
Statement of Community Involvement

Land to the West of New Street, Littleborough

Prepared on behalf of Russell Homes

July 2022

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1.0 INTRODUCTION

Background

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Barton Willmore, now Stantec on behalf of Russell Homes (the "Applicant") in support of a full planning application for the erection of 62 dwellings (Use Class C3) including access, open space, SUDS, and associated works at land to the west of New Street in Littleborough ("The Site").
- 1.2 Russell Homes proposes to deliver a new residential development that is focused on sustainable family living. It is proposed that the development will be set within a well-planned green infrastructure network, well integrated with the Applicant's adjoining scheme off New Road ('Stubley Meadows') to the east of the Site and has been designed to encourage pedestrian and cycle movement and healthy lifestyles.
- 1.3 Russell Homes have engaged with the local community, local Members and Officers at the Council in the preparation of the masterplan. By listening to the views of stakeholders and the local community, the design team have been able to create a masterplan which responds to the needs of the community as well as the wider housing needs of the borough.

Purpose of this Statement

- 1.4 The purpose of the SCI is to set out the engagement and consultation methods which have been employed by the Applicant during the pre-application process. The planning merits and justification for the proposed development are documented within the Planning Statement and are not repeated in this SCI.
- 1.5 This Statement provide details of the activities undertaken as part of the consultation process, provide a summary of the responses received and details the key considerations and priorities that were identified and have been addressed in preparing the masterplan that has been submitted in support of the planning application.
- 1.6 Leading up to the submission of the application, a pro-active approach has been applied to pre-application engagement, consultation and design development. This strategy has helped influence and shape the proposals and capture the benefits which the proposed development has to offer. At the same time, it has identified opportunities and constraints

which the Applicant has sought to consider and address prior to the submission of the application.

- 1.7 There have been two main stages to the Applicant's pre-application consultation activities with local stakeholders. The first of which was an informal drop-in event at their Stubley Meadows Sales Office on 14th June 2022 between 16:30-19:00. The event was agreed with Local Ward Councillors on 9th June 2022. A letter was sent to residents of New Street to attend this event so that they could hear about the proposals and provide initial comments.
- 1.8 The second and formal consultation stage was held virtually via a dedicated consultation website. The consultation period ran from 6th–20th July 2022. A letter was sent to stakeholders within the vicinity of the Site prior to the consultation period to inform local people and invite them to provide comments.

Statement Structure

- 1.9 The SCI forms a key supporting document to the planning application, and it should be read in conjunction with the suite of information submitted in support of the planning application.
- 1.10 The following sections of the SCI are structured as follows:
- Section 2 provides a brief description of the Site and surrounding area;
 - Section 3 outlines the proposed development;
 - Section 4 sets out the relevant planning policy and legislative context;
 - Section 5 provides details on the consultation methodology;
 - Section 6 summarises the responses received and sets out how the feedback has informed the planning application and design; and
 - Section 7 provides a summary and concluding remarks.

2.0 THE SITE AND SURROUNDINGS

Site Location and Description

- 2.1 The Site is located to the west of New Street and to the south of New Road (A58) between Littleborough and Smithy Bridge. The Site lies approximately 1.5km to the south-west of Littleborough Town Centre and approximately 4.5km to the north-east of Rochdale Town Centre.
- 2.2 The Site comprises approximately 3.47 hectares of undeveloped greenfield land with an undulating topography with small pockets of self-seeded saplings, trees and scrub with a hedgerow to the north of the Site.
- 2.3 As shown in Figure 1 below, the Site is currently absent of any built development.
- 2.4 The southern and eastern boundaries of the Site are defined by a combination of timber and wire fencing and tree cover. The western boundary of the Site is mainly demarcated by timber fencing and interspersed tree cover which separates the Site from the adjacent properties.

Figure 1: View across the Site from New Street



- 2.5 The Site has strong boundaries with housing to the immediate east (New Street) and west (Whitegate and Lightburn Avenue). Stubley Mill Road also runs on an east-west axis along the southern boundary of the Site.

