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# Market Intelligence Report

## Tier 1 – Desktop intelligence

Land to the north of Corefields, Sidford, Sidmouth, EX10 9SG

Client: **Sample Client**  
Reference: 999-DEMO-2026 -PFCO-REP-MarketIntelligence-R01  
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Revision: R01

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# 1 How to Read This Report

This section explains how the report is structured, how risk ratings are presented, and what action you should take based on the findings.

## 1.1 Reading Order

We recommend the following reading order:

1. **Executive Summary.** A one-page overview of the key findings and overall risk rating. Start here if you are short on time.
2. **Main body sections.** Detailed analysis of each topic area, presented in a logical sequence from site context through to recommendations.
3. **Recommendations.** Specific actions required before, during, or after the planning process.
4. **Limitations and Disclaimers.** Important caveats on the scope of the assessment and the conditions under which the findings are valid.

## 1.2 Report Structure

Every technical section of this report follows a consistent structure:

- **Context.** What the section covers and why it matters to the development proposal.
- **Data and Evidence.** The factual information drawn from public datasets, authoritative public data sources, and client-supplied information.
- **Analysis.** Our professional assessment of what the data means for the site.
- **Risk Rating.** A traffic-light classification (where applicable) summarising the level of concern.
- **Recommendation.** What action, if any, is required.

## 1.3 Traffic-Light Key

Risk ratings throughout this report use a three-colour system:

<b>LOW</b>	<b>Low risk.</b> No significant constraint identified. Standard design measures are sufficient. No specialist investigation is likely to be required.
<b>MEDIUM</b>	<b>Moderate risk.</b> A constraint or data gap has been identified that requires attention. Further investigation, a design response, or a planning condition may be needed.
<b>HIGH</b>	<b>High risk.</b> A significant constraint or issue has been identified. Specialist investigation, a specific design solution, or early engagement with the relevant statutory body is strongly recommended before submission.

## 1.4 What to Do Next

1. Review the Executive Summary for an overview of all findings.
2. Focus on any items rated **MEDIUM** or **HIGH**; these require action before or during the planning process.
3. Check the **Recommendations** section for a prioritised list of next steps.
4. Review the **Update Triggers** section to understand when this report should be refreshed.
5. Contact Site Intelligence if you have questions about any finding or wish to commission follow-up specialist work.

### Desktop Intelligence: Market Intelligence

This market intelligence assessment presents desktop intelligence compiled from authoritative public data sources available at the date of review. This market analysis is based on Land Registry data and comparable evidence. It is not a RICS Red Book valuation. Comparable sales data is sourced from HM Land Registry Price Paid data, which HMLR publishes under the Open Government Licence with an explicit disclaimer that it is provided 'as is' without warranty of accuracy. Property types, sale prices, and dates shown are as recorded by HMLR and have not been independently verified. This market analysis does not constitute a RICS Red Book valuation and should not be relied upon as such. It is subject to the data gaps, assumptions and limitations stated in this report.

Site Intelligence is prepared to have this assessment reviewed and verified by a suitably qualified valuation surveyor. For investment decisions or formal appraisal, this analysis should be verified by a Member of the Royal Institution of Chartered Surveyors (MRICS). This represents the desktop strategy stage of a staged delivery process; specialist sign-off should follow before submission.

## 2 Executive Summary

**TIER-1 DESKTOP REPORT — LIMITATION & SCOPE NOTICE:** This Tier-1 desktop report is suitable for early client-side decision-making and consultant briefing. It is NOT a formal submission document and must be verified or replaced by the relevant qualified specialist report where required by the LPA or statutory consultees. The overall pack recommendation set out in the cover letter is the controlling instruction; this report is one input within that recommendation. **Verdict — Market Viability Assessment**

The Sid Valley sits within a high-value, supply-constrained East Devon market. The central GDV assumption sits at £8,634,625 pending RICS Red Book verification. This is a desktop study and not a Red Book valuation under VPS 1; figures are bands and central estimates only. The detailed area-trend analysis sits in the Market Analysis section; per-comparable adjustment is in the Comparable Analysis section.

GDV (CENTRAL)

**£8.6m**

TDC (CENTRAL)

**£3.8m**

PROFIT ON COST

**45.4%**

NET YIELD

**N/A — sale-led development appraisal**

**Financial basis: Desktop estimate.** GDV, TDC, and RLV figures are based on BCIS construction costs and comparable sales analysis (assumed GIA: 1,275 sqm). These will be refined when architect drawings confirm floor areas and quantity surveyor provides verified costs.

**Override hierarchy:** market strength does not override the planning-route risk identified in the Strategic Decision Summary. The figures in this report describe the residual exit profile assuming a supportable planning route is found; they do not assert deliverability.

