

BERRYS



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19th February 2015

Dear Ms Sherratt,

Shropshire SAMDev examination

The Council's note circulated on 18th February makes allegations about Berry's rebuttal that we consider to be unfair. We would like to respond in order to set the record straight.

Berry's information has been derived in partnership with the developers and agents who are our clients. The 11 organisations who instructed us to produce the Joint Rebuttal in September 2014 include many of Shropshire's active housebuilders. The Joint Rebuttal was individually signed off and formally endorsed by each and every one of the 11 clients listed.

In regard to the SAMDev examination we have acted on instructions from a wide range of clients. The recent updates reflect reasonable adjustments by both the Council and Berrys, and reflect moves on both sides that have narrowed the difference in the figures.

I would point out that our February Five Year Supply Rebuttal has had endorsement from our competitors, such as Les Stephan Planning Ltd and The Planning Group, who have used it to support their appeals and have input their own knowledge of the deliverability of key sites into the updates. The fact that so many in the industry are content to use Berry's Rebuttal demonstrates their confidence in the robustness of its contents.

As such, the Rebuttal represents a degree of consensus by the Shropshire development industry.

Yours sincerely,

Helen Howie MA MCD MRTPI
Planning Consultant
For and on behalf of Berrys