

CAVENDISH

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Hollingworth Road and Rakewood Road,
Littleborough
Statement of Community Involvement

Created for Bloor Homes Ltd

June 2024

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Executive Summary.

Bloor Homes is bringing forward proposals for 312 new homes located on land off Hollingworth Road in Littleborough, Rochdale. The proposals incorporate a range of measures including designating land for a new primary school and relocating the existing visitor car park to an expanded provision at Hollingworth Lake Country Park. The site comprises 18.85ha of underutilised farmland and a collection of farm buildings.

The proposed residential site is bounded to the south-west by existing homes and to the north-west by the Rochdale Canal and a railway line. Hollingworth Lake is located towards the south-east of the site, beyond the existing visitor car park. Vistry Partnerships controls the former Akzo Nobel site adjacent to the north, with construction underway for new homes.

The proposed site for new visitor car parking is off Rakewood Road, to the southeast of the existing Hollingworth Lake Country Park facilities. Access to this car park would be provided through the existing facility.

The proposals are in alignment with the recently adopted 'Places For Everyone' plan and share the ambitions agreed by Rochdale Borough Council. Utilising a landscape-led approach to the development, Bloor Homes is bringing forward proposals that are sympathetic to the site's setting within the Pennine fringe, while encouraging active travel through an extensive network of pedestrian infrastructure.

Bloor Homes is committed to working with the local community regarding its proposals. Residents and stakeholders were given the opportunity to provide feedback regarding the proposals via a pre-application public consultation process.

In advance of launching the public consultation, Bloor Homes wrote to local stakeholders on Monday 20th May 2024 to make them aware of the proposal and planned consultation and to offer a briefing with the project team.

On Saturday 25th May, 1,357 local households and businesses were sent a community newsletter with freepost reply card, details of the consultation website with an online feedback mechanism, which also included a freephone information line number and a feedback email address. The consultation was open for feedback from Tuesday 28th May until Tuesday 11th June 2024.

This has ensured that the local community had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application.

Bloor Homes has reviewed all the feedback received to date, and the main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

Following submission of the application, Bloor Homes will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

1. Introduction.

- 1.1.1 Bloor Homes is bringing forward proposals for 312 new homes located off Hollingworth Road in Littleborough, as well as an expansion to the visitor car park at nearby Hollingworth Lake Country Park off Rakewood Road.
- 1.1.2 Bloor Homes is committed to consulting stakeholders and the local community about its planning application and has extensively engaged with local residents, community groups, local councillors, and other relevant third-party stakeholders about its ambitions for Littleborough.
- 1.1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by Bloor Homes in respect of its proposal for the site. It provides a chronological account of the consultation activity that has been undertaken within the pre- planning application stage and the activity that Bloor Homes proposes to undertake post submission of the planning application.
- 1.1.4 To assist with the community consultation process, Bloor Homes appointed Cavendish Consulting, a specialist communications consultancy, to form part of its wider project team for the scheme.
- 1.1.5 All feedback received is accounted for and represented within this document.

2. Background.

2.1 The proposal site

2.1.1 The planning application site consists of two land parcels, one for the delivery of new homes and a new primary school located off Hollingworth Road in Littleborough, and one for new visitor car parking at Hollingworth Lake Country Park, off Rakewood Road.

2.1.2 The Hollingworth Road site currently consists of underutilised agricultural land and a collection of farm buildings in the centre of the parcel. It is bounded to the south-west by existing homes and to the north-west by the Rochdale Canal and a railway line. Hollingworth Lake is located towards the south-east of the site, beyond the existing visitor car park. Vistry Partnerships controls the former Akzo Nobel site adjacent to the north, with construction underway for new homes.

2.1.3 The land parcel off Rakewood Road in Littleborough currently consists of agricultural land and sits at the south-eastern fringe of the existing car park at Hollingworth Lake Country Park.

2.1.4 See Appendix 6.1 For the Location Plan

2.2 Proposals

2.2.1 Bloor Homes is submitting a detailed planning application to Rochdale Borough Council for 312 new homes. This would involve the demolition of the existing farm buildings and development of the site with roads, homes, footpaths and two new access points on Hollingworth Road.

2.2.2 Outline planning permission is also sought for a primary school, which will be situated in the south-eastern part of the Hollingworth Road land parcel.

2.2.3 Also included are proposals to relocate the existing visitor car park in the south-eastern part of the Hollingworth Road land parcel to an expanded provision at Hollingworth Lake Country Park.

2.2.4 The proposals would involve the development of two new access points on Hollingworth Road to provide a highway connection for the development.

2.2.5 The Rakewood Road parcel would be accessed by the established access point for the existing car park.

3 Consultation.

3.1 National Planning Policy Framework (December 2023)

- 3.1.1 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.2 Bloor Homes has paid regard to the NPPF at paragraph 39, which advises that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*
- 3.1.3 The NPPF goes on to highlight at paragraph 40 that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*
- 3.1.4 Paragraph 41 outlines that the local planning authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*

3.2 Rochdale Borough Council Statement of Community Involvement

- 3.2.1 Rochdale Borough Council formally adopted its current Statement of Community Involvement (SCI) in August 2021.
- 3.2.2 This sets out that, where the Council deems a proposal to have the potential to significantly impact the local community, the developer will be urged to actively involve the local community. This process not only serves as a means of raising public awareness but also facilitates the incorporation of local residents' perspectives when formulating the development proposal specifics.
- 3.2.3 Government guidance and Rochdale Borough Council's SCI encourage pre-application discussions and community involvement. As a result, Bloor Homes's consultation programme had a number of key objectives, including to:
- encourage input from the local community, including residents and councillors
 - provide the community with a genuine opportunity to provide feedback on the plans
 - allow people to become actively involved in the process
 - identify and address any issues raised by the local community and stakeholders
- 3.2.4 Therefore, prior to submitting the planning application for the site, Bloor Homes undertook a programme of community consultation, as outlined in this Statement of Community Involvement.

3.3 Engagement with stakeholders

3.3.1 An advanced notification was sent out to relevant stakeholders on Monday 20th May 2024, introducing the proposals and offering a meeting to discuss the proposals in more detail. This was sent to:

- Councillor Neil Emmott (Leader of the Council)
- Councillor Daniel Meredith (Cabinet Member for Regeneration and Housing)
- Councillor Rachel Massey (Cabinet Member for Children's Services and Education)
- Councillor Susan Smith (Cabinet Member for Communities and Cooperation)
- Councillor Tom Besford (Littleborough Lakeside)
- Councillor Janet Emsley (Littleborough Lakeside)
- Councillor Richard Jackson (Littleborough Lakeside)

3.3.2 **A copy of the letter can be found at Appendix 6.2**

3.3.3 Unfortunately, no councillors expressed an interest in meeting. Councillor Besford and Councillor Emsley replied with objections to the principle of development at the site.