GDV Low	£8.4m
GDV Central	£8.6m
GDV High	£8.8m
GDV Basis	Comparable sales evidence
Build Cost (£/sqm)	£1,845

### 3 Statutory and Policy Anchors

This Market Intelligence report is a desktop study and is **not** a Red Book valuation. It is intended to inform commercial decisions and feasibility planning. Where it expresses a market view, it does so against the following statutory, policy, and professional-standard framework:

- **RICS Red Book Global, current edition (2022)** — the professional valuation standard. Specifically **VPS 1 (Terms of engagement)**, **VPS 4 (Bases of value, assumptions and special assumptions)**, and **VPGA 10 (Valuations for development)**. This study does NOT constitute a Red Book valuation; any reliance on its figures for a formal valuation purpose requires a separate Red Book instruction.
- **NPPF December 2024 paragraphs 60–62** — housing requirement, standard-method assessment, and the test of housing mix and tenure against demographic need.
- **NPPF December 2024 paragraph 78** — five-year housing land supply. Where the LPA is in shortfall, the tilted balance under paragraph 11(d) materially affects the weight of housing-delivery benefits.
- **Planning Practice Guidance — Viability (PPG ID 10)** — viability methodology including the application of an existing-use value plus a benchmark land value (BLVi).
- **Town and Country Planning Act 1990, section 106** — the statutory basis for affordable-housing tenure and rent obligations.
- **Land Registry / HM Land Registry Price Paid Data** — primary source for transaction-level comparable analysis used in this report.
- **Office for National Statistics (ONS)** — primary source for the House Price Index (HPI) and demographic data used in this report.

Citations to specific paragraphs and standards are made **in situ** in the analysis sections that follow.

## 4 Site & Proposal Summary

### 4.1 Site Details

Site Address	Land to the north of Corefields, Sidford, Sidmouth, EX10 9SG
Postcode	EX10 9SG
Local Planning Authority	East Devon District Council
Ward	Sidmouth Rural
Site Area	1.08 ha (10,800 sqm)
Elevation	97m AOD
Rural/Urban	Small town — within built-up area fringe

## 4.2 Proposal Summary

Description	Residential development for up to 15 dwellings
Proposed Units	15
Gross Floor Area	1,275 sqm
Use Class	C3
Development Type	Outline — residential development

## 4.3 Constraints Summary

**Active constraints:** AONB / National Landscape

## 4.4 Planning Context

Local Plan	East Devon Local Plan 2013-2031 (Adopted)
Plan Period	2013-2031 (per East Devon Local Plan 2013-2031 (Adopted))
Housing Land Supply	2.97 years — tilted balance engaged
Emerging Plan	East Devon Local Plan 2020-2040 (Submitted for Examination, Regulation 22)
Neighbourhood Plan	Sid Valley Neighbourhood Plan (Made November 2019)

## 5 Rental & Investment Analysis

### Rents

The private rental market is tight and dear. ONS Private Rental Market Statistics, inflation-adjusted, indicate a median of about £928 per month across all sizes. Three-bedroom homes reach roughly £1,131 per month. Live market data for EX10 9SG shows an average of about £250 per week — near £1,083 per month — across 20 lettings within 3.8 miles.

### Affordability of renting

Average household income in the postcode area is about £43,000, a median rent near £1,083 per month equates to roughly 30% of gross household income, at the widely used affordability ceiling. Gross rental yields are modest at about 2.5%, reflecting high capital values rather than weak rents. This confirms that renting offers limited respite from the ownership affordability gap. The case for additional supply, including affordable tenures, is well evidenced on desktop data, subject to verification of current local rents.

### 5.1 Rental Values

**Room-rate rows not applicable to a sale-led C3 scheme.** Per-room rentals are presented only for HMO / build-to-rent / PRS- led proposals; this development is sale-led. Area-level rent context is retained below where it informs the affordability narrative.

### 5.2 Gross Rental Income

Unit Type	Median Rent (pcm)	Annual Per Unit
Studio	£505 pcm	£6,060
1-Bed	£625 pcm	£7,500
2-Bed	£785 pcm	£9,420
3-Bed	£975 pcm	£12k
4+ Bed	£1,300 pcm	£16k

ONS median private rents for the local authority area. Gross rental income projection requires a defined dwelling mix in the proposal schedule to calculate totals.

INDICATIVE GRI (PA)

**£141k**

BASIS

15 units × £785 pcm (area median)

Indicative figure based on area median rent applied uniformly across 15 units. Refine with a detailed dwelling mix for a more accurate projection.

### 5.3 Net Operating Income

NET OPERATING INCOME (PA)	VOID & MANAGEMENT (10%)	NET YIELD ON COST
<b>£127k</b>	<b>£14k</b>	<b>3.35%</b>

<b>Gross Rental Income (pa)</b>	£141k
<b>Less: Void &amp; Management @ 10%</b>	(£14k)
<b>Net Operating Income (pa)</b>	£127k
<b>Net Initial Yield on TDC</b>	3.35%
<b>Profit on Cost</b>	45.4%

Void and management deduction of 10% applied as an industry-standard assumption covering vacancy periods, letting agent fees, and routine property management. Rate sourced from project benchmarks. else { "Default rate — refine with project-specific assumptions where available." }

## 6 Development Economics

### 6.1 Cost Summary

#### TDC — QS Override Applied

The headline Total Development Cost of **£3.8m** is a client-supplied QS / reportConfig override. Our BCIS-benchmark computed total is **£4.1m**. The **£-276618** delta reflects QS-reviewed judgement (procurement, contingency, or site-specific abnormals). The override figure governs all viability metrics below.

