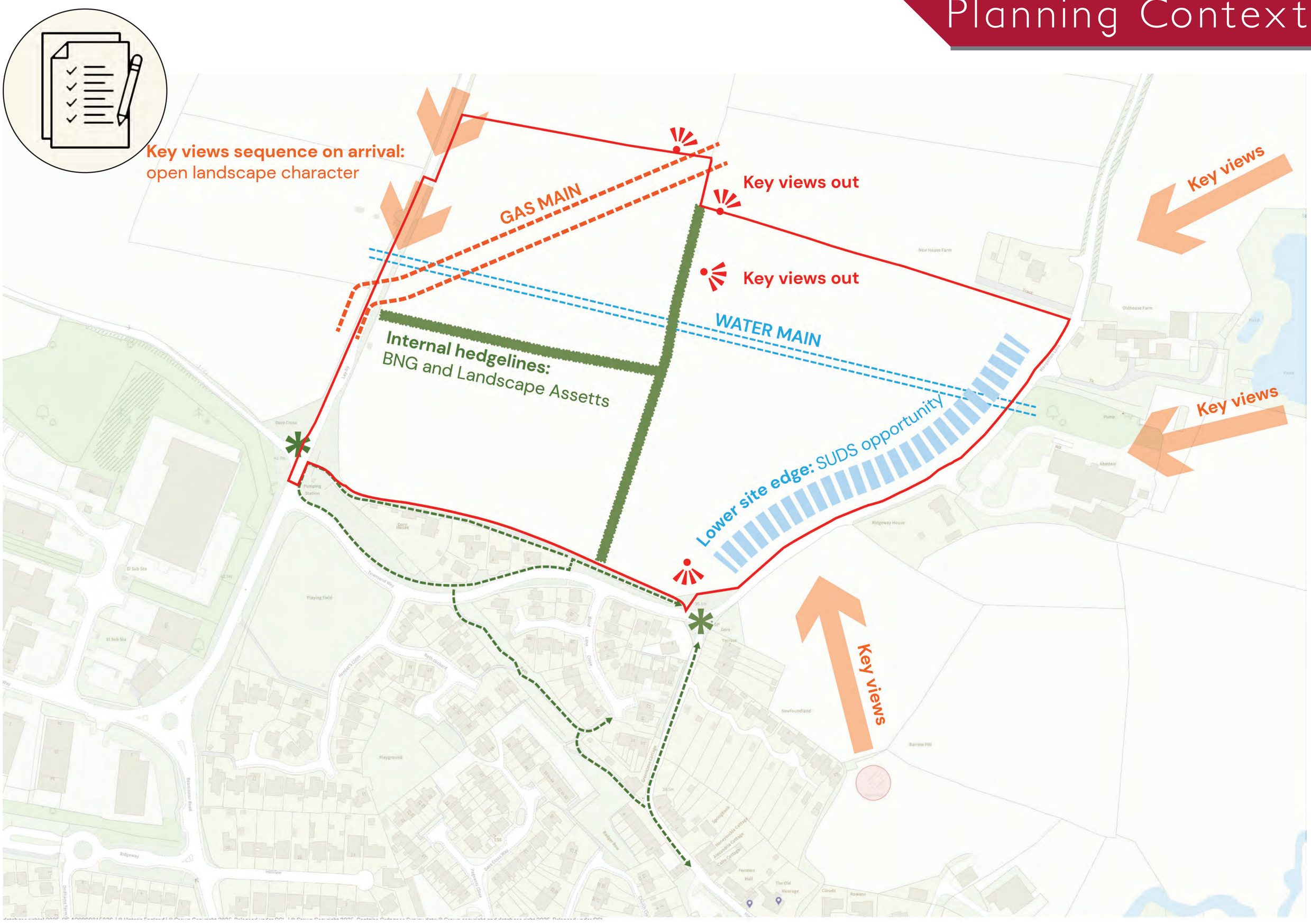
Planning Context



Other than for localised points of access, perimeter and internal hedges will be retained and enhanced to take advantage of the visual and ecological benefits offered by established hedgerow. Existing key underground services will be retained in situ and factored into the design of the Masterplan.