3.3.4 An email notifying the councillors of the consultation launch and attaching a copy of the community newsletter was also issued to the three local ward members, the Leader of the Council and the Cabinet Member for Regeneration and Housing on Sunday 26th May 2024.

3.3.5 **A copy of this email can be found at Appendix 6.3**

3.4 Consultation Newsletter

- 3.4.1 A consultation newsletter and freepost reply card was posted second class to 1,357 residential and business addresses on Thursday 23rd May 2024 to ensure that it arrived on doorsteps on Tuesday 28th May, following the Bank Holiday. This launched the consultation and provided information about Bloor Homes, the proposals and how to provide feedback. The following map illustrates the distribution area.



Newsletter distribution area

- 3.4.2 The two-page A4 newsletter contained the following information:
- An overview of the proposals
 - A watercolour artist's impression
 - Illustrative CGI of what some homes would look like
 - Details of the project website, including a QR code
 - Explanation of the proposals to move the visitor car parking
 - Overview of Bloor Homes
 - Benefits of the proposed development
 - Email and freephone contact details
- 3.4.3 The freepost reply card asked respondents to provide a Yes or No answer to the four core questions of the consultation.
- 3.4.4 **A copy of the newsletter can be found at Appendix 6.4**
- 3.4.5 **A copy of the DL reply card can be found at Appendix 6.5**
- 3.4.6 There was an error with the distribution of this newsletter. Following contact from numerous residents it became apparent that many had not received the freepost reply envelopes to return their reply card. Once Cavendish was aware of the situation on Tuesday 28th May the mailing was repeated to the same addresses. The new mailing was delivered on Friday 31st May.

3.5 Media relations

3.5.1 To ensure the wider community was aware of the consultation, a detailed press release was issued to several local media publications, including Manchester Evening News, Rochdale Online, Place North West, The Business Desk and Business Insider North West.

3.5.2 The press release contained the following information:

- Details of the public consultation
- A brief overview of the proposals
- Benefits of the proposed development
- Consultation website
- Contact information

Newspaper	Article	Date
Manchester Evening News	Hundreds of homes planned for land next to Greater Manchester beauty spot	28/05/24
Rochdale Online	Over 300 homes, a new park and play area planned for Littleborough	28/05/24
Yorkshire Live	Plan to build hundreds of homes on land next to popular beauty spot on Yorkshire border	28/05/24
Place North West	Bloor Homes plots Littleborough housing	28/05/24
Manchester Evening News	Early plans for massive housing development and primary school next to local beauty spot lodged	11/06/24

3.5.3 **Clippings of these articles can be found in Appendix 6.6**

3.6 Consultation website

3.6.1 A consultation website was created to display information about the proposals with an online feedback mechanism. This was hosted at:
<https://bloorlittleborough.consultationonline.co.uk/>

3.6.2 The website was open for comments on the consultation website between Tuesday 28th May until Tuesday 11th June 2024.

3.6.3 The purpose of the website was to present the proposals to the wider community and gain additional feedback prior to submitting the planning application.

3.6.4 For those interested in a home at the development, a short form was available to register their interest to keep updated on the proposals.

3.6.5 The website included information about:

- The consultation
- Background to Bloor Homes
- The proposals for Hollingworth Road
- The proposal for Rakewood Road

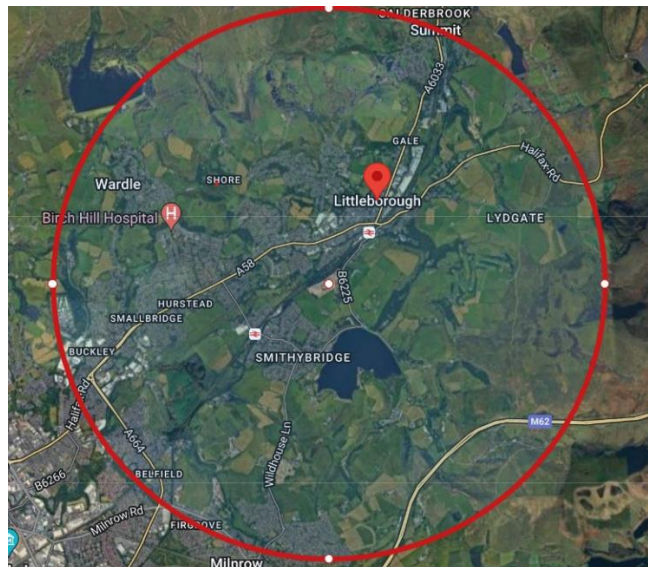
- Access and connectivity
- Benefits of the development
- Next steps

3.6.6 **A screenshot of the project webpage can be found at Appendix 6.7**

3.7 Social media advertising

3.7.1 To ensure maximum visibility of the proposals, Cavendish – on behalf of Bloor Homes – promoted an advertisement through Meta platforms. This was primarily through Facebook.

3.7.2 The advertisement launched on Wednesday 29th May 2024 and ran until Tuesday 11th June. It was promoted to users within a 3km radius of the Hollingworth Road parcel. This is demonstrated on the map below:



3.7.3 Over the course of its promotion the advertisement reached 11,545 users, which resulted in 1,236 link clicks through to the project website.

3.7.4 **A copy of the advertisement can be found in Appendix 6.8**

3.8 Freephone information line and feedback email

3.8.1 During the consultation, access to a freephone information line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

3.8.2 The number used (0800 066 8941) was in operation Monday-Friday between the hours of 9:00am and 5:30pm. Outside these hours a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.

3.8.3 During the consultation we received 12 calls and 53 emails.

- 3.8.4 A feedback email address (north@consultation-online.co.uk) was available for members of the public to ask for further information or to record their feedback.