Item	Low	Central	High
Construction Cost	£2m	£2.2m	£2.5m
Total Development Cost (TDC)	Not estimated	£3.8m	Not estimated
Gross Development Value (GDV)	£8.4m	£8.6m	£8.8m

### 6.2 Viability Metrics

RESIDUAL LAND VALUE

**£3.1m**

PROFIT ON COST

**45.4%**

BUILD COST / SQM

**£1,845**

## Buyer Profile

The likely buyer for this scheme, derived from the location archetype, GDV band, and dwelling typology. The archetype below drives the value drivers and design implications that follow — the architect / developer should hit those drivers explicitly.

#### TARGET BUYER ARCHETYPE

**equity\_rich\_local**

#### BUYER PROFILE BASIS

Local transaction data did not return a dominant property type for the immediate area (typical on very rural plots with thin transaction depth). The archetype above is therefore based on location class + GDV band + assumed dwelling typology, not on observed local-market preference. A short estate-agency verification

(one local agent letter) at pre-application stage would convert this from a desktop archetype to an agent-confirmed profile.

### **GIA / GDV / product alignment — desktop assumption**

Assumed GIA: 1,275 sqm. The GIA used in the cost stack must match the dwelling mix the GDV stack is built on. If the architect's measured layout returns a materially different GIA, or the buyer archetype implies a different floor area per dwelling, the GDV and TDC must both be re-tested before any procurement commitment. The single GIA assumption ties the Concept Feasibility, Development Finance Summary and Market Intelligence reports to one number — desk-stage drift across the three is the single biggest cause of headline-figure inconsistency at decision stage.

## Value Drivers

What raises the GDV ceiling for this archetype. Each driver below is a specific, observable feature buyers compare against — design decisions that hit them defend the central GDV.

### **Value drivers — defend the central GDV**

- Plot scarcity premium — buyers paying for the address, not just the floorspace
- Sense of arrival (driveway / gates / planted boundary)
- Bedroom count  $\geq 4$  with a master suite
- Garage or cart-shed providing storage + kerb appeal
- Energy performance (running costs vs the comparable older stock)

## Design Implications

What the architect must hit for this scheme to land at the central GDV band. These follow directly from the buyer archetype — missing one is a discount, hitting them all is the central case.

### **Design implications — architect inputs**

- ▶ Master suite with en-suite + dressing area; minimum bedroom 5
- ▶ Detached double garage or generous cart-lodge
- ▶ Walling, gates and entrance treatment specified to brand the development
- ▶ Allow space for a garden room / annexe (planning-permitted or PD-route)
- ▶ MVHR + air-source heat pump — energy-rated to outperform the local stock

## Market Risk

Four risk categories every premium-residential exit faces. Exposure chips reflect the archetype's typical buyer profile — a rural equity-rich buyer is less mortgage-rate-sensitive than an urban relocater at the same GDV band.

Market Risk Factor	Exposure	Commentary
—	HIGH	—
—	HIGH	—
—	MEDIUM	—
—	HIGH	—

*Exposure ratings reflect market-side risk for this specific buyer archetype, not the planning / delivery risks registered elsewhere in the bundle. A rural equity-rich buyer is materially less mortgage-rate-sensitive than an urban relocater at the same GDV band — same site, different exposure profile.*

## 7 Area Intelligence

### 7.1 Neighbourhood Profile

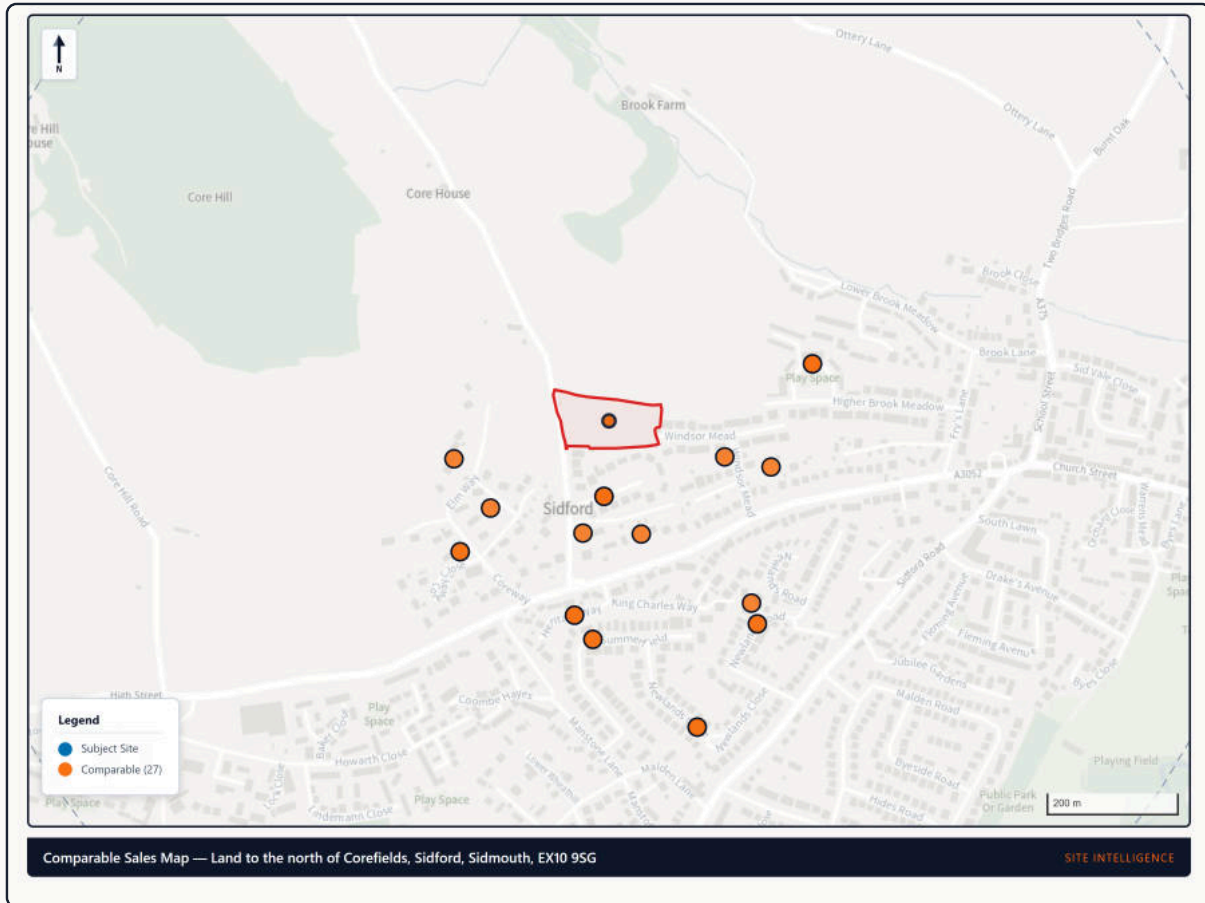
Neighbourhood Profile — Place / Demographics Lens