Surrounding Area

- 2.6 The surrounding area is predominantly residential in character, with some commercial uses located to the north along the A58. Additional residential development is located to the north of the A58, and approximately 200m to the south of the Site in Smithy Bridge.
- 2.7 New Street Farm is also located to the south-east of the Site, and a Stables and Bowling Green are bound to the south-east.
- 2.8 The Site lies in a highly sustainable location and benefits from excellent access to shops, services, education as well as a local bus and train services. A more detailed description of the Site and surroundings, is included in Section 3 of the Planning Statement and is not repeated here.

3.0 PROPOSED DEVELOPMENT

- 3.1 Russell Homes is seeking full planning permission for the development of 62no. new homes. The description of development is as follows:

"Erection of a residential development with associated access, landscaping, open space, and SuDS."

- 3.2 The proposals represent a significant opportunity to deliver new homes which will be constructed to the highest standard to reflect the Council's aspiration for 'higher-value' housing. The proposals will also deliver a policy compliant number of affordable housing (10no. dwellings).
- 3.3 The proposed dwellings will be 2/2,5 storeys in height and range from 2-4 bedrooms.
- 3.4 The proposed development will be accessed via the Applicant's adjacent Site (Stubley Meadows) to the east which is accessed from New Road. Only emergency vehicles will be able to access the proposed development via New Street through controlled bollards and a separate emergency access.
- 3.5 An area of public open space will be provided to the north of the Site, and an attenuation pond is proposed at the southwestern corner of the Site. As part of the proposals, new and enhanced pedestrian and cycle connection will be provided to Stubely Mill Road, New Street, and Lightburn Avenue,
- 3.6 An attractive and comprehensive landscaping scheme will also be provided throughout. This will soften the development as well as providing ecological benefits.

4.0 PLANNING POLICY AND LEGISLATIVE CONTEXT

Planning and Compulsory Purchase Act 2004 and Localism Act 2011

- 5.1 The Planning and Compulsory Purchase Act 2004 sets out the requirements for Local Planning Authorities to produce an SCI and outlines how local communities should be involved in the preparation of local development plan documents and emerging development proposals within their neighbourhood.
- 5.2 The Localism Act 2011 reinforces the need for developers to engage in pre-application consultation with local communities prior to the submission of a planning application (for certain types of development).
- 5.3 There is no statutory requirement to undertake pre-application engagement. However, the Applicant understands the importance and value of engaging with the local community and businesses. This step was identified as being vital from the outset, to help shape the masterplan for the Site.

National Planning Policy Framework ('NPPF') (2021)

- 5.4 The first edition of the National Planning Policy Framework (NPPF) was adopted in March 2012. Revised versions of the NPPF were adopted in July 2018 and February 2019 and the most recent NPPF was adopted by the Government in July 2021. The Revised NPPF continues to set out the Government's planning policies for England and how these are expected to be applied at a local level.
- 5.5 The NPPF takes forward the legislative requirements of the 2004 and 2011 Acts, paragraph 39 reaffirms:

"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 improved outcomes for the community."

5.6 As well as developers, the NPPF states 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 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..."

5.7 This "message" aligns with paragraph 41 of the NPPF, whereby:

"The more issues that can be resolved at pre-application stage, including the need to deliver improvements to infrastructure and affordable housing, the greater the benefits."

5.8 In terms of design, paragraph 132 of the NPPF is also clear that:

"Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."

5.9 In view of the above, the Applicant undertaken pre-application consultation (in line with the guidance and recommendations set out in the NPPF) to help shape the proposed development for the Site.

National Planning Practice Guidance (NPPG)

5.10 The Government published the National Planning Practice Guidance ('NPPG') on 6th March 2014. This effectively provides supplementary guidance to the NPPF in the shape of a web-based resource.

5.11 The NPPG guidance titled 'Before submitting an application' (Paragraph: 001 Reference ID: 20-001-20190315) reinforces that pre-application engagement by prospective applicants offers:

"...significant potential to improve both the efficiency and effectiveness of the planning application system and improve the quality of planning applications and their likelihood of success."

