



# The Crown Estate Purpose and Strategy

Elmbridge Borough Council - Local Plan Examination in Public




# ABOUT The Crown Estate

The Crown Estate is a significant national landowner with a diverse portfolio that includes urban centres and development opportunities, one of the largest rural landholdings in the country (including land within Elmbridge and Claygate) substantial areas of London's West End and Windsor Great Park. It also manages the seabed and much of the coastline around England, Wales and Northern Ireland, playing a major role in the UK's world-leading offshore wind sector. The Crown Estate's work on renewable energy, climate resilience and nature recovery is helping to address some of the country's biggest challenges.

**The Crown Estate's responsibility and purpose is to ensure its portfolio and actions create lasting and shared prosperity for the nation.**

## OUR PURPOSE DEFINES OUR ACTIONS

We achieve this purpose through the pursuit of three strategic objectives, targeted at tackling some of the UK's most pressing concerns:

-  To be a leader in supporting the UK towards a net zero carbon and energy secure future.
-  To help create thriving communities across the UK.
-  To take a leading role in stewarding the UK's natural environment and biodiversity.

## WE CREATE VALUE

We adopt a holistic view of value and we measure our success in the following ways:

**Environmental:** We are committed to helping tackle the global climate and biodiversity crises by creating greener, healthier and more sustainable places, and accelerating renewable technologies.


**Social:** Through tackling inequalities, putting health and well-being first and foremost in our decision making, and creating inclusive opportunities and outcomes, we play a positive role for our stakeholders.


**Financial:** We aim to balance short-term and long-term financial value, achieving returns today while also creating value for future generations. In addition, our investment drives employment, creating economic benefits for local communities.


## OUR DIFFERENCE IS OUR STRENGTH


Our unique position underpins our ability to operate in a different way.

 Through our ***national ownership and expertise*** we successfully oversee the management and stewardship of large areas of our land, where we shape, protect, regenerate and produce on behalf of the nation. We have a large footprint across a diverse geography, and a unique combination of holdings in London, the regions, on the coast and in rural communities.

 We are a ***trusted brand, with a reputation for excellence***. We are known for quality, longevity and integrity. We act in the public interest and invest for the long term.

 We benefit from ***independence and simplicity of role***. We have clear targets and an emphasis on good management. We have long-term flexibility, and we are responsive to change over time.

 We have the ***power to convene and catalyse***. We use our reach and capability to bring together our networks of public and private sector partners, stakeholders and customers to tackle challenges and issues of common interest that cannot be solved by individual organisations.

 We have a ***long-term view***. We have an obligation to create value over the long-term, maintaining and enhancing our holdings in a sustainable way.

These factors combine to position us as credible long-term partners in delivering much needed homes, community and green infrastructure in a sustainable location in Elmbridge Borough. Our ambition is to work in partnership with local people and the local stakeholders to understand their aspirations and achieve their objectives through collaborative and sustained relationships.

# WORKING TOWARDS Net Zero

We are working hard to support Net Zero. For example, we have made huge strides in supporting the development of the offshore wind sector, which currently powers around 11 million homes and contributes to the UK's reduced reliance on fossil fuels. We seek to have the same degree of impact in our approach to building communities.

## ADOPTING A HOLISTIC APPROACH

Achieving sustainable development requires the right development in the right place, with a holistic approach to placemaking. This means we must consider every aspect of the new community; from the earliest site-wide masterplanning to the final tree planted, we are motivated to achieve the best possible outcome for the community and our planet.



## **SOURCING RENEWABLE AND LOW-CARBON ENERGY**

In addition to procuring renewable electricity across our real estate holdings, we have installed onsite renewables to generate operational electricity, including renewable sources from solar, wind, biomass and ground source heat. Across our Windsor Estate, for example, our biomass boiler and district heating system now heats 75 homes.

We aim to transfer our knowledge to our wider landholding, with the intention of sharing the benefits of clean and affordable energy with communities.

## **PROMOTING NEW METHODS OF CONSTRUCTION**

In the definition, design and construction of all our building projects we will aim to promote methods of construction that generate less waste, minimise embodied carbon, and result in homes and public buildings that consume less energy, are cheaper to run and maintain, and importantly are a joy to inhabit.

We are already establishing demonstration projects for highly sustainable homes in Bedfordshire and Cheshire. We will build on our learnings and successes from these projects to increase the scale of our operations, and we will explore all opportunities to generate local employment in sustainable construction. We intend to explore the potential for developing an MMC (Modern Methods of Construction) facility on site to manufacture eco-friendly homes where they are needed. This would reduce the carbon impact of delivering new homes and also bring new job and training opportunities to the area.



**MMC homes in production and a completed scheme**

# CARING FOR AND Enjoying Our Land

We will care for our land through a holistic stewardship programme, ensuring access and wellbeing for future generations, and providing time and space for nature to recover.

As landowners and stewards, we have significant experience in protecting, managing and enhancing our environment.

At Windsor Great Park we are currently undertaking a ten-year restoration programme, to restore parks and farmland with new trees and avenues, wooded areas, hedges and other green lanes. We can use the knowledge and understanding gained across centuries of experience to ensure we are supporting nature growth and improving biodiversity.

## **BIODIVERSITY**

We are hard at work to increase biodiversity in many locations, and through investment we are growing knowledge, for example, our investment in research to increase our understanding of how coastal wildlife can co-exist and thrive alongside other seabed uses through our £50m Offshore Wind Evidence and Change programme.

Inland, achieving biodiversity net gain is now a central tenant of all new development.

We intend to utilise this requirement to local benefit, by creating spaces where people can be closer to nature, where children can learn about the value of the UK's multitude of natural species, and where innovative approaches can be tested.

## **NATURE RECOVERY**

Much of the land within the Growth Area has been farmed for many centuries. Modern farming has not always benefitted nature. We intend to continue our nationwide efforts to reverse this trend by promoting nature recovery.

Drawing on our successes elsewhere, we will build in room for nature, replenish soils, and re-establish natural eco systems.

## **GREEN INFRASTRUCTURE**

Access to an abundance of greenspaces is a hallmark of Elmbridge quality of life. The health benefits of being outdoors are well evidenced, particularly in the wake of the Covid-19 pandemic.

At Land west of Claygate Station, we will work with local stakeholders to establish a comprehensive and highly accessible green infrastructure network, characterised by formal and informal greenspaces, with abundant opportunities for local food production, children's play, sport and outdoor activities and relaxation.



MOVING AHEAD

# Together

We believe that we are uniquely placed to draw on our experiences across the communities in which we operate, along with the experience in our Rural, Windsor and Marine portfolios to bring forward comprehensive development with BT at Land west of Claygate station, Oxshott.

We are committed to engaging with local community, the Local Councils and other key stakeholders to develop any future proposals for development.

We look forward to engaging with you soon.



# Contact

1 St James's Market,  
London  
SW1Y 4AH

**THE CROWN  
ESTATE**