This section profiles the immediate place and demographic context for the catchment: affordability, household composition, IMD rank, transport accessibility, and amenity proximity. The pricing dataset is reserved for the Market Analysis and Comparable Analysis sections. Detailed demographic profile pending a place-specific ONS Census + IMD overlay and a PTAL / DfT travel-time check.

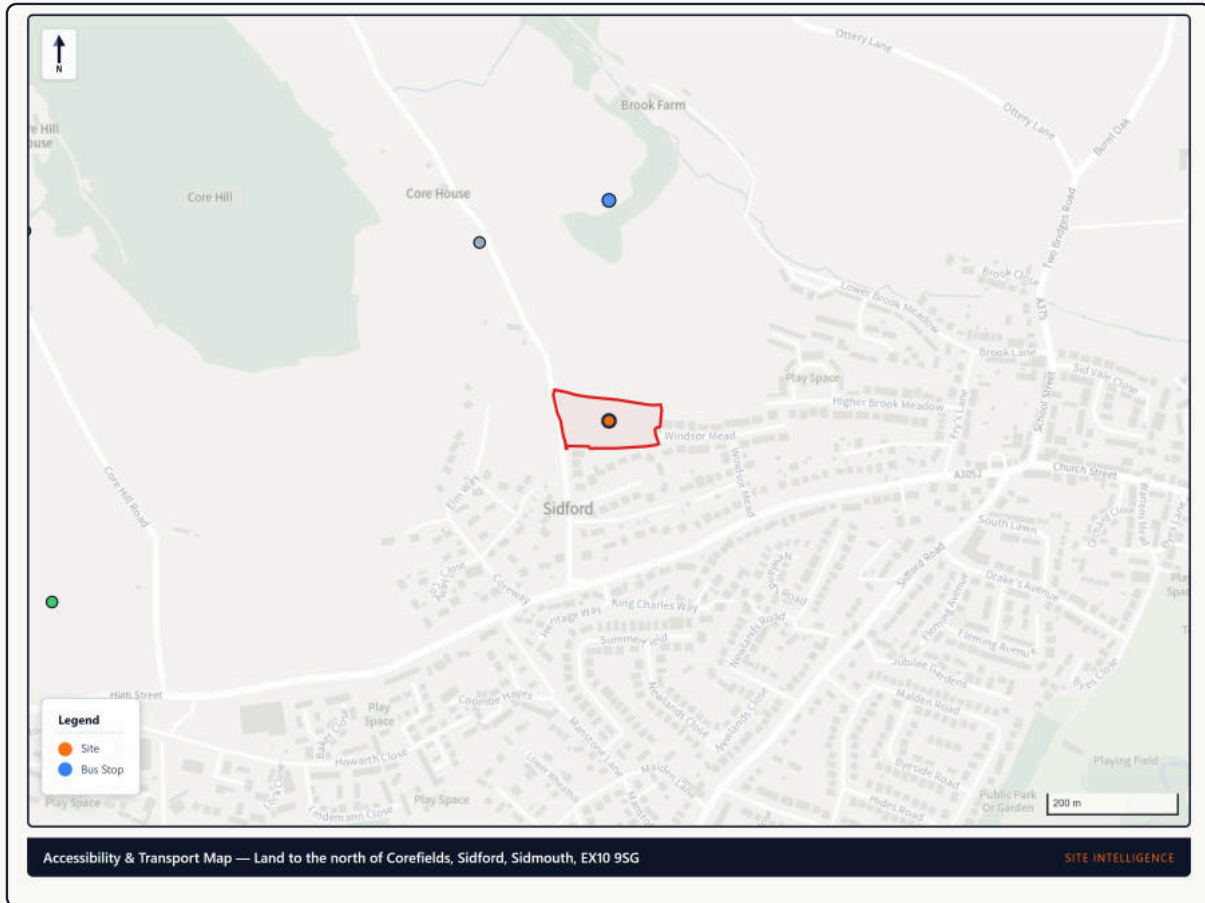


### Site Location

Contains OS data © Crown copyright and database rights



Comparable Sales Map  
Contains OS data © Crown copyright and database rights



### Transport Accessibility

Contains OS data © Crown copyright and database rights



Nearby Planning Applications  
 Contains OS data © Crown copyright and database rights