4 Feedback Received.

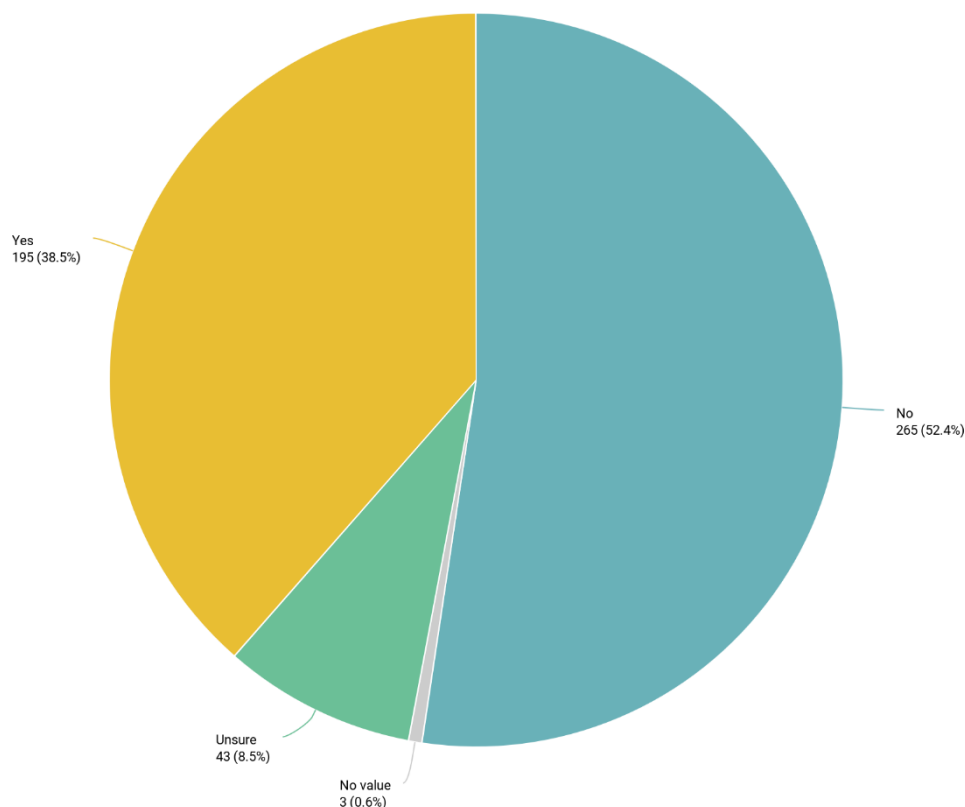
4.1 Feedback overview

4.1.1 The following section includes all comments received up until Tuesday 11th June 2024, including online, email and freephone and reply card responses.

4.1.2 All of the feedback received has been reviewed by the project team and has been considered in the final design of the proposal.

4.1.3 Users of the online feedback form were asked a series of questions in relation to the proposals, the results of which are set out beneath.

4.1.4 **Question 1: Were you aware that the site is allocated for housing under the Places for Everyone plan?**



4.1.5 The response to this question demonstrates that the large majority of respondents were unaware of the proposal site's allocation for housing under Places for Everyone, with 265 responses answering no.

4.1.6 Bloor Homes's public consultation has ensured that local awareness has been raised around the site's allocation and the ambitions that the Greater Manchester Combined Authority and Rochdale Borough Council have for the site.

4.1.7 As part of the online feedback form, there were several free text questions included that allowed the respondents to write longer answers and provide detailed thoughts on the proposals. For these questions the key themes and frequency of which they appeared is detailed.

4.1.8 **Question 2: Do you support our proposal to provide new primary school places as part of this development?**

Key Theme	Frequency
Generally opposed to a new primary school	371
Need for a new secondary school	88
Generally supportive of a new primary school	76
Expressed concerns relating to impact on local highways	75
Existing primary schools are undersubscribed/enough provision	61
Public services are inadequate	24
Concern about loss of green space	12
Unsuitable location	10
Concern about impact on 'green belt'	9
Concerned about loss of existing car park	7
Concerned about proximity to lake wall/dam	7
General concern about impact on local ecology	5
Specific concerns on M62 related traffic flows	3
Specific concerns on Milnrow related traffic flows	3
Concern about impact on Hollingworth Lake Country Park	1
Materials used in construction of the school should be sympathetic to the area	1

4.1.9 This question asked respondents to whether they supported proposals to provide new primary school places as part of this proposal. This question received a total of 491

responses with 371 responses stating that they did not support this aspect of the proposals. 76 residents supported the proposals.

4.1.10 88 respondents believed that there was a demonstrable need for a new secondary school rather than expanding primary provision.

4.1.11 **Question 3: The site will be accessed from Hollingworth Road to the east, do you think this is appropriate?**

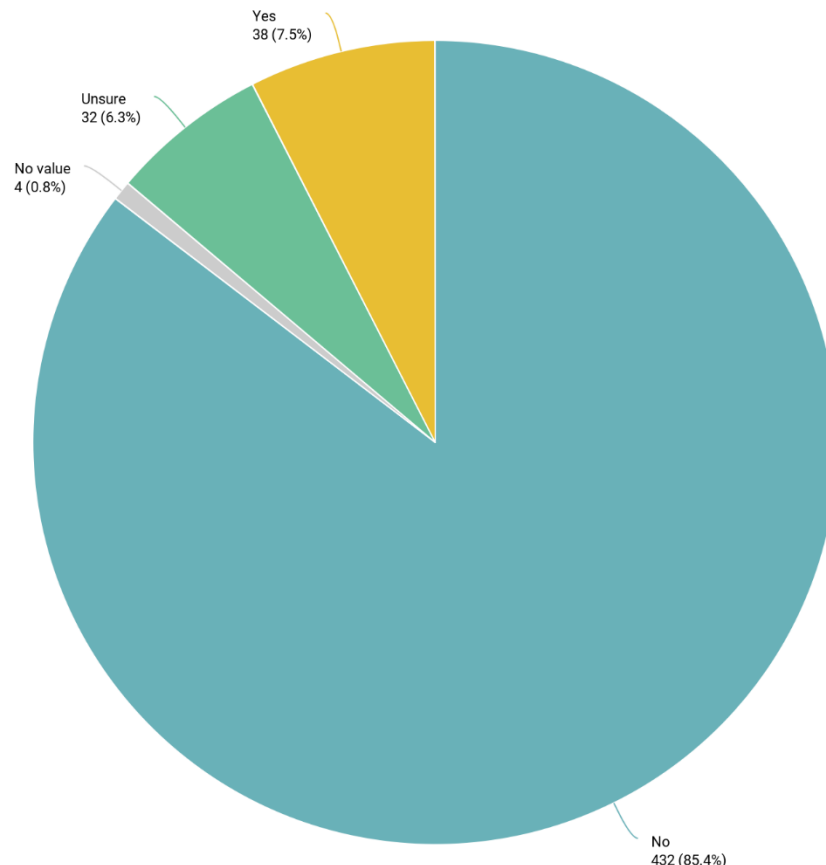
Key themes	Frequency
Generally disagreed with the access proposal	405
Expressed concerns relating to impact on local highways	243
Generally agreed with the access proposal	36
Expressed concern about the cumulative impact of multiple developments	23
Specific concerns on M62 related traffic flows	14
Specific concerns on Milnrow related traffic flows	11
General concern about impact on local ecology	9
Public services are inadequate	7
Specific concerns on A58 related traffic flows	7
Specific concerns on Todmorden related traffic flows	5
Concern about impact on 'green belt'	5
Specific concerns on Smithy Bridge railway crossing	4
Concerned about loss of existing car park	2
Expressed concern for local deer population	2