Key views into and out of the Site have been identified and incorporated into the Masterplan to assist in addressing landscape impact, whilst offering attractive views of the surrounding countryside from within the Site.

Detailed investigation of the topography and ground conditions has directly influenced the Sustainable Drainage System, which will not only prevent flooding within the Site and surrounding area, but will offer betterment over existing conditions.

New pedestrian and cycleways will offer direct connections to National Cycle Route 2 and Bridleway W6 25, therefore promoting safe routes to wider areas including Bradpole and Bridport town centre.

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Planning Context

A New Local Plan For Dorset

Dorset Council is currently preparing a new Local Plan which will allocate further sites throughout Dorset to meet the latest housing need figures.

The emerging local plan is at an early stage, is unlikely to be adopted the end of 2029 at the earliest and therefore cannot be afforded any weight when determining planning applications.

West Dorset, Weymouth & Portland Local Plan
Policies Maps - Background Document
2015



Adopted West Dorset, Weymouth and Portland Local Plan

The currently adopted Local Plan is therefore the West Dorset, Weymouth and Portland Local Plan which was adopted by the former West Dorset District Council on the 22nd October 2015.

The Plan includes a requirement to deliver 15,500 dwellings in the period 2011-2031, clarifying that development will be distributed according to the settlement hierarchy, with a greater proportion of development at the larger and more sustainable settlements.

The plan specifies that Bridport, alongside Beaminster, Lyme Regis, Portland, Sherborne and the village of Crossways, will be the focus for future development in West Dorset, second only to the main towns of Dorchester and Weymouth.

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Planning Context

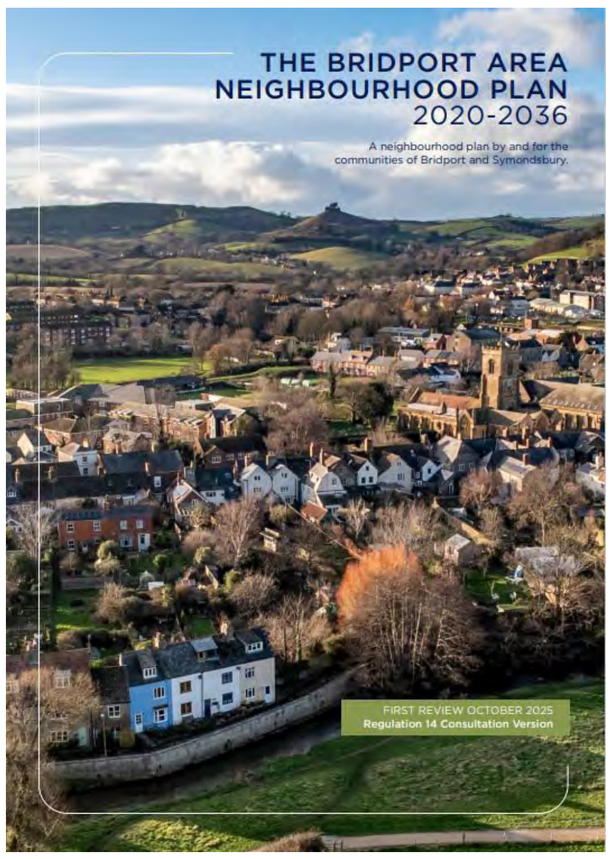
Bridport Neighbourhood Plan

The Bridport Neighbourhood Plan sets out a Neighbourhood Area Vision;

"The Bridport area will remain a place we are proud of, with an improved supply of homes and employment opportunities for local people, public facilities to match, and with a reduced carbon footprint. We will preserve our rural setting, the individual characters of our town and parishes, and ease of moving about within it"

Objective 5 of the Plan seeks to 'maximise the provision of housing that is genuinely affordable for those in need and of the right mix of house types and tenure'. Policy 5 encourages a balanced community, requiring major housing applications to contain a mix of house types and sizes.