## 7.2 Transport Accessibility (PTAL)

PTAL GRADE <b>1a</b>	ACCESSIBILITY INDEX <b>2.19</b>	PUBLIC TRANSPORT STOPS <b>1</b>
-------------------------	------------------------------------	------------------------------------

Stop / Station	Mode	Distance	Frequency
Burscombe Lane	BUS	332m	4 svc/hr

Public Transport Accessibility
TRANSPORT & ACCESS

PTAL 1a

Accessibility Index 2.2

TIL PTAL methodology (national adaptation)

VERY POOR

**STOP INVENTORY**

TYPE	NAME	DIST.	WALK	SVC/HR	EDF
BUS	Burscombe Lane	332 m	4.2 min	4	2.19

1 bus stops within 640m (4 svc/hr)
 0 rail within 960m (8 svc/hr)

PTAL Score Panel

### 7.3 Amenity Proximity

AMENITY SCORE

47/100

AMENITY GRADE

D

Category	Nearest	Distance	Walk Time	Rating
Primary School	Sidmouth Church of England (VA) Primary School (Manstone Avenue site)	1,100m	14 min	FAIR
Secondary School	Sidmouth College	1,090m	14 min	GOOD
GP Surgery	Beacon Medical Centre	1,119m	14 min	FAIR
Dentist	Merrifield Dental Practice	3,278m	41 min	POOR
Pharmacy	Boots	1,536m	19 min	FAIR
Post Office	Sidford Post Office	916m	11 min	FAIR
Supermarket	Waitrose Ltd	883m	11 min	FAIR
Convenience Store	Spar	926m	12 min	POOR
Bus Stop	Burscombe Lane	332m	4 min	GOOD

Category	Nearest	Distance	Walk Time	Rating
Rail Station	Not available within search area	—	—	—

**Local Amenity Scorecard**
AMENITY & SERVICES

D

50 / 100  
Amenity Accessibility Score

Category	Nearest Facility	Walk. Dist.	Rating	Detail
Primary School	Sidmouth Church of England (VA) Primary School (Manstone Avenue site)	1.1 km	AMBER	—
Secondary School	Sidmouth College	1.1 km	GREEN	—
GP Surgery	Beacon Medical Centre	1.1 km	AMBER	—
Dentist	Merrifield Dental Practice	3.3 km	RED	—
Pharmacy	Boots	1.5 km	AMBER	—
Post Office	Sidford Post Office	916 m	AMBER	—
Supermarket	Waitrose Ltd	883 m	AMBER	FHRS: 5/5
Convenience Store	Spar	926 m	RED	FHRS: 5/5

Amenity Scorecard

## 7.4 Census Demographics

Owner Occupied	72.2%
Private Rented	16%
Social Rented	10.3%

## 7.5 Infrastructure — Grid Capacity

Distribution Network Operator	National Grid Electricity Distribution
Nearest Substation	Substation data not publicly available from National Grid Electricity Distribution
Substation RAG	<span style="background-color: #ffc107; padding: 2px 5px; border-radius: 3px;">AMBER</span>
Network Demand Headroom	Not publicly available — pre-connection enquiry with DNO recommended

**Grid Capacity Assessment**
CLIMATE & ENERGY

Distribution Network: **National Grid Electricity Distribution (See DNO for licence area details)**

Nearest Primary Sub: **Substation data not publicly available from National Grid Electricity Distribution (0 m)**

Substation Data: **Not publicly available — pre-connection enquiry required**

**EXISTING LOW-CARBON TECHNOLOGIES AT SUBSTATION**

0  
Heat Pumps

0  
EV Chargers

0  
Solar PV

**PROPOSED DEVELOPMENT ASSESSMENT**

<b>Heat Pump Load</b>	20 kW (15 dwellings x 3.0kW diversified ADMD (FHS compliant))	LIMITED
<b>EV Charging Load</b>	46.6 kW (15 dwellings x 7.0kW Mode 3 (Approved Doc 5))	LIMITED
<b>Connection Timeline</b>	12-18 months (standard new connection)	

Grid Capacity Panel

## 7.6 Comparable Sales Evidence

<p>MEDIAN</p> <p style="font-size: 24px; font-weight: bold; color: #0070c0;">£550k</p>	<p>MEAN</p> <p style="font-size: 24px; font-weight: bold; color: #0070c0;">£510k</p>	<p>DETACHED</p> <p style="font-size: 24px; font-weight: bold; color: #0070c0;">£550k</p>
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Address	Type	Price	Date
4, COREFIELDS, SIDMOUTH	unknown	£577k	2025-06-19
10, COREFIELDS, SIDMOUTH	unknown	£550k	2025-03-28
6, COREFIELDS, SIDMOUTH	unknown	£555k	2024-12-18
2, COREFIELDS, SIDMOUTH	unknown	£750k	2024-05-24
FLAT 4, THE HEIGHTS, 70, SIDFORD HIGH STREET, SIDMOUTH	unknown	£285k	2025-04-11
BEACONHILL, BURSCOMBE LANE, SIDMOUTH	unknown	£490k	2025-12-16
14, WINDSOR MEAD, SIDMOUTH	unknown	£680k	2025-07-03

Address	Type	Price	Date
THE ORCHARD, WINDSOR MEAD, SIDMOUTH	unknown	£660k	2024-12-16
9, KING CHARLES WAY, SIDMOUTH	unknown	£695k	2025-08-13
46, NEWLANDS CLOSE, SIDMOUTH	unknown	£390k	2025-11-14

Showing 10 of 27 comparable transactions. Source: HM Land Registry Price Paid Data.