4.1.12 This question asked respondents to share their views on the proposals to provide access from Hollingworth Road. This question received a total of 494 responses with 405 responses stating that they disagreed with the proposed access. 36 residents agreed with the proposed access.

4.1.13 243 respondents raised concerns relating to the current and anticipated impact on the local highway network.

4.1.14 Bloor Homes is proposing two vehicular access points, to be provided from Hollingworth Road, which will lead to a set of connected streets. Access from the west via Higher Bank Road and Brown Lodge Drive will be for pedestrians and cycles only.

4.1.15 **Question 4: We are also proposing to move the current car park to the east and provide 140 parking spaces in a woodland setting. Do you support these proposed changes?**



4.1.16 This question asked respondents to share their views in relation to the relocation and improvement of the local car park. This question received a total of 506 responses with 432 responses stating that they did not support this aspect of the proposals. 38 residents supported the proposals and 32 were unsure.

4.1.17 The new car being proposed will provide up to 140 parking spaces and will be situated adjacent to the existing car park which currently serves Hollingworth Country Park and Visitor Centre. By increasing parking capacity in that location, we aim to alleviate congestion and improve accessibility to Hollingworth Lake, enhancing the overall experience for visitors and ensuring the sustainable enjoyment of this natural resource.

4.1.18 **Question 5 Do you have any specific comments about the design or layout of the proposed development?**

Key themes	Frequency
Expressed concerns relating to impact on local highways	187
Public services are inadequate	87
Concern about loss of green space	76
General concern about impact on local ecology	58
Concern about impact on 'green belt'	40
Concerned about loss of existing car park	33
Expressed concern about the cumulative impact of multiple developments	27
Concern about impact on Hollingworth Lake Country Park	22
Expressed concern for local deer population	13
Need for a new secondary school	12
Concern about the scale of the proposals	12
Existing primary schools are undersubscribed/enough provision	11
Specific concerns on Milnrow related traffic flows	11
Specific concerns on M62 related traffic flows	10
Concerns on the affordability	10
Concerned about proximity to lake wall/dam	7
Concern about loss of farmland	6
Specific concerns on Smithy Bridge railway crossing	4
Proximity to existing homes	4
Disapproves of architectural design	3

Materials used in construction should be sympathetic to the area	2
Approves of landscape concept	1
Specific concerns on A58 related traffic flows	1

- 4.1.19 This question asked respondents if they had any comments relating to the design or layout of the proposals. This question received a total of 356 responses.
- 4.1.20 Similarly to Question 3, the most common theme was concerns relating to local highways with 187 respondents noting their views.
- 4.1.21 Effects on ecology, loss of green space and concern for the 'green belt' were raised 174 times.
- 4.1.22 Bloor Homes has commissioned ecological assessments to identify and establish the value of existing vegetation and habitats on site. This will help to propose any mitigation measures that may be needed and any areas where the biodiversity can be enhanced.

4.2 Response to comments

- 4.2.1 During the consultation feedback review period, Bloor Homes' project team responded directly to specific enquiries and questions relating to the proposals and individual responses were drafted and issued.
- 4.2.2 The issues which arose during the pre-application consultation process and Bloor Homes' response to each are detailed below:

Comments	Response
<u>Mixed opinions on new primary school</u>	The land earmarked for the construction of the new primary school will be safeguarded through legal agreements. Bloor Homes is committed to working closely with relevant authorities to ensure the designated land remains preserved and allocated specifically for the development of the primary school. This will be an outline part of the planning application.
<u>Need for a new secondary school/Concerns about public services being inadequate</u>	Bloor Homes understands that residents will have concerns about the impact new homes in the area could have on local infrastructure and facilities. As part of the planning application, Bloor Homes is proposing to provide land for the development of a new primary school, to ensure that there are sufficient school places for local children. We are also proposing expanding car

Comments	Response
	parking provision for visitors to Hollingworth Lake, so that parking does not take place antisocially on residential streets.
<u>Environmental concerns (impact on green space, green belt, local ecology, and deer population)</u>	Bloor Homes has commissioned ecological assessments to identify and establish the value of existing vegetation and habitats on site. This will inform any mitigation measures that may be needed and any areas where the biodiversity can be enhanced
<u>Traffic and highway impact concerns (general and specific to M62, Milnrow, A58, Todmorden, Smithy Bridge)</u>	To inform the planning application, Bloor Homes has assessed traffic impacts, which is documented within a Transport Assessment (TA). This looked at the operation of local roads both with and without the proposed development in place. The TA concludes that the proposals are acceptable in terms of highway safety and highway capacity.
<u>Impact on Hollingworth Lake Country Park</u>	The impact of the new car park on traffic flow in the surrounding area has been carefully assessed through comprehensive traffic impact studies. Measures such as traffic calming, designated access points, and signage will be implemented to manage traffic flow effectively. Additionally, we will collaborate with local authorities to monitor traffic patterns and proactively address any issues that may arise. Our goal is to minimise disruptions to local residents while enhancing accessibility to Hollingworth Lake for all visitors.
<u>Desire for construction materials to be sympathetic to the area</u>	We have taken time and care during our design process to ensure that the proposal is in keeping with the heritage of the surrounding area. We are firmly committed to maintaining the character of the town and view our proposal as a fantastic opportunity to provide high quality, modern and sustainable homes which will benefit the local community.
<u>Mixed opinions on access proposals</u>	Two vehicular access points will be provided from Hollingworth Road, which will lead to a set of connected streets. Access from the west via Higher Bank Road and Brown Lodge Drive will be for pedestrians and cycles only.