5.12 The NPPG goes on to state that this can be achieved by way of the following:

- *"Providing an understanding of the relevant planning policies and other material considerations associated with a proposed development;*
- *Working collaboratively and openly with interested parties at an early stage to identify, understand and seek to resolve issues associated with a proposed development;*
- *Discussing the possible mitigation of the impact of a proposed development, including any planning conditions;*
- *Identifying the information required to accompany a formal planning application, thus reducing the likelihood of delays at the validation stage; and*
- *Putting in place a Planning Performance Agreement where this would help with managing the process and agreeing any dedicated resources for progressing the application."*

5.13 Turning to those parties to be involved at the pre-application stage, the NPPG sets out the need for a collaborative process between applicants and other interested parties. These may include the following:

- The local planning authority;
- Statutory and non-statutory consultees;
- Elected members; and
- Local people.

- 5.14 There is recognition that the parties involved at the pre-application stage will vary on a case-by-case basis, and the level of engagement should be proportionate to the nature and scale of a proposed development. Each party is identified as having an important role to play in ensuring the efficiency and effectiveness of pre-application engagement.

Rochdale Statement of Community Involvement (SCI) (2021)

- 5.15 The Council adopted its SCI in August 2021. It set out how people can get involved in local planning decisions and planning applications, the Council's consultation procedures, who are engaged and involved in decision making, and how the Council will give feedback on the results of any consultations.
- 5.16 The SCI provides information on what the Council will do to meet the requirements for community consultation set out in national legislation and Government guidance. The SCI strongly encourages developers to undertake pre-application community consultation, particularly for large, complex or controversial proposals.
- 5.17 Section 5 of the Council's SCI relates to community involvement in planning applications. Paragraph 5.10 states:

"For significant development proposals, the Council has adopted guidance to encourage applicants/developers to consult with the local community before submitting their application. This enables the applicants to explain their proposals, receive feedback on which they might be able to act, create an atmosphere of genuine interest in the views of the local community and provide more certainty about any level of concern and the issues of concern."

- 5.18 The SCI identifies the following engagement methods as suitable options for pre-application consultation:
- Circulating a letter to local stakeholders explaining the proposals;
 - Arranging an exhibition or presentation;
 - Using online engagement such as dedicated consultation websites; and
 - Press Release.

5.19 Applicants who are submitting a major planning application are advised to contact the Local Planning Authority at the pre-application stage to discuss a consultation strategy that appropriately reflects the scale and significance of the proposed development.

5.20 Paragraph 5.12 states:

"The agreed procedure would include arrangements for reporting the information obtained from the consultation exercise and production of a document that explains how that exercise has influenced the detail of the application."

Section Summary

5.21 In summary, pre-application consultation is not a statutory requirement, but it is encouraged. Set against this context, the Applicant has chosen to engage proactively with Officers, residents, businesses and local stakeholders to ensure full regard has been applied to the guidance contained within the Council's SCI. The various methods of engagement employed by the Applicant are set out in the following Section of this report.

5.0 CONSULTATION METHODOLOGY

Introduction

- 5.1 This Section documents the consultation methodology undertaken by Russell Homes prior to the submission of the planning application.
- 5.2 The first stage of the consultation was to identify the target audiences before selecting the most appropriate communication tools for consultation.
- 5.3 The main objective of the consultation was to communicate the vision for the Site, to build up an understanding of the proposals, obtain written and verbal feedback from stakeholders and residents and consider any issues that need to be addressed as part of the design of the development.
- 5.4 An overview of the approach used is provided below.

Identifying Target Groups

- 5.5 Given the Site's location adjacent to existing residential development, it was important that the consultation programme compiled feedback from key stakeholders and local residents that have an interest in the area or will be directly affected by the proposed development in some way.
- 5.6 The target consultation groups were identified as the following:
- *Local community* – This includes residents, businesses and community groups who will be directly affected by the proposed development. These people are valued as important stakeholders who can have an active role in informing and shaping the plans for the better.
 - *Ward Councillors* - As representatives of the local community, it was important that Ward Councillors were briefed on the proposed consultation strategy for the proposals, so they were fully informed prior to any public consultation events taking place.
 - *Rochdale Council Officer's* - Maintaining a good level of communication and engagement with Rochdale Officers enables them to share the benefit of their local knowledge to influence strategies whilst also enabling them to assist with

the consultation process should members of the public approach them with questions.

Consultation Methods

5.7 Having identified the relevant target groups, to generate awareness, interest and support for the proposals, a meaningful programme of communication and engagement with stakeholders has been undertaken.