## 7.7 Land Registry Market Intelligence

EX10: median price £400,000 (375 transactions). YoY -10.0%. Market decreasing (-33% volume change)

Postcode District	EX10 (EAST DEVON)
Total Transactions	375
Median Price	£400,000
New Build Count	0
Existing Stock Count	375
Freehold Count	304

VOLUME TREND

**DECREASING**

VOLUME CHANGE

**-32.9%**

detached	£606,250
semi-detached	£352,500
terraced	£315,000
flat	£272,500
other	£252,224

## 7.8 District Average Prices by Property Type

No district-level pricing data available.

## 7.9 ONS Housing Market Data

Workplace Affordability Ratio	9.86
Median Monthly Rent	£785
Lower Quartile Rent	£625

## 7.10 Heritage Context

Heritage Assets (search area)	25
Conservation Area	No
Listed Buildings	24

## 7.11 Constraints Summary (Enrichment Data)

**Active constraints from our enrichment datasets:** AONB / National Landscape, Article 4. These may affect development viability, planning risk, and market positioning.

### Housing Affordability Profile

**MEDIUM**

**East Devon District Council** has a **workplace-based affordability ratio of 9.86** (2023), **above** the national average of 8.28. Median house prices are 9.86 times median workplace earnings.

Standard method housing need uplift: **40%**. This significant uplift reflects acute affordability pressure and strengthens the case for housing delivery.

Source: ONS Housing Affordability in England and Wales (annual). Figures are intended to be independently verifiable from the source data.

## 8 Constraint Analysis

Constraint	Status	Statutory anchor / NPPF
AONB / National Landscape	Engaged	NPPF 189-191
Scheduled Monument	Engaged	Ancient Monuments Act 1979

## 9 Policy Analysis

### 9.1 National policy (NPPF Dec 2024)

The substantive sections of this report apply the relevant NPPF Dec 2024 paragraphs to the site context — refer to in-text citations and the bibliography for the full list of paragraphs relied on.

## 9.2 Local policy (East Devon District Council Local Plan)

Local plan policy analysis is provided in the substantive sections where each policy is engaged. The full list of East Devon District Council Local Plan policies relevant to this proposal is set out in the bibliography.

## 10 Risk Assessment

**Risk register not yet populated for this report.** The substantive sections that follow contain risk-relevant evidence. A consolidated risk register is provided in the **Risk Summary Sheet** (where bundled) or can be commissioned as an add-on.

## 11 Recommended Next Steps

**Specific next steps for this report** are set out in the Conclusions section. For a consolidated cross-bundle action list, see the **Next Steps** report (where bundled) or commission as an opt-in add-on.

## 12 Recommendations

### Viable Development – Monitor Key Variables

The development is viable at central assumptions but margins are sensitive to changes in rental income and construction costs. Monitor these key variables through the planning and construction phases. Consider the sensitivity analysis for downside scenarios.

## 13 General Desktop Limitations

### 13.1 What This Report Does NOT Assess

This is a desktop intelligence report forming part of the Site Intelligence advisory pack. It does not include intrusive investigation, measured survey, statutory consultation, or formal consultant sign-off unless expressly commissioned. The following are outside the scope of this assessment:

- Intrusive site investigation (boreholes, trial pits, soil sampling)
- Topographic or measured building survey
- Structural assessment of existing buildings or retaining structures
- Detailed ecological survey (Phase 2 habitat surveys, protected species surveys)
- Detailed arboricultural survey to BS 5837
- Archaeological field evaluation (geophysical survey, trial trenching)
- Noise, vibration, or air quality monitoring
- Detailed drainage design or hydraulic modelling
- Legal title review or boundary verification

### 13.2 Data Gaps

The following data was not available at the time of this assessment:

- Site-specific infiltration test results (BRE Digest 365)
- As-built drainage records for existing development
- Ground investigation data (if no published BGS borehole logs are available for the site)
- Detailed topographic survey data (EA LIDAR used where available)
- Historic land use records prior to available OS mapping epochs

### 13.3 Key Assumptions

This report has been prepared on the basis of the following assumptions:

- Information provided by the client is accurate and complete

- Public dataset boundaries (flood zones, conservation areas, etc.) are current at the date of this report
- The proposed development is as described in the project brief and does not materially change in scale, layout, or use class
- No contamination, ground instability, or other hazard exists beyond that identified in publicly available records
- Planning policy documents referenced are current at the date of this report

### 13.4 Specialist Investigation Required

The following specialist investigations may be required depending on the constraints identified in this report:

- Site-specific ground investigation (where contamination or geotechnical risk is identified)
- Phase 2 ecological surveys (where Phase 1 identifies potential for protected species)
- Detailed arboricultural impact assessment (where TPO trees or significant vegetation is present)
- Detailed noise impact assessment (where the site is adjacent to significant noise sources)
- Heritage impact assessment by a conservation-accredited professional (where designated heritage assets are affected)

### 13.5 Changes That Would Require Update

This report should be reviewed and updated if any of the following occur:

- New comparable transactions in locality
- Interest rate or mortgage market changes materially
- Local market demand indicators change
- New competing schemes enter the market
- Build cost indices update (BCIS)
- Help to Buy or First Homes scheme changes

## 14 Data Assurance Summary

Site Intelligence applies a rigorous data assurance process to every report. This section documents the breadth of data coverage, confidence levels, and quality assurance stages applied.