Other Material Considerations



The Site is situated within the Dorset National Landscape, which is one of the designations included under a new umbrella designation of Protected Landscapes in the NPPF. National decision-making Policy N4 of the NPPF states that "Substantial weight should be placed on the importance of conserving and enhancing the natural beauty of…" Protected Landscapes. The Dorset National Landscape Management Plan is a statutory document that is approved by the Secretary of State and is a material consideration in planning.



The Site is located within the Brit Valley and the Bride Valley Character Areas. The Dorset Management Plan describes the Brit Valley Character Area as having a diverse character ranging from open countryside to market towns and villages dotted along the river terraces.

The Clay Vally Character Area is considered to have a 'unique identity' with a generally settled character with coastal influences.

The Management Plan sets out that 'new development and planning gain may provide opportunities to conserve, enhance, restore and create valued landscape features'.

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The Draft Proposals

As demonstrated in the preceding information, there is a significant need for sites such as the land at Gore Cross to be brought forward for development of new homes as soon as possible. It is in this context that our draft proposals are being progressed now

The draft proposals seek to deliver **approximately 190 new homes**, providing a mix of sizes and tenures, contributing to the housing needs of the area and the wider national housing crisis. The proposal will seek to be policy compliant, delivering

35% affordable housing

in line with Policy HOUS1 of the West Dorset, Weymouth and Portland Local Plan, and objectives set out in the Bridport Neighbourhood Plan.



GORE CROSS, BRIDPORT

MASTERPLAN - 1:1000 @ A1

0 10 20 40 100 200m

THE CONTENTS OF THIS DRAWING ARE FOR THE PURPOSES OF ACHIEVING PLAN

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The Draft Proposals

The proposals will provide;

- Extensive areas of open space (including equipped play)
- Significant soft landscape planting
- Biodiversity enhancements, including bird and bat boxes and hedgehog highways.
- New pedestrian and cycle paths throughout the development as well as onward connections
- An effective Sustainable Drainage system

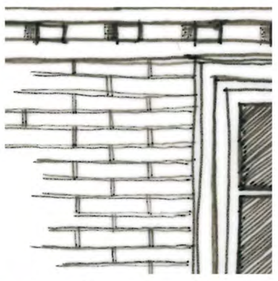
At present, this application is being progressed as an Outline Planning Application and so detailed plans and drawings are not being produced at this stage. The final design will reference local building types, street patterns and architectural details. We believe that places which look familiar to people in their surroundings, will also feel welcoming, safe, and permanent.



Dentilled eaves brick cornice



Facing brickwork with reduced size mortar joints and tinted mortar





Hipped plain clay tiled roof with brick chimneys on south and west elevations



Painted timber window architrave set back 20mm from brick face



Self-supporting segmental arch over window with one row of headers



Example sketch from a CG Fry development illustrating local detailing influencing design

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Sustainability

Dorset Council declared a climate and ecological emergency in 2021 and has subsequently adopted their Natural Environment, Climate and Ecology Strategy (recently 'refreshed'). The strategy is focused on three pillars:

1. **Climate change**

   Cutting greenhouse gas emissions

2. **Biodiversity loss:**

   Helping nature recover by protecting and enhancing our land, rivers and sea

3. **Environmental resilience:**

   Adapting for the impacts of unavoidable environmental change

C G Fry & Son believe that building a home with a low energy demand is the best long-term way to deal with high CO2 emissions and fuel bills. The efficiency of the "building envelope" is key to this.

Built to our "Stepping Stone" specification with all homes defined to meet building regulations and Future Homes Standards where applicable.

High level of airtightness (an average airtightness of 3.5m^3)

Traditional masonry cavity wall construction

Bat boxes/bird boxes/swift boxes/bee bricks

Electric car charging points

High level of workmanship and attention to detail reduce heat loss

Sustainable urban drainage system

Consideration of overheating and thermal comfort



Provision of photovoltaic panels

Built using bespoke construction details which have been thermally modelled

High level of insulation

Low water use

Low energy lighting

Air source heat pumps used on all houses and exhaust air heat pumps on flats.