5.8 The methods of communication and consultation undertaken by the Applicant included:

- Letter Distribution;
- Drop-in consultation event;
- Website, including online feedback form.
- Dedicated email / phone 'hotline'.

5.9 Further information on each of the approaches is set out below.

Letter Distribution

5.10 Prior to the first informal consultation event which was held on 14th June 2022, the Applicant distributed letters to each of the residents on New Street, informing them about the drop-in event which was to take place.

5.11 The purpose of the letter drop to New Street residents was to ensure that the residents closest to the Site were all informed about the proposals and had an early opportunity to hear about the proposals and provide their initial comments prior to the wider virtual consultation taking place.

Drop-in Consultation Event

5.12 Once the New Street neighbours had been notified via a letter drop, the Applicant hosted a drop in event on 14th June 2022 between 16:30-19:00 at their Stubley Meadows Sales Office adjacent to the Site to give residents the opportunity to hear about the emerging proposals for the Site.

5.13 In total, 20 residents attended the event, along with Councillor Dearnley and Councillor Taylor.

- 5.14 Representatives from Russell Homes and Barton Willmore, now Stantec, guided residents through the emerging proposals for the Site and listened to initial views from local residents. A selection of plans and information boards were provided at the event.
- 5.15 Following the event, these views were consolidated to help inform the design of the emerging masterplan.

Figure 2: Photographs from the Drop-in Event

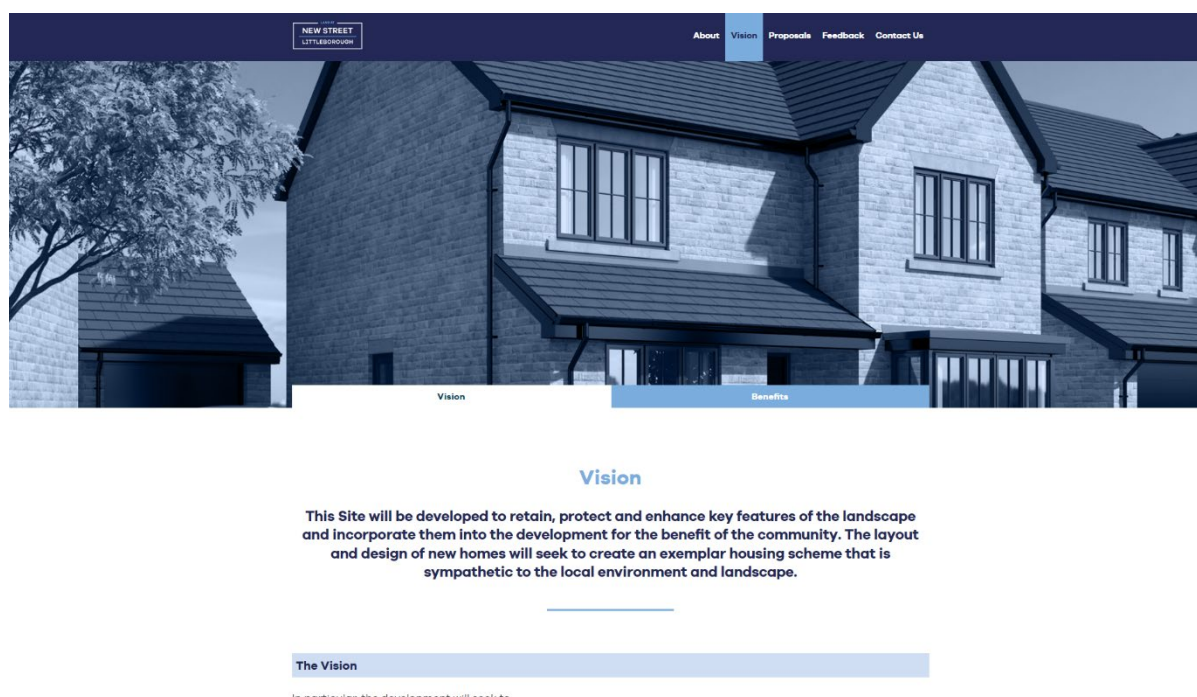


Website

- 5.16 A dedicated webpage was created (<https://landwestofnewstittleborough.co.uk>) which provided specific details on the emerging proposals and enabled interested parties to make comments via an interactive feedback form.