### 14.1 Internal Data Coverage Summary

Metric	This Report	Typical Stage 1 Desktop Scope
Data sources consulted	15	3 – 8
Constraint categories checked	38	5 – 10
Data sources queried	15	0 – 2
Provenance entries recorded	15	0

*Indicative comparison only. Reflects typical early-stage desktop scope rather than a formal industry benchmark; a wider technical due diligence instruction may consult more datasets at any tier.*

### 14.2 Quality Assurance Checklist

- Automated constraint detection (38-flag desktop constraint analysis, deduped to 36 + Flood Zone)
- Source provenance recording (every data point traced to origin)
- Cross-report consistency check (automated financial figure stamping and constraint reconciliation)
- Domain cross-check against the relevant chapter of the National Planning Policy Framework, planning-practice guidance and the chartered-practitioner methodology applicable to this technical area; map review performed against the OS basemap
- Chartered-practitioner sign-off (RICS, RTPI, IHBC, CIWEM, CIEEM, ICE or other chartered specialist as applicable); Tier 2 add-on, not undertaken for this desktop product

## 15 Anticipated Consultee Queries

Standard statutory consultees will be notified in accordance with the Development Management Procedure Order. Site-specific consultee requirements are identified in the relevant technical reports.

## 16 Update Triggers

**Validity Period: 6 months from date of issue.**

Market Intelligence Report is valid for 6 months from date of issue. After this period, or if any of the following trigger conditions occur, the report should be reviewed and updated before reliance is placed upon its findings.

- New comparable transactions in locality
- Interest rate or mortgage market changes materially
- Local market demand indicators change
- New competing schemes enter the market
- Build cost indices update (BCIS)
- Help to Buy or First Homes scheme changes

To request an update, contact Site Intelligence quoting the document reference shown on the cover page. Updates are provided at a reduced fee where the original data remains substantially current.

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### **12. Mortgage / Valuation / Purchaser Exclusion**

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## Data Sources & Verification

The table below identifies the principal datasets used or flagged for verification. Where a source carries a verification URL it can be checked independently; where a source is marked “contact provider for verification” or “awaiting retrieval”, reliance should not be placed on that item until its status is updated to retrieved/verified. Data retrieval dates are recorded for audit purposes.

### Wider platform datasets queried (audit log)

The table below lists every enrichment dataset queried by Site Intelligence’s platform during the production of this client pack. Not every dataset is materially relied upon by this specific report — see the Data Source Relevance section above for the flood-specific split. The full audit log is kept for completeness and source-provenance traceability.

Source / verification URL	Authority	Scope	Vintage / refresh	Retrieved
<b>EA Flood Map for Planning</b> <a href="https://flood-map-for-planning.service.gov.uk">https://flood-map-for-planning.service.gov.uk</a>	Environment Agency	Flood zones, surface water risk, historic floods	2024 Q4 / Quarterly	2026-04-11
<b>National Heritage List for England</b> <a href="https://historicengland.org.uk/listing/the-list">https://historicengland.org.uk/listing/the-list</a>	Historic England	Listed buildings, scheduled monuments, registered parks	Continuously updated / Continuous	2026-04-11
<b>MAGIC Interactive Map</b> <a href="https://magic.defra.gov.uk">https://magic.defra.gov.uk</a>	Natural England / DEFRA	SSSIs, SACs, SPAs, Ramsar sites, NNRS	Continuously updated / Continuous	2026-04-11
<b>Multi-source constraint detection</b> <a href="https://magic.defra.gov.uk">https://magic.defra.gov.uk</a>	Various (38 datasets, deduped to 36 + Flood Zone)	Green Belt, AONB, conservation areas, TPOs, flood zones	Mixed (see per-dataset) / Mixed	—
<b>Census 2021</b> <a href="https://www.ons.gov.uk/census">https://www.ons.gov.uk/census</a>	Office for National Statistics	Population, demographics, housing tenure, travel patterns	2021 / Every 10 years	2026-04-11
<b>PTAL Calculation (TfL TN14)</b> <a href="https://data.london.gov.uk/dataset/public-transport-accessibility-levels">https://data.london.gov.uk/dataset/public-transport-accessibility-levels</a>	Site Intelligence™ (TfL methodology)	Public transport accessibility index and grade	TN14 methodology (2015+) / Per retrieval (timetable-live)	2026-04-11
<b>OpenStreetMap / Overpass</b> <a href="https://www.openstreetmap.org">https://www.openstreetmap.org</a>	OpenStreetMap Contributors	Amenity proximity: schools, GPs, shops, transport stops	Continuously updated / Continuous	2026-04-11
<b>BGS Geology of Britain</b> <a href="https://mapapps.bgs.ac.uk/geologyofbritain/home.html">https://mapapps.bgs.ac.uk/geologyofbritain/home.html</a>	British Geological Survey	Bedrock, superficial deposits, made ground	Periodically updated / Annual+	2026-04-11
<b>HM Land Registry Price Paid Data</b>	HM Land Registry	Comparable property sale prices and transactions	Continuously updated / Monthly	2026-04-11