Comments	Response
<u>Concerns about the cumulative impact of multiple developments / Concerns about the suitability of the location</u>	This site is in a perfect position to provide homes which complement the surrounding area whilst also addressing the existing demand for housing local people in the area. We view this site as a fantastic opportunity to naturally extend the community in Littleborough, capitalising on its proximity to the two railway stations. We believe our development would bring many positive benefits to the area including supporting the Littleborough Town Centre economy.
<u>Concern about the loss of existing car park</u>	The new car park at Hollingworth Lake Country Park will provide 140 parking spaces. By increasing parking capacity in that location, we aim to alleviate congestion and improve accessibility to Hollingworth Lake, enhancing the overall experience for visitors and ensuring the sustainable enjoyment of this natural resource.
<u>Proximity to lake wall/dam</u>	Hollingworth Lake reservoir is located within 100m of the south of the Hollingworth Road land parcel. Whilst the land parcel is in an elevated position, the Flood Risk Assessment and Drainage Management Strategy ('FRA&DMS') – produced for submission as part of the planning application – explains that initial enquiries and a review of the key publications have not identified any historic flooding issues at the land parcel associated with the reservoir. Given the absence of historical flooding events, the primary flood risk potential is considered to be from surface water run-off. The risk associated with surface water flooding will be reduced and sustainably managed post-development, following the implementation of mitigation measures proposed within the FRA&DMS.

5. Post-application consultation.

5.1 On-going stakeholder engagement

5.1.1 Given the interest shown by residents and other stakeholders in the proposals, Bloor Homes will ensure information continually flows through existing channels to interested parties.

5.1.2 Letters will be sent to local stakeholders advising them that the planning application has been submitted and how they can contact the project team if they require any further information. The letter will be sent to the following stakeholders:

- Councillor Neil Emmott (Leader of the Council)
- Councillor Daniel Meredith (Cabinet Member for Regeneration and Housing)
- Councillor Rachel Massey (Cabinet Member for Children's Services and Education)
- Councillor Susan Smith (Cabinet Member for Communities and Cooperation)
- Councillor Tom Besford (Littleborough Lakeside)
- Councillor Janet Emsley (Littleborough Lakeside)
- Councillor Richard Jackson (Littleborough Lakeside)

5.1.3 The website will be updated with information about the application and the channels of communication (freephone and email) will remain available to members of the public.

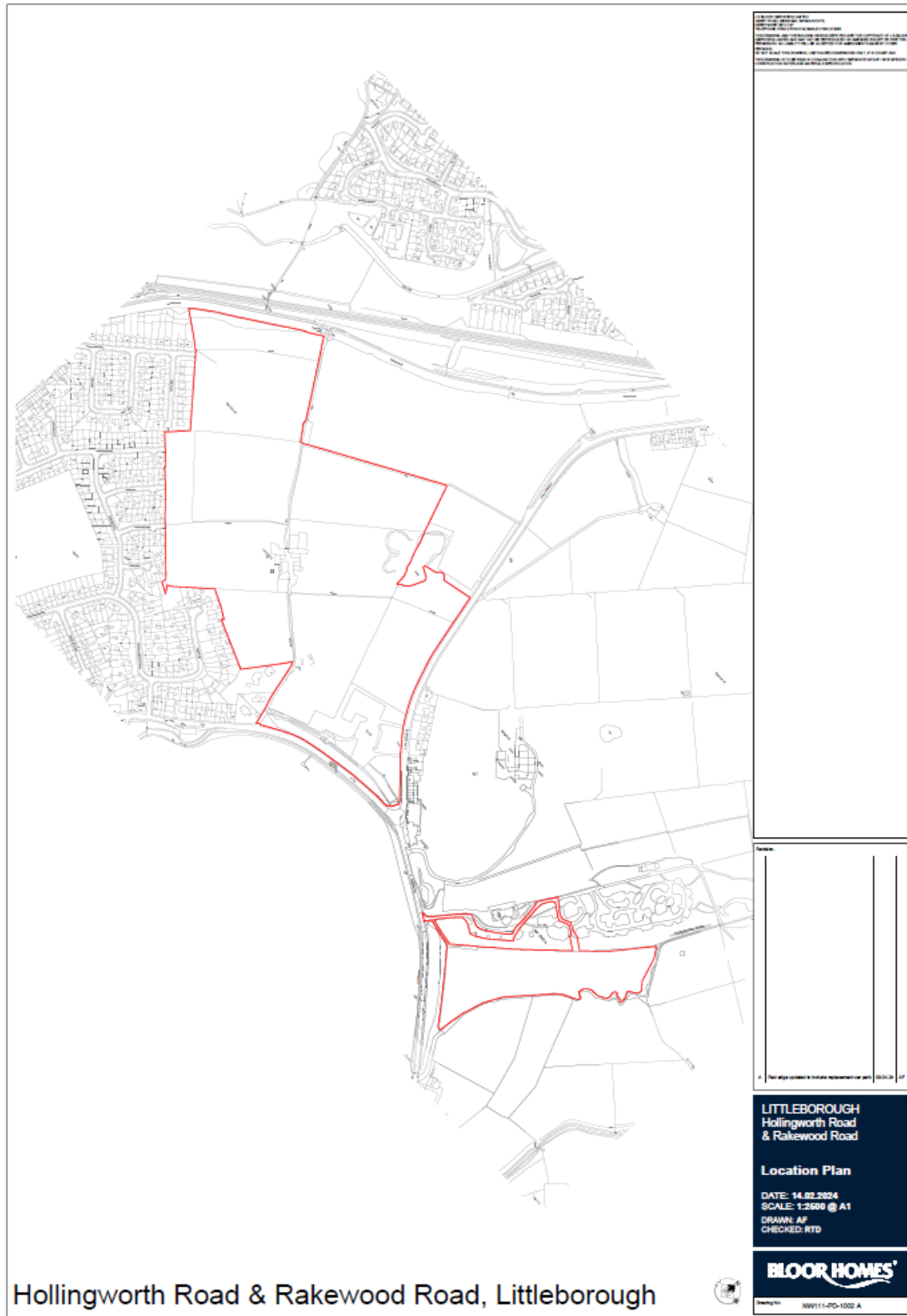
5.2 Continued media contact

5.2.1 To ensure the wider community is aware of the submission of the planning application, a detailed press release will be issued to local publications. The press release will contain the following information:

- An overview of the site
- Notification that the application has been submitted
- An overview of the proposed development and the changes since the consultation
- Information regarding the consultation which has taken place
- Contact information including the freephone information line, email address and the website address

6. Appendices

Appendix 6.1: Location plan - Hollingworth Road and Rakewood Road, Littleborough



Appendix 6.2: Stakeholder email

Meeting request - Bloor Homes



Oliver Dorgan

To janet.emsley@rochdale.gov.uk



20/05/2024

Dear Janet,

I hope this finds you well. We are excited to extend an invitation for you to meet with us to discuss our upcoming project for Hollingworth Road. Bloor Homes is eager to share our plans with you and gather your valuable insights and feedback.