Low-e double glazing

Better heating controls

Local sustainably sourced materials where applicable

New build running costs are 20% cheaper & produce up to 42% fewer carbon emissions than the least efficient homes

Average annual energy costs for a new build home are £1,574, compared with £1,995 for the average older home (EPC D). Source: https://www.hbf.co.uk/policy/wattasave (FEB 2026)

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Green Infrastructure

Ecology

A comprehensive set of ecological surveys have been carried out to inform the proposals including reptile, nesting birds, badger, hedgehog, dormouse and bat activity surveys.

C G Fry & Son seeks to provide ecological enhancement on site. The retention, protection and enhancement of hedgerows and trees helps to avoid and reduce adverse ecological impacts, including potential impacts on protected species.

Landscape and Open Space

The proposal will secure measurable net gains for biodiversity, integrating biodiversity in and around the development. There is currently no legal right of access to the site. Accordingly, access to the proposed high quality open space will provide opportunities for the existing and new community to connect to nature, promoting health and wellbeing.



The proposed open space and landscape buffers provide important biodiversity habitat and will ensure that the proposal provides a 10% uplift in Biodiversity Net Gain.

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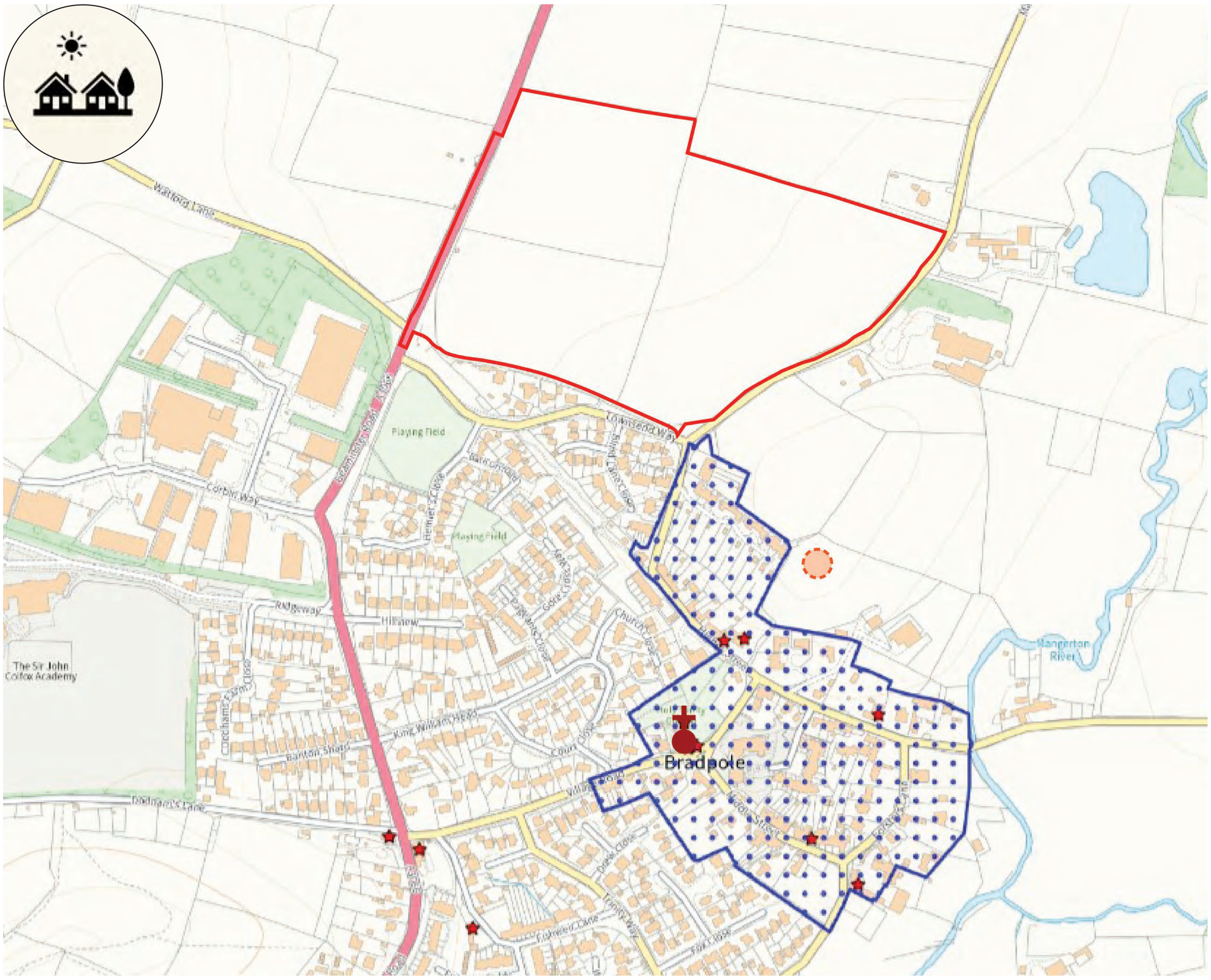
Heritage



