

Barratt & David Wilson Homes North West

Land at Silverhill Farm/Plot W Kingsway Business Park

STATEMENT OF COMMUNITY INVOLVEMENT

July 2022

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1. Introduction

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Barratt & David Wilson Homes North West in support of the planning application for the refurbishment of Silverhill Farm into two dwellings, together with 2 new dwellings within the courtyard of the farm, as well as 64 new homes on land at Plot W, Kingsway Business Park (herein referred to as 'the application').
- 1.2 Plot W is allocated as part of the Kingsway Business Park within the Rochdale Local Plan and is part of the extant Outline Consent for the Business Park. Silverhill Farm is unallocated and does not benefit from any relevant planning history.
- 1.3 Details of the proposed development can be found in the supporting application documents and this SCI is submitted as part of the planning application.
- 1.4 We recognise the importance of consultation, which has helped to address queries and concerns from the outset, contributing to an informed debate about the proposals.
- 1.5 This SCI is intended to provide an accessible overview of the methods of engagement employed and provide an overview of the feedback received. While the SCI functions as a standalone snapshot of pre-application engagement, it is helpful to read this in conjunction with other documents submitted as part of the planning application.
- 1.6 We sought to take an accessible and inclusive approach to consultation and established a robust programme that included:
 - An approach to consultation that enabled the team to understand the aspirations of local residents and their priorities when building new houses in the area;
 - Direct contact with householders and local stakeholders through letter distribution;
 - Meetings with the Ward Councillors.

2. Community Consultation and the Role of Engagement

National Policy on Consultation

- 2.1 Planning shapes the places where people work and live, therefore it is only right that people should be given the opportunity to take an active role in the planning process. We recognise that community involvement is an integral and important component of planning and their approach to consultation with the local community reflects this. The vision for our site has been informed by the latest Government policy including the National Planning Policy Framework (NPPF) 2021.
- 2.2 Previous Governments made it clear in the guidance accompanying the legislation that developers should be encouraged to undertake effective community engagement, particularly on major developments. Since the introduction of the Localism Act by the coalition Government in 2011, community consultation and involvement has taken an even greater role, with the emphasis now on putting greater “power in the hands of local people, rather than regional bodies.”
- 2.3 The need for pre-application consultation is set out in the revised National Planning Policy Framework (NPPF) as updated in July 2021, as follows: Paragraph 39 states that: “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and outcomes for the community.”
- 2.4 The Government has emphasised that it expects developers to engage with local communities at an early stage in the planning process through Paragraph 189 of the NPPF, stating that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications by front-loading pre-application engagement and ensuring meaningful consultation.
- 2.5 We recognise the importance of community involvement and the integral role it plays in the planning process. In line with the NPPF, we have undertaken a programme of engagement with local residents, Council officers and local councillors in order to ensure that people have had the opportunity to inform the proposals prior to submission of planning application. This programme is also compliant with the National Planning Practice Guidance (NPPG).
- 2.6 The consultation programme has sought to identify and resolve issues or concerns raised by local residents, reflecting the Government’s Localism Agenda, including its fundamental ambition to empower local communities. Against this backdrop, the objectives of this engagement strategy and programme were as follows:
- To meet the requirements for pre-application consultation on major planning applications as set out in the Planning and Compulsory Purchase Act 2004 and supporting guidance, including the Council’s Statement of Community Involvement and the Localism Act.
 - To ensure that the local community, its elected representatives and key stakeholders are fully engaged in the plans at both pre and post-application stages.

- 2.7 We recognise that best practice guidance can enhance understanding of and participation in the planning process. Where possible, views expressed throughout the consultation have helped shape the proposed development.

Rochdale Borough Council's (RBC) Statement of Community Involvement (SCI)

- 2.8 All local planning authorities are required by law to adopt a Statement of Community Involvement (SCI) setting out how consultation takes place on planning issues. Most SCIs also provide guidance to developers on how they should undertake pre-application consultation within the local community.
- 2.9 The Planning and Compulsory Purchase Act 2004 (as amended) requires the Planning Authority to produce a Statement of Community Involvement (SCI) which sets out how the people of Rochdale can be expected to be involved in the Council's preparation of Development Plan Documents and planning applications that could potentially affect them.
- 2.10 Rochdale Borough Council's SCI, which was adopted in August 2021, recognises and appreciates the positive contribution that community involvement can have in all aspects and areas of planning, and explains how the local and wider community should be engaged and consulted on planning issues.
- 2.11 This document outlines how we have followed the SCI guidelines in undertaking the pre-application consultation process to ensure the approach to engagement followed best practice where applicable.