In alignment with Places for Everyone, our proposals aim to develop 315 new family homes in the area. As part of this project, we are planning to relocate the existing visitor car park to land off Rakewood Road. In its place, we are allocating land for a new primary school, which will benefit the community and support the growing population in the area.

We believe that your input will be instrumental in shaping the success of this project, and we value your partnership and collaboration. The meeting can be held on Microsoft Teams or in person, depending on your preference. Please let us know your availability, and we will make the necessary arrangements. In line with Council procedure, we will seek the attendance of a relevant planning officer.

We look forward to meeting with you and discussing this exciting project in more detail. Should you have any questions or require further information, please do not hesitate to contact us.

Kind regards,

Oliver Dorgan

On behalf of Bloor Homes

Appendix 6.3: Consultation launch stakeholder email

Bloor Homes, Littleborough - Consultation



Oliver Dorgan

To

Bcc [Councillor Tom Besford](#); [Councillor Janet Emsley](#); [Councillor Richard Jackson](#);
[Councillor Neil Emmott P](#); daniel.meredith@rochdale.gov.uk



This is the most recent version, but you made changes to another copy. [Click here to see the other versions.](#)



Littleborough Newsletter.pdf
3 MB



26/05/2024

Good morning,

Ahead of our consultation launch on Tuesday please find attached our newsletter which is being distributed to over 1000 properties throughout the area.

You can also visit our website: bloorlittleborough.consultationonline.co.uk

Our consultation will be live from Tuesday 28 May to Tuesday 11 June, residents can also contact us by email or telephone:

- north@consultation-online.co.uk
- [0800 066 8941](tel:0800 066 8941)

If you have any questions then please do not hesitate to contact me.

Kind regards,

Oliver Dorgan

On behalf of Bloor Homes

Appendix 6.4: Two-page newsletter



COMMUNITY NEWSLETTER PROPOSALS FOR NEW HOMES AT HOLLINGWORTH ROAD, LITTLEBOROUGH

Bloor Homes is bringing forward detailed proposals for around 315 new homes, new public open spaces, a play area, and associated infrastructure on land off Hollingworth Road in Littleborough.

The site currently comprises open farmland lying immediately between the former Akzo Nobel Chemical site and a visitor car park for Hollingworth Lake.

The land proposed for homes is allocated in the Places for Everyone development plan to deliver new homes, a new primary school and support the local visitor economy.

With the principle of development at this site now established, Bloor Homes have prepared a masterplan for the area.

We have circulated this newsletter to encourage you to take part in the community consultation on our draft proposals, prior to the submission of a planning application.

Our proposals

We have developed our proposals to reflect the style of nearby neighbourhoods, whilst preserving the character of the area. The key features of our proposals are:

- Around 315 new sustainable homes, with a mixture of tenures and house types to meet local needs
- The provision of affordable homes for local residents
- A landscape-led approach to design, with a comprehensive central park and open spaces throughout the site to ensure local biodiversity enhancements, including:
 - An integrated and high-quality network of public open space, green connections, and walking and cycle paths
 - The retention of the exposed ridge through the site as a green corridor linking Rochdale Canal to Hollingworth Lake
 - Enhanced biodiversity with new trees, hedges, and other planting
 - Sustainable Drainage Systems to encourage biodiversity and manage surface water, such as ditches and a drainage pond
- The provision of a new children's play area
- Vehicular access from Hollingworth Road as well as a circular pedestrian footpath and connectivity throughout the site
- Land for a new primary school as required by the Places for Everyone development plan

Hollingworth Lake Visitor Car Parking

Our proposals involve the reallocation of the existing visitor car park as land dedicated for a primary school. As such we are proposing an extension to the car park at Rakewood Road, along with new planting and footpath improvements.

Key benefits of the proposals



Around 315 new homes on a site that has been identified as being suitable to deliver housing



The delivery of affordable homes by Bloor Homes, helping local people to get onto the housing ladder



The retention and enhancement of the majority of existing trees and hedgerows on-site



Footpath improvements along Hollingworth Road as well as within the site



Employment opportunities for local people created on-site during the construction process



New public open space, a central park, and a circular walking route throughout the site



New outdoor play facilities



Land for a new primary school



Improved parking provision at Rakewood Road for visitors to Hollingworth Lake

How to get involved in our consultation

Bloor Homes is committed to consulting the local community on our plans. To find out more about our draft plans, please visit our project website, which will allow you to both explore our initial proposals in detail and respond to them with your views, comments, and suggestions.

The website will be open for comments:

At: bloorlittleborough.consultationonline.co.uk

Between: 28 May - 11 June 2024

You can leave feedback by:

- Submitting the feedback form on our project website
- Emailing our project team via north@consultation-online.co.uk
- Calling our freephone information line on **0800 066 8941** and leaving a message, and a member of our team will call you back
- Using the reply card enclosed with this newsletter and posting back using the pre-paid envelope

What if I don't have access to the Internet?

Bloor Homes is keen to ensure that as many members of the local community as possible can engage with our consultation.

If you do not have access to the internet, please contact us via our freephone information line – **0800 066 8941** – and a member of our project team will post the consultation materials and a feedback form to you, enabling you to view and comment on our draft plans.

Copies of the consultation materials have also been shared with Rochdale Borough Council.

About Bloor Homes

Bloor Homes was established in 1969 when John Bloor founded the company and built its first home. Every possible detail was taken into consideration back then to create a beautiful home. The same is still true today. More than 50 years later, it is one of the largest privately owned house-building groups in the UK.

The family ethos behind Bloor Homes is evident in the way that it conducts its business. With a unique approach to building for a business of its size, it looks at the bigger picture before starting on any residential proposal. As a family-owned business, it commits to responsible development, and stays involved with its new communities over the long-term.

For more information regarding the Bloor Group, please visit www.bloorhomes.com.



Questions?

If you have any queries, please contact our Freephone information line on **0800 066 8941** or email us at north@consultation-online.co.uk.

We look forward to hearing from you and hope you find this newsletter useful.



