

PRESENTATION EVERSLEY PARISH COUNCIL JUNE 2026



OBSIDIAN STRATEGIC



Obsidian is a family-owned company, founded in 2016.

We are a strategic promotion company that operates nationally across England.

Our projects are led by strong design principles, community benefit and a clear sense of place. Supported by an exceptional in-house team across the UK, we take a long-term, responsible approach to development, creating sustainable, thriving communities for future generations.



OBISDIAN TEAM



*Polly Troughton,
Chief Executive
Officer*

Polly joined Obsidian in January 2025 to lead the business through its next stage of growth. Polly has a strong track record of success with more than 30 years of development experience. In her previous role Polly was Managing Director at St Modwen Properties a housing and commercial strategic land, developer and regeneration business, so is well placed to navigate sites and the business through the promotion process to realised value for our landowners.



*Iain Welsh,
Land Director*

Iain leads the Land Team. He qualified as a land agent in 2004 and spent over 10 years with national property consultants Smiths Gore (now Savills). Before joining Obsidian, he spent 6 years with a London-based promoter, building a portfolio of sites and securing planning permission for schemes across the south of England. Iain has a strong track record in strategic land promotion, particularly in acquisition and disposal.



*Ben Johnson,
Planning
Director*

Ben has been a Planner and Urban Regeneration Strategist in residential-led promotion and development for over 25 years across the South East of England. The planning applications brought forward in this time have ranged in size from 25 homes up to mixed-use schemes of 1,500 homes. Most of these planning applications have been secured via local consent, as a result of working closely and effectively with local communities and the determining local authorities.



*Anna Page,
Senior Land and
Development
Manager*

Anna is a highly experienced senior land manager with over 15 years of expertise in housebuilding and land promotion. As Obsidian continues to secure an increasing number of planning consents, Anna's role has evolved to focus on maximising land value for our landowner partners. She leads on all technical aspects of development and manages the marketing and disposal of consented sites. Anna is also responsible for identifying and securing both immediate and long-term sustainable development opportunities across Southeast England. Before joining Obsidian, Anna worked in land acquisitions for a housebuilder, where she specialised in acquiring land with or subject to planning permission.



*Anthony Madden,
Senior Land and
Planning
Manager*

Anthony's position within Obsidian Strategic is to source both immediate and long-term land opportunities for the purpose of future development, as well as working on existing sites with the planning team to promote through the planning system as well as submitting applications. Anthony has recently qualified as a member of the RICS and is now working towards his RTPI.

Bletchingley, Surrey

Obsidian have been working with longstanding local landowners to promote a site on the edge of the village for a residential development with 50% affordable homes.



Homes: 100

Authority: Tandridge District

Maple Cross, Hertfordshire

Obsidian has been working alongside longstanding local landowners to promote a site on the edge of the village for a residential-led development.

As Three Rivers District Council has been unable to demonstrate a five-year housing land supply, Obsidian has submitted a planning application for 75 new homes, with 50% being affordable.



Homes: 75

Authority: Three Rivers District



Pembury, Kent

Obsidian have brought forward a planning application for an allocated site for 98 new homes.

We worked closely with the Parish and the local community as part of the outline planning application that secured a resolution to grant planning earlier this year.

Homes: 98

Authority: Tunbridge Wells



PLANNING POLICY – NPPF & HART DISTRICT

Housing Need Increase

- Government raised Hart's annual housing need from 423 to 750 homes.
- This increases the 5-year requirement to 3,909 homes.

Hart's 5-Year Supply

- Hart District is well below the current 5-year housing supply.
- Resulting in speculative planning applications (e.g. Cemex Site and Berkleys Site)