Source / verification URL	Authority	Scope	Vintage / refresh	Retrieved
<a href="https://www.gov.uk/government/statistical-data-sets/price-paid-data-downloads">https://www.gov.uk/government/statistical-data-sets/price-paid-data-downloads</a>				
<b>ONS Housing Affordability</b> <a href="https://www.ons.gov.uk/peoplepopulationandcommunity/housing">https://www.ons.gov.uk/peoplepopulationandcommunity/housing</a>	Office for National Statistics	Affordability ratios, private rents, house prices	Latest annual release / Annual	2026-04-11
<b>Agricultural Land Classification</b> <a href="https://magic.defra.gov.uk">https://magic.defra.gov.uk</a>	Natural England	Provisional ALC grade, best & most versatile status	Provisional (1960s-80s baseline) / Very infrequent	2026-04-11
<b>National Character Area Profiles</b> <a href="https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making">https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making</a>	Natural England	Landscape character assessment and key characteristics	2013 (NCA profile set) / Very infrequent	2026-04-11
<b>DfT Road Traffic Statistics</b> <a href="https://roadtraffic.dft.gov.uk">https://roadtraffic.dft.gov.uk</a>	Department for Transport	Annual average daily traffic counts	Annual (latest available) / Annual	2026-04-11
<b>STATS19 Road Accident Data</b> <a href="https://www.data.gov.uk/dataset/cb7ae6f0-4be6-4935-9277-47e5ce24a11f/road-safety-data">https://www.data.gov.uk/dataset/cb7ae6f0-4be6-4935-9277-47e5ce24a11f/road-safety-data</a>	Department for Transport	Road traffic collisions and casualties	Annual (latest available) / Annual	2026-04-11
<b>DEFRA Background Air Quality</b> <a href="https://uk-air.defra.gov.uk/data/laqm-background-maps">https://uk-air.defra.gov.uk/data/laqm-background-maps</a>	DEFRA	Background NO2, PM10, PM2.5 concentrations	Annual map set (latest modelled year) / Annual	2026-04-11
<b>DEFRA AQMA Boundaries</b> <a href="https://uk-air.defra.gov.uk/aqma/maps">https://uk-air.defra.gov.uk/aqma/maps</a>	DEFRA	Air Quality Management Area designations	Continuously updated / Continuous	2026-04-11
<b>EA LIDAR Data</b> <a href="https://environment.data.gov.uk/DefraDataDownload/?Mode=survey">https://environment.data.gov.uk/DefraDataDownload/?Mode=survey</a>	Environment Agency	Terrain elevation, DSM/DTM coverage	LIDAR Composite (latest available tile) / Per acquisition programme	2026-04-11
<b>DNO Long Term Development Statement</b> Contact provider for verification	Distribution Network Operator	Electrical grid capacity and connection assessment	Latest LTDS (per DNO) / Annual	2026-04-11
<b>LPA Planning Portal</b> Contact provider for verification	Local Planning Authority	Nearby planning application history and decisions	Continuously updated / Continuous	2026-04-11

*Vintage = publication date of the underlying dataset. Refresh = upstream update cadence. Retrieved = when Site Intelligence fetched the record used in this report.*

## Policy & Legislative Sources

Document	Published By	Edition	URL
National Planning Policy Framework	DLUHC	December 2024	<a href="https://www.gov.uk/government/publications/national-planning-policy-framework--2">https://www.gov.uk/government/publications/national-planning-policy-framework--2</a>
Planning Practice Guidance	DLUHC	Online (continuously updated)	<a href="https://www.gov.uk/government/collections/planning-practice-guidance">https://www.gov.uk/government/collections/planning-practice-guidance</a>
Planning (Listed Buildings and Conservation Areas) Act 1990	UK Parliament	As amended	<a href="https://www.legislation.gov.uk/ukpga/1990/9/contents">https://www.legislation.gov.uk/ukpga/1990/9/contents</a>

Local Plan: **East Devon Local Plan 2013-2031 (Adopted)** (East Devon District Council). Neighbourhood Plan: Sid Valley Neighbourhood Plan (Made November 2019).

### AI-Assisted Analysis — Reference Statement

This report was prepared using AI-assisted data collation and analysis under internal quality-control procedures, in line with emerging professional-body guidance on the responsible use of AI in surveying and planning practice. All data sources are listed above with retrieval dates and verification URLs. A named professional remains responsible for reviewing and approving the contents of this report before issue. The analytical methodology and due diligence records are available on request.

Report generated by Site Intelligence™, PF & Co Holdings Ltd. Data sources queried automatically from public datasets. Verification URLs link to the authoritative public data source where the underlying data can be independently confirmed.

PREPARED FOR Sample Client

PREPARED BY

**Site Intelligence**

PF &amp; Co Holdings Ltd

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FOR AND ON BEHALF OF

**Site Intelligence™**

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