3. Methodology, Programme & Feedback

Methodology

- 3.1 Our consultation programme was devised to ensure stakeholders and the local community were given opportunities to provide their views on the proposals.
- 3.2 We presented the initial draft proposals for the scheme during consultation. It was explained that all feedback expressed during consultation would be considered and the plans were open to changes based on the feedback received.
- 3.3 As demonstrated in this SCI, feedback was received about the scheme in general terms, as well as more detailed questions and queries about the proposed development.

Identifying stakeholders

- 3.4 Ahead of the consultation, various local stakeholders in the vicinity of or with a likely interest in the development site were identified. A stakeholder list, detailing those to be directly informed about the project was compiled for the consultation. We sought input from those with local links, including local Ward Councillors.
- 3.5 The stakeholder list can be broadly categorised into:
 - Local residents in the vicinity of the site.
 - Ward Councillors for the Kingsway Ward.
- 3.6 The scope of interested stakeholders was under constant review by the project team, with additional consultees or parties added to the list following suggestions from stakeholders or members of the public. This general approach ensured a wide audience were informed about the proposed development and given an opportunity to participate in consultation.

Consultation methods and scope

- 3.7 As outlined in the introduction, a variety of methods were used to encourage and facilitate engagement in consultation on the proposed development. This section of the SCI details the methods used.

Community Contact Point

- 3.8 Andrew Taylor's (Planning Director at Barratt & David Wilson Homes North West) email address was made available to residents and key stakeholders.

Residents' consultation Letter

- 3.10 A residents' letter was produced and hand delivered on 17th June 2022 to 245 properties in the vicinity of the site.
- 3.11 The letter included information about the project, a sketch layout plan and details of the contact point referenced above for people to find out more information about the scheme. The residents' letter is available as Appendix 1. The distribution area is shown as Appendix 2.
- 3.12 11 responses were received. These are summarised in section 4.

Stakeholder consultation email/Ward Councillor meeting

- 3.13 In addition to the residents' letter, an email to local Ward Councillors (Councillors Ahmed, Ali & Massey) was sent in advance of the residents' letter informing them about the proposals and providing the contact point referenced.
- 3.14 We offered a meeting to discuss the proposals in more detail and provide an opportunity for Councillors to provide their opinions and ask questions.
- 3.15 Councillor Ahmed responded, accepting the offer of a meeting, which took place over Teams on 15th June 2022. Because of his position as Chair of Planning Committee, Councillor Ahmed listened to our proposals but did not give any opinions, not wanting to fetter his discretion on any future application as Chair of the Planning Committee.

4. Consultation Feedback

4.1 11 responses were received from local residents. The comments received on the reserved matters proposals included the following topics:

- Access via Broad Lane
- Impact of increased traffic - Traffic calming/junction capacity on Broad Lane
- Noise/nuisance from construction
- Could construction access be via Kingsway?
- Tree removal
- Loss of attractive open field
- Will landscape buffers to Kingsway be retained?
- Drainage concerns
- Prefer houses to industrial units

4.2 This section of the report responds to the main points raised through the consultation and our initial responses:

Topic	Response
Access	Our application will be supported by a Transport Statement which will be assessed by the Highway Authority. The Highways Authority will assess the capacity of the surrounding road network and the ability for those roads and junctions to accommodate the additional traffic. Road widths are considered appropriate to accommodate the traffic from this proposed development.
Traffic impact	Our application will be supported by a Transport Statement which will be assessed by the Highway Authority. The Highways Authority will assess the capacity of the surrounding road network and the ability for those roads and junctions to accommodate the additional traffic.
Noise/nuisance	There will inevitably be disruption from the construction activities (for which we apologise in advance). We will seek to minimise such disruption, and will agree working hours, etc. with the Council as part of the planning application. The development will be governed by a Construction Environment Management Plan (CEMP) that will form part of any planning consent. This will set out what measures we will take to protect amenities of local residents during construction work. The CEMP will include details of measures that we will take to minimise noise, dust, noise and nuisance during construction.
Kingsway access preferred	We believe that accessing a new residential development is more appropriately done via the existing residential area. The traffic impact of accessing the site via Broad Lane and not through the business park will be assessed as part of our application and the Council Highways Department will review and comment