'Tilted Balance' Applies

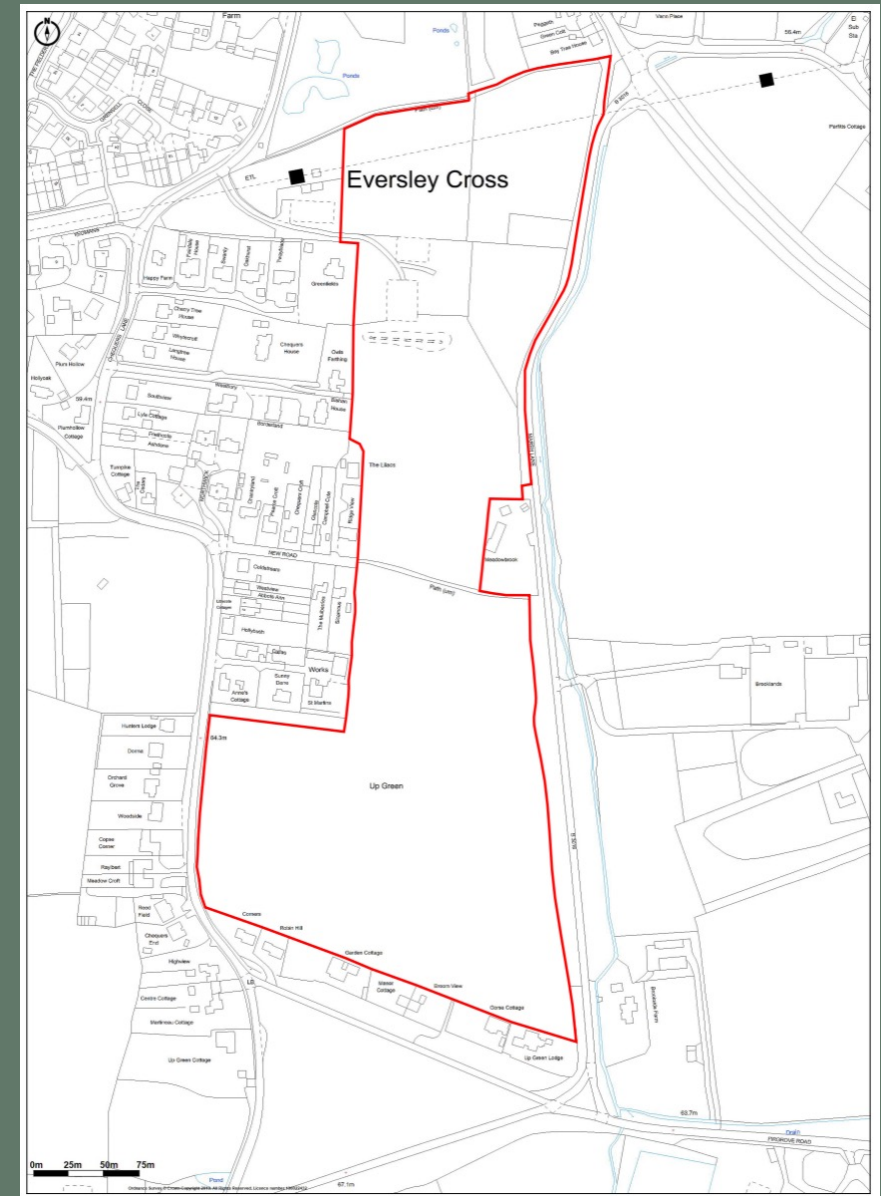
- Planning applications will be judged with a presumption in favour of development.
- Known as the 'tilted balance' under NPPF paragraph 11(d).
- Applications may be approved unless impacts clearly outweigh benefits.