The area surrounding the Site features several designated heritage assets including the Parish Church of the Holy Trinity, the Bradpole Conservation Area, the bowl barrow on Barrow Hill, Steeps Farmhouse, and the non-designated Gore Terrace and Newfoundland

The proposed landscape buffer adjacent to the Conservation Area ensures a physical separation is achieved, whereas key views and careful design have informed the indicative site layout in response to proximity of designated heritage assets.

A detailed heritage appraisal has confirmed that the proposed development has responded adequately to the setting of the nearby heritage assets and therefore any impacts are likely to be negligible.

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Movement and Accesss

The proposal seeks to prioritise active travel. Pedestrian and cycle permeability has been integrated into the masterplan, providing new routes throughout the site, before connecting to the existing sustainable infrastructure.



Key:

2.4m x 43m Visibility splay

1.5m x 43m Visibility splay

Notes:

1. Visibility splays based on posted 30mph speed limit and Manual for Streets guidance.
2. Area within visibility to be cut back and maintained at 600mm from carriageway.

REV	DATE	DESCRIPTION	BY	CHK	APD
D	02.06.2026	UPDATED TO INCLUDE FOOTWAY	AC	CAM	AJW
C	05.02.2026	UPDATED ACCESS LOCATION	AC	CAM	AJW
B	07.04.2025	UPDATED ACCESS LOCATION	AC	CAM	AJW
A	10.04.2017	INITIAL ISSUE	W	AJH	AJW

CLIENT: C.G.FRY & SON

DRAWING STATUS: FOR INFORMATION ONLY

PROJECT: GORE CROSS, BRIDPORT

TITLE: INDICATIVE SITE ACCESS AND RIGHT TURN LANE

PROJECT No: 0576 | DRAWING No: SK-102 | REV: D

SCALE @ A0: 0 1:500 25 metres

AWP (Exeter) LLP, Ada House, Pynes Hill, Exeter, EX2 5TU
Tel: 01392 409007 Web: www.awpexeter.com

REV	DATE	DESCRIPTION	BY	CHK	APD
A	11.06.2026	INITIAL ISSUE	AC	CAM	AJW

CLIENT: C.G.FRY & SON

DRAWING STATUS: FOR INFORMATION ONLY

PROJECT: GORE CROSS, BRIDPORT

TITLE: PROPOSED OFFSITE HIGHWAY IMPROVEMENTS - A3066 BEAMINSTER ROAD

PROJECT No: 0576 | DRAWING No: SK-103 | REV: A

SCALE @ A0: 0 1:500 25 metres

AWP (Exeter) LLP, Ada House, Pynes Hill, Exeter, EX2 5TU
Tel: 01392 409007 Web: www.awpexeter.com