- 5.17 To generate awareness, letters were sent out to 428 addresses in the area surrounding the Site informing local stakeholders about the emerging proposals and the launch of the website, inviting people to share their views via the relevant communication channels. The consultation boundary is demonstrated at **Appendix 1** of this Statement.
- 5.18 The consultation was open from 6th to 20th July 2022. However, the website has remained live for local stakeholders to continue to read about the proposals for the Site and provide any general queries to the dedicated email address and contact telephone number.
- 5.19 An extract of the consultation website is shown in Figure 2 below, and additional screenshots of the consultation webpage are included in **Appendix 2**.

Figure 3: Extract of the consultation website



Dedicated email/phone 'hotline'

- 5.20 Not all members of the public have access to the internet. As such, the letter which was distributed prior to the launch of the website informed people within the consultation boundary that they could provide any comments or ask any questions via a phone number, and an address was also provided for comments to be made via post.

- 5.21 The dedicated consultation email address (landwestofnewstreet@bartonwillmore.co.uk) provided an additional method of contact for interested parties and will continue to be monitored.

Engagement with Officers at Rochdale Metropolitan Borough Council

- 5.22 A request for pre-application advice relating to the submission of a full planning application for up to 63 dwellings on the Site was issued by Barton Willmore, now Stantec to the Council in November 2021.
- 5.23 An initial pre-application meeting was held with officers in December 2021 and subsequent meeting in early April 2022. Following this, the Council issued a formal pre-application letter on 14th April 2022. This included advice in relation to the principle of development as well as matters relating to layout, design, and visual appearance; highways and access; landscaping and ecology; flood risk and drainage; energy; land contamination; and planning obligations.
- 5.24 The meetings have allowed the Applicant and its consultant team to explain the proposals, the benefits it will deliver, and discuss the community consultation strategy and the scope of the technical documents that would be required to accompany the outline planning application.
- 5.25 Maintaining a good level of communication and engagement with Officers enables them to share the benefit of their local knowledge to influence strategies whilst also enabling them to assist with the consultation process should members of the public approach them with questions.

Summary

- 5.26 The Applicant has used a range of digital and traditional communication methods and activities to spark an informed discussion about the emerging draft masterplan for the Site.
- 5.27 The open and transparent approach to consultation has ensured that as many people as possible have been made aware of the emerging draft masterplan. The engagement process was designed to encourage as much comment and feedback as possible on the proposals and to understand where the proposals were supported, as well as where they could be improved.

5.28 Section 7 of this Statement details the feedback received and sets out the Applicant's response to this feedback.

6.0 SUMMARY OF CONSULTATION THEMES AND RESPONSES

Introduction

- 6.1 This Section provides a summary of the consultation responses which were received from both the informal drop-in event in June and the formal consultation exercise between 6th and 20th July 2022 as set out in Section 5 of this Statement.
- 6.2 The feedback collated has been used in the preparation of a revised masterplan for the Site, which has been submitted in support of the planning application.
- 6.3 A summary of the discussions and comments received from the various methods, and how Russell Homes has responded to these is set out below.

Drop-in Event

- 6.4 As detailed in Section 6, the Applicant held an informal drop-in event at their Stubley Meadows Sales Office. During this event, members of the project team presented discussed details of the proposal with Ward Councillors and New Street residents and then offered an opportunity to attendees to express their views and ask any questions they may have.
- 6.5 As this exercise was only informal, general themes which were discussed at the event were noted down to be assessed against the additional responses received as part of the formal consultation following the website launch.
- 6.6 Table 1 below summarises the main feedback which was received from the event.

Table 1: Summary of comments from Members and Stakeholder's briefing

Theme	Summary of Comments
Access	• Safety concerns regarding pedestrians travelling along the footpath at the New Street crossing. • Concerns over the parking and access for the bowling green. • Potential opportunity to access the site via Ashley Dearnley court. • Support for no vehicular access to/from Lightburn Avenue.