Hart District New Local Plan

- Preparation of a new Local Plan has begun - **Adoption October 2028**



THE SITE

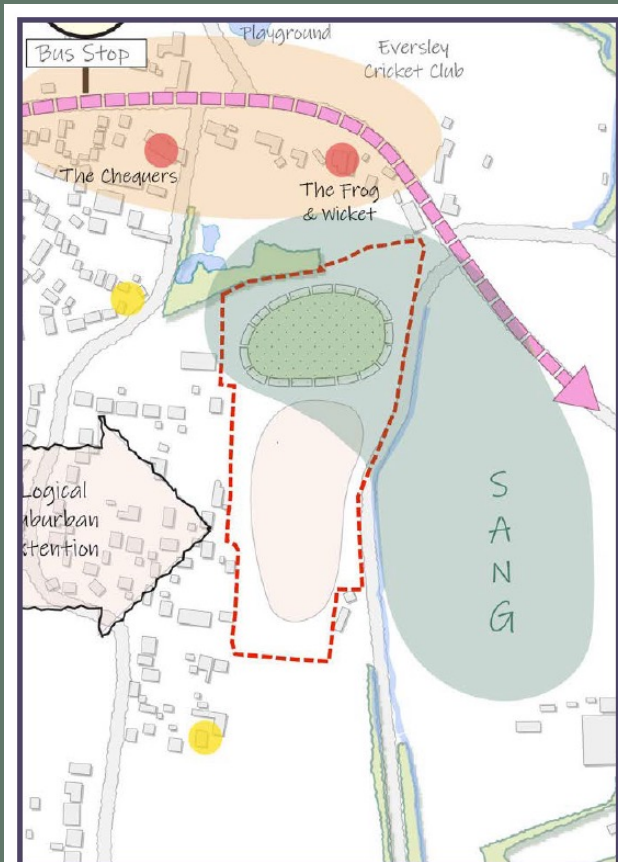


HISTORIC APPLICATION

- Application Refused: 2015
- Rural Character & Historic Character
- Affordable Housing
- Flood Risk
- Highways and Parking