Appendix 6.5: Freepost reply card

Privacy Statement

By filling-in this form you are agreeing that Cavendish can hold and process your personal data in relation to this public consultation exercise.

- Cavendish will only share your personal data with Bloor and its project team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

Cavendish and Bloor will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Involvement (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

Cavendish acts on behalf of Bloor to run public consultation activities.

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals to develop land at Littleborough. Bloor believes that the views of the local community are important, along with conservation and economic factors, when developing sites.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other)

First Name or Initial

Surname

Postcode

Age Group (please circle)

Under 13 13-17 18-24 25-34 35-44 45-54
55-64 65-74 75-84 85+

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address

Telephone

Email

*PLEASE COMPLETE IN BLOCK CAPITALS

Once completed, please place this in the Business Reply envelope and post it to us. You do not need to affix a stamp.

Were you aware that the site is allocated for housing under the Places for Everyone plan?

YES ☐ NO ☐

Do you support our proposals to designate land for a new primary school?

YES ☐ NO ☐

The site will be accessed from Hollingworth Road to the east, do you think this is appropriate?

YES ☐ NO ☐

Do you support our proposals to relocate parking facilities to an expanded car park off Rakewood Road?

YES ☐ NO ☐

Data Protection

We process all Personal Data in accordance with the UK General Data Protection Regulation, the EU General Data Protection Regulation 2016/679 (together the "GDPR") and the Data Protection Act 2018. Your Personal Data will not be transferred outside the UK or European Economic Area (the EU member states plus Norway, Iceland and Liechtenstein). To see our full Privacy Notice and find out how to exercise your data subject rights, please visit cavendishconsulting.com/dp or by contact us by phone on 01962 893 893, or email at dataprotection@cavendishconsulting.com.

21470/0524

Appendix 6.6: Article Clippings

News ▸ Littleborough

Hundreds of homes planned for land next to Greater Manchester beauty spot

The new development would replace what is now used as farmland

NEWS By **George Lythgoe** Local democracy reporter
13:56, 28 MAY 2024 | UPDATED 16:08, 28 MAY 2024

Bookmark



Comments



CGI of how the new Bloor Homes development in Littleborough could look (Image: Bloor Homes)

Residents of Littleborough will get the chance to have their say on the plan for more than 300 homes in their area.

Developer Bloor Homes wants to build around 315 new homes on land next to Hollingworth Lake - and today they have launched a consultation on their proposals. The site is one allocation in the Places for Everyone plan for the delivery of thousands of new homes across Greater Manchester which was agreed by all councils earlier this year.

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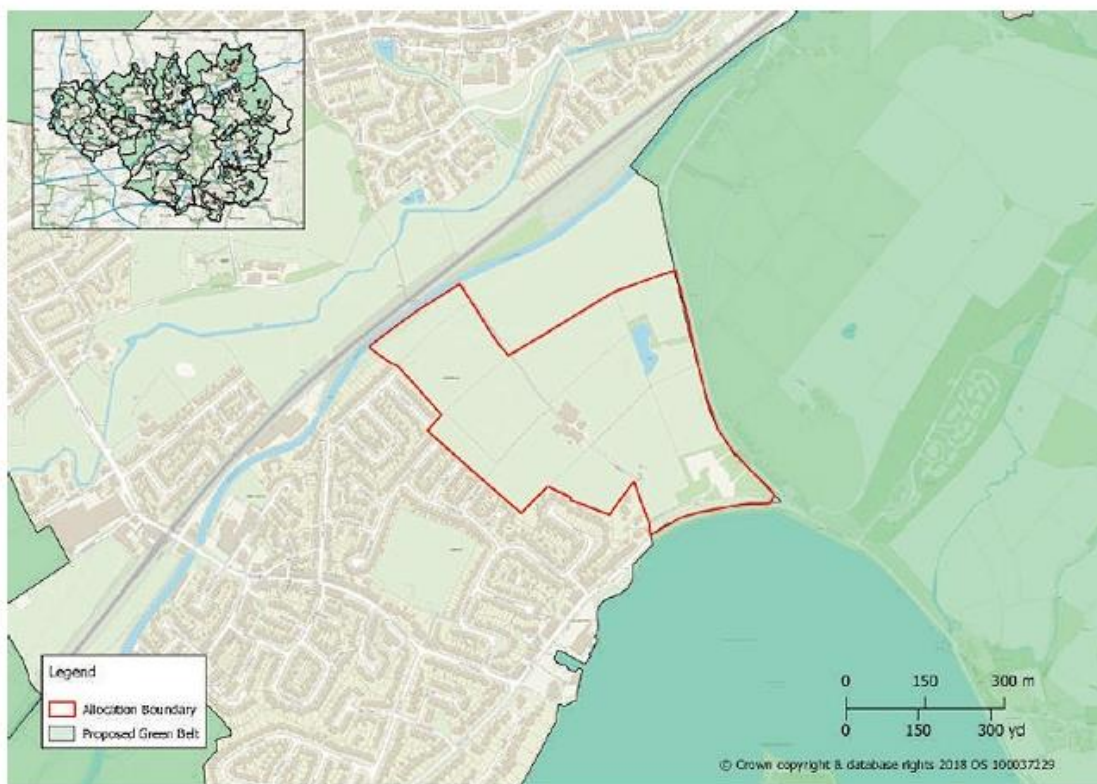
**TESCO**
Every little helps
T&C's here, Ends 16/06.

TOP STORIES

Over 300 homes, a new park and play area planned for Littleborough

Date published: 28 May 2024

 [Print](#)



The site is bordered by Hollingworth Road, Hollingworth Lake and Rochdale Canal

Residents of Littleborough will get the chance to have their say on the plan for more than 300 homes in their area.

Developer Bloor Homes wants to build around 315 new homes on land next to Hollingworth Lake – and today they have launched a consultation on their proposals.

The site is one allocation in the Places for Everyone plan for the delivery of thousands of new homes across Greater Manchester which was agreed by all councils earlier this year.

The site off Hollingworth Road is currently occupied by farmland which would be transformed into a huge new housing development, if plans get approved later on down the line.

A new central park and a tree-lined green corridor linking Rochdale Canal to Hollingworth Lake, for walkers and cyclists as well as a circular footpath network. Bloor Homes has also committed to the Future Homes Standard, meaning every home will be efficient in its energy use – with electric vehicle charging points incorporated throughout the neighbourhood alongside super-fast broadband which will be provided to every home.