	accordingly. Initial assessments have indicated that the local highway network and junctions can accommodate the additional residential associated traffic.
Tree removal	Our application will be supported by a Tree survey and report, and we will seek to retain as many mature trees as possible.
Loss of attractive field	Plot W forms part of the planning consent for Kingsway Business Park, so has been approved for development for many years. This proposal would result in a residential scheme, and not an industrial/business development on that land.
Landscape buffers	Existing landscape buffers will be supplemented as part of the proposed buffers.
Drainage concerns	Our scheme will have to accommodate its own drainage system and not impact on the existing system in the area. A drainage strategy will form part of our planning application, and will be discussed and agreed with the relevant statutory undertakers.
Houses better than industrial uses	As part of the Kingsway Business Park this land could have housed industrial/business park sheds or warehouses, but will now reflect the residential setting of the local area, as well as bringing forward the much needed refurbishment of a local heritage asset.

5. Conclusion and Next Steps

- 5.1 Throughout this report, we have demonstrated that pre-application engagement and consultation has been inclusive and meaningful. We have also sought to work closely with stakeholders and have taken on board feedback to address issues raised where possible.
- 5.2 As well as the need to incorporate the various policies, environmental, technical and design requirements, we have placed community and stakeholder involvement at the core of the pre-application programme. By using methods such as attendance at meetings, resident letters and stakeholder emails, the applicant has encouraged involvement through a direct consultation campaign.
- 5.3 We will continue to engage with those interested in the proposed development and maintain the open and transparent approach adopted during the pre-application stage.

APPENDIX 1 – RESIDENTS LETTER

June 2022

**Proposals for residential development
Silver Hill Farm and Plot W,
Kingsway Business Park, Rochdale**

Barratt and David Wilson Homes North West ('BDW') are bringing forward proposals for new homes on land at Silver Hill Farm and Plot W of Kingsway Business Park, Lower Lane/Broad Lane, Rochdale.

This letter provides information about our planning application, which will seek full planning permission for the refurbishment, restoration and conversion of the Grade II Listed Silver Hill Farmhouse and Tithe Barn to provide two dwellings, alongside the demolition of the associated outbuildings and erection of two new residential properties, with access from Lower Lane. The proposed development would also deliver 60 new residential properties, public open space and landscaping on land identified as Plot W of Kingsway Business Park, with access from Broad Lane.

As a responsible housebuilder, it is important to us that you are kept up to date on the changes in your area and given the opportunity to comment through the planning process. This is not only to facilitate the smooth progression of our development, but also to make sure we provide a scheme that the community wants and needs.

BDW have undertaken significant pre-application engagement with Rochdale Borough Council and the enclosed 'Consultation Layout' has evolved in response to their advice and the site surroundings.

About the site

The Site is located on Broad Lane/Lower Lane, along the western boundary of Kingsway Business Park, approximately 2.5km to the south-east of Rochdale Town Centre. The 2.3 hectare plot of land was previously used for agricultural purposes but is allocated within the adopted Local Plan as part of the Kingsway Business Park.

The sensitive restoration of the Grade II Listed buildings has been designed by specialist conservation architects and will transform them into high quality residential accommodation, with designated access from Lower Lane. The proposals have been carefully designed to respect the surroundings and will also include 60 new residential properties on the main portion of the site, as well as new public open space and landscape buffers to the adjacent industrial uses, with access from Broad Lane. Our proposed development is shown on the enclosed layout.

Our Proposals

Key features of the site include:

- 64 new homes, comprising a mixture of three and four bedroom properties, to meet local need
- High quality sensitive restoration of the Grade II Listed Silver Hill Farmhouse and Tithe Barn
- An area of new public open space for future residents, with high quality landscaping and planting accords the site
- Vehicular, cyclist and pedestrian access via Broad Lane and Lower Lane

What happens next?

Should you have any comments regarding the proposed scheme, or wish to discuss any aspect of the proposals, please write to me at the below address, or email me at 'andrew.taylor@dwh.co.uk' by 30th June.

Anticipated Timescales

- Submission of planning application: July 2022
- Planning determination: October/November 2022
- Start on site: Early 2023
- First home completed: Autumn 2023
- Site completion: Late 2025

Yours sincerely

DAVID WILSON HOMES NORTH WEST

Andrew Taylor
PLANNING DIRECTOR

APPENDIX 2 – DISTRIBUTION AREA