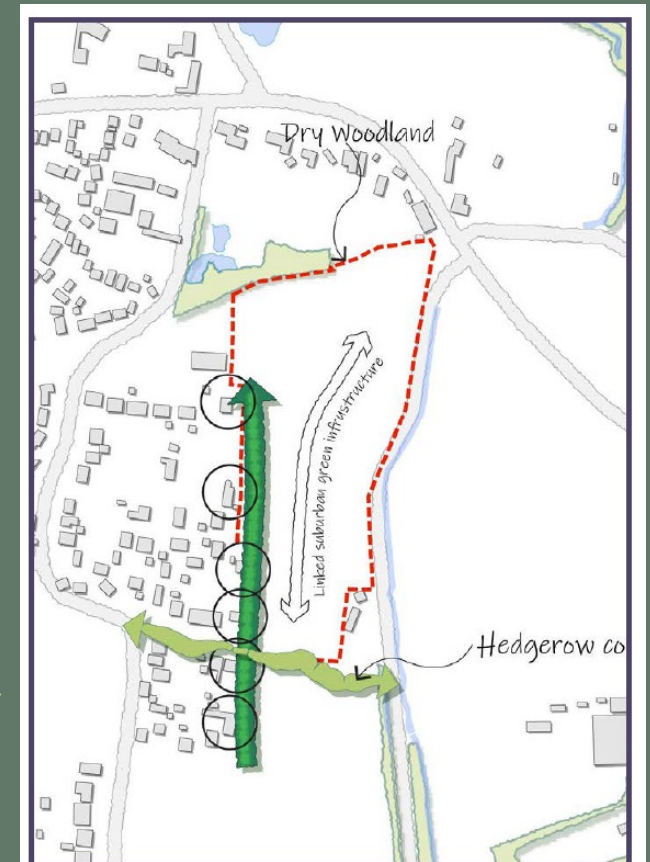
A SMALLER NEW HOMES PROPOSAL IN KEEPING WITH EVERLSEY



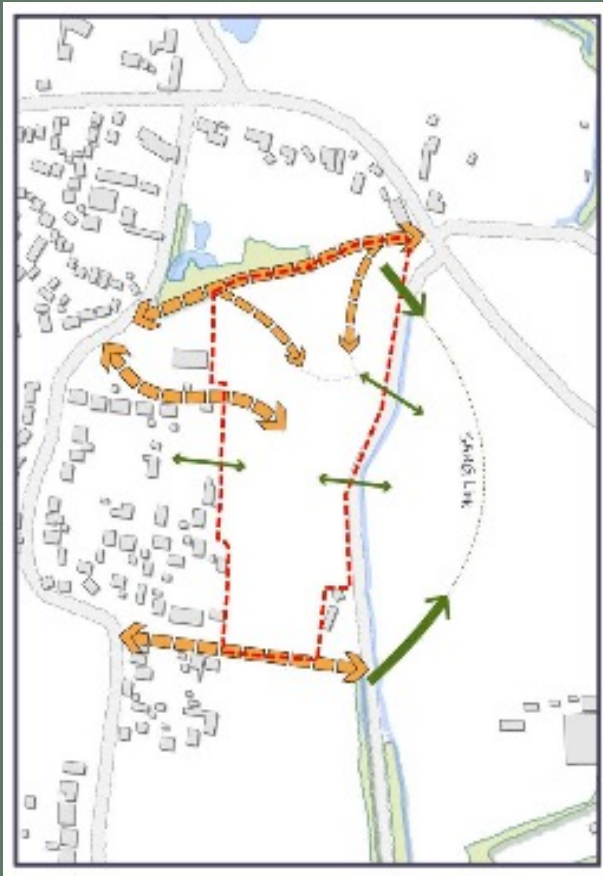
NATURE LED
INTEGRATION



RESPECTFUL GREEN
BUFFER



A SMALLER NEW HOMES PROPOSAL IN KEEPING WITH EVERLSEY



CONNECTED
ROUTES



NEIGHBOURHOOD
SHAPED BY NATURE



PROPOSALS

- Up to 80 New Homes
- Affordable Homes to meet local needs
- A mix of 1, 2, 3 & 4 bed homes
- 1.5 – 2.5 storey heights
- Each home will have policy compliant parking
- Biodiversity Net Gain
- Play Space
- Open Space
- Sustainable Urban Drainage



EVERSLEY NEIGHBOURHOOD PLAN

Preparation of a new Neighbourhood Plan

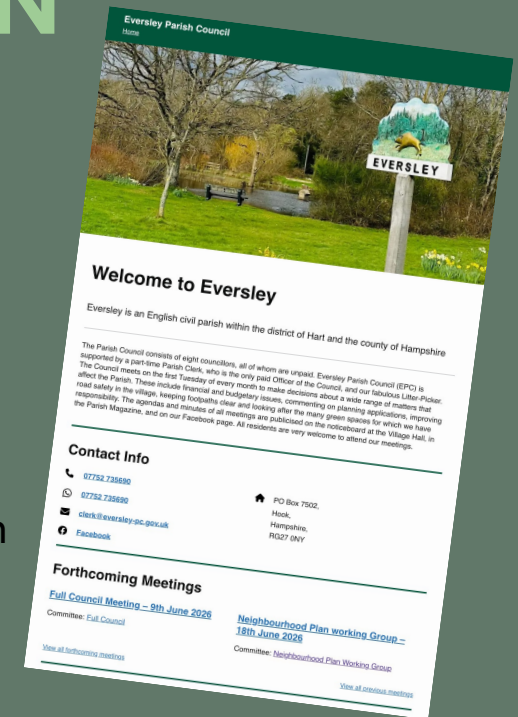
- Being prepared by Neighbourhood Plan Working Group
- Group formed in June 2025
- Monthly meetings

Challenges for Neighbourhood Plan

- One of the biggest practical issues is ensuring the plan qualifies for the additional protection afforded to neighbourhood plans under NPPF paragraph 14.
- To benefit from this NP's should contain policies and allocations to meet its identified housing requirement.

Questions for Parish..?

- Progress on Neighbourhood Plan?
- Consideration of residential development to support growth within Neighbourhood Plan?
- Alignment with Strategic Policies and emerging Local Plan?



EVERSLEY PARISH – WHAT IS IMPORTANT?

Homes for Families?

Nature?

Community?

Affordable Homes?

Access to Services?



New Habitats

Creating natural spaces that support biodiversity and provide homes for local flora and fauna



New Play Spaces

Designing inclusive and safe recreational areas that encourage play, learning, and social interaction.



Affordable Housing Provision

Ensuring a range of housing options that are accessible and affordable.



Biodiversity Net Gain

Installing features such as bird boxes and bat houses to protect and encourage local wildlife.



New Routes

Establishing pedestrian and cycling paths that improve connectivity and promote sustainable travel.

FURTHER QUESTIONS?