Plan to build hundreds of homes on land next to popular beauty spot on Yorkshire border

Bloor Homes has launched a consultation on its proposals

NEWS

By **George Lythgoe** Local democracy reporter & **George Lythgoe** Local democracy reporter

14:28, 28 MAY 2024

Bookmark



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In YourArea



Sunny weather pictures at Hollingworth Lake , Rochdale , United Kingdom . 23 July 2019 (Image: Manchester Evening News)

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T&C's here. Ends 16/06.

Reader Comments

Looks amazing! Like living in a fancy hotel! What is the service charge imagine...

GALLERY | [Salboy wraps up 'out...](#)

This is great news indeed; exactly the kind of news we need.

£300m secured for Trafford cryogenic energy...

Credit to the bricklayers from all those years ago. There aren't many tradespeople around...

GALLERY | [Salboy wraps up 'out...](#)

Despite the (often) criticism of how many SH glass boxes we have in the...

GALLERY | [Salboy wraps up 'out...](#)

Stunning

GALLERY | [Salboy wraps up 'out...](#)

Are there any plans to build any new homes in Wallasey Merseyside.

Work starts on 66 affordable Wirral...

Analysis

[ANALYSIS - EVENT SUMMARY](#)

[Cheshire Development Update | Summary, photos, and slides](#)

[ANALYSIS - COMMENTARY](#)

[VIDEO | How to create sustainable social value](#)



Rochdale Council earmarked the site for the Places for Everyone housing masterplan. Credit: via Cavendish

Bloor Homes plots Littleborough housing

28 May 2024 11:29 • Neil Tague • [Comments \(53\)](#)



A public consultation for the 315-home project near Hollingworth Lake has been launched by the housebuilder.

The 47-acre site has been allocated in Greater Manchester's Places for Everyone plan for the delivery of new homes, having been put forward by Rochdale for that purpose.

Currently comprised of farmland, the site off Hollingworth Road represents an opportunity to deliver much-needed new homes and support for the local visitor economy, Bloor said.

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Place Podcast



The Subplot | Why hopes are not exactly high for the property sector under Labour

Insight

We can do better: elevating the standards of professional events

Early plans for massive housing development and primary school next to local beauty spot lodged

Initial plans have now been submitted to the council for consideration

NEWS By **George Lythgoe** Local democracy reporter
16:49, 11 JUN 2024

Bookmark



Comments 10



CGI of how the new Bloor Homes development in Littleborough could look. Uploaded by George Lythgoe. Credit: Bloor Homes. Free to use for LDRS partners (Image: Bloor Homes)

Initial plans to build more than 300 new homes, a primary school and a car parking extension in **Littleborough** have been submitted to the council.

Developer Bloor Homes wants to transform around 21.3 hectares of farmland next to Hollingworth Lake. The first set of plans, which are for 'scoping opinion', have been lodged.

Bloor Homes has already launched its consultation regarding the potential for 315 homes beside land designated for a new primary school and the extension of the visitor car park at Hollingworth

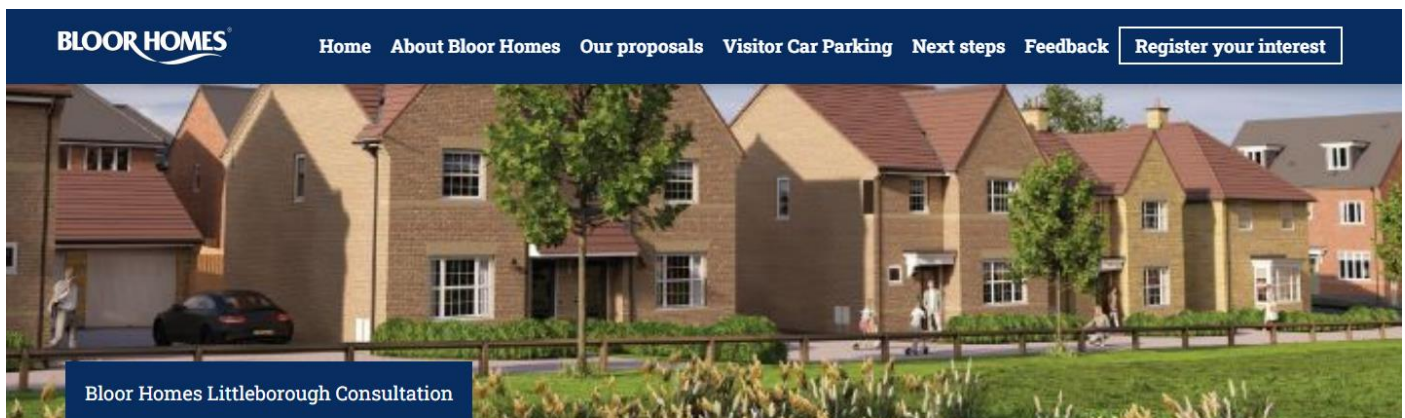
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TOP STORIES

1



Appendix 6.7: Project website



Welcome

Bloor Homes is excited to be bringing forward proposals for around 315 new homes, set around a new central park and tree-lined green corridor linking Hollingworth Lake to the Rochdale Canal. Our plans also include land for a new primary school and new additional car parking at Hollingworth Lake Country Park.

The site off Hollingworth Road has been allocated for the development of new homes by Rochdale Council in the Places for Everyone plan. With the principle of development for housing in this location established, Bloor Homes is now preparing a planning application, which includes details such as the layout of the neighbourhood as well as the design of the new homes.

In order that our development best captures and reflects, as far as possible, the comments of local people, we are undertaking a public consultation. Please take a look at the details of our proposals on this website and provide your feedback via the online portal.

Public Consultation

Bloor Homes is committed to consulting with the local community regarding our plans. We have prepared this consultation website to enable the community to learn more about the proposals and share its views.

This consultation closed at 11:59pm on Tuesday 11 June.

About Bloor Homes

Bloor Homes was established in 1969 when John Bloor founded the company and built its first home. Every possible detail was taken into consideration back then to create a beautiful home. The same is still true today. More than 50 years later, it is one of the largest privately owned house-building groups in the UK.

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For more information regarding the Bloor Group, please visit www.bloorhomes.com.

Appendix 6.8: Facebook advertisement



Local planning





Local planning
29 May · 



 Bloor Homes is bringing forward proposals to deliver 315 new homes and public open spaces at Hollingworth Road. View and respond to our plans to have your say – your voice matters  



[bloorlittleborough.consultationonline.c...](https://bloorlittleborough.consultationonline.co.uk/)

Bloor Homes – Littleborough Consultation

Learn more