Theme	Summary of Comments
Open Space	• No benches to restrict loitering and anti-social behaviour. • No footpaths. • Keep fluid (no dedicated meeting space / focal point). • Wildflower meadow was supported. • Keep the open space as close to the existing as possible.
Ecology and Trees	• Concerns over loss of habitat for deer. • Loss of habitat for other wildlife, particularly the drained 'pond'. • Increase tree planting around the open space, specifically to southwest to screen proposed dwellings.
Consultation	• Residents requested greater transparency and communication with residents. • Suggested a 12-week drop-in centre. • Suggestion of putting up notice boards on site hoarding to be updated weekly with activities and latest plans.
New Street Improvements	• Split response from neighbours regarding the repairing / surfacing of New Street.

6.7 In response to the above comments, Russell Homes considered revising the design of the area of open space to retain be more 'natural'. This position was further strengthened by residents during the formal consultation as set out in Table 2 of this Statement.

6.8 Furthermore, contact details of residents who wished to be informed when the website was to go live was taken down and an email was sent to these residents prior to the website launch.

Feedback Form Responses

6.9 As set out above, a feedback form was made available online via the dedicated website. Alternatively, individuals could also ring the consultation hotline or provide any comments via email or post. A copy of this feedback form is attached at **Appendix 3**.

6.10 The feedback form was available online until 20th July 2022. With regards to postal responses, some lenience was given past the consultation deadline to ensure all paper responses had been received. Notwithstanding this, only one written response was received via post.

6.11 A total of 77 responses were received from local stakeholders. The key issues raised relate to the following:

- Local Infrastructure and Services.
- Open Space;
- Impact on Wildlife;
- Affordable Housing.
- Design.
- Density.
- Sustainability and Climate Change.
- Traffic, Access, and Highways Safety.
- Pollution.
- Flood Risk and Drainage.

6.12 These are discussed in turn at Table 2 below.

Table 2: Formal Consultation Key Themes and Responses

Theme	Summary of Comments	Response
Local Infrastructure and Services	A third of respondents raised concerns over the capacity of local infrastructure and services such as schools, doctor surgeries, dentists, and public transport facilities. It was expressed that the proposed development of the Site and provision of more homes in Littleborough could exacerbate existing strains on these facilities.	As part of the S106 agreement, the Applicant is willing to provide financial contributions towards local infrastructure improvements such as local sports facilities, health and well-being, education and other community facilities where the Council and other consultees deem this to be necessary. As such, the proposals could help to fund improvements to local infrastructure and services which are said to be over capacity.

Theme	Summary of Comments	Response
Open Space	The Illustrative Site Layout showed the potential to provide footpaths, tree planting and a focal meeting point in the area of open space. However, it was clear from feedback responses that local stakeholders would prefer this area to the north of the Site to be retained in its existing 'natural' state, with potential for additional tree planting and wildflowers. Some people expressed that public seating, a public park, or children's play area could result in loitering and antisocial behaviour. Conversely, a few respondents did say that a children's play area would be welcomed.	In response to the feedback which was received, the Applicant has revised the design for the open space in the northern part of the Site which has now largely been left in its natural state. A mown path is proposed across the open space, as well as additional tree planting, native hedgerow and wildflower for wetlands. The woodland area to the north-west of the Site will be completely retained in its existing state. As the majority of respondents preferred this space to be left alone, a children's play area has not been incorporated into the proposals.
Impact on Wildlife	Several respondents were concerned that the proposed development will cause harm to local wildlife and biodiversity.	With regards to biodiversity and ecology, A Preliminary Ecological Appraisal Report is submitted in support of the planning application which confirms that the Site was found to have value or potential value for bats, birds, common amphibians and terrestrial mammals. As such, the Applicant seeks to respond to the recommendations set out in the Ecological Appraisal including bat and bird boxes, planting on linear features where possible.

Theme	Summary of Comments	Response
		Regarding the previous pond which was present on the Site, this was a result of a blocked culvert on New Street which has been cleared and so the pond was not a natural feature of the Site. Any additional appropriate mitigation measures can be incorporated into the proposal to ensure that there are no harmful impacts on the nature and wildlife habitats on Site.
Affordable Housing	The feedback form received many queries in relation to the provision of affordable housing. It was made clear that there is a preference for affordable housing to be delivered on the Site and some residents felt that many of the proposed homes would not be affordable to prospective buyers.	The proposed development will deliver a policy compliant level of affordable homes (10no. dwellings). The remaining dwellings are sought to be higher value housing. As such, the proposals will help deliver the Council's aspirations as set out in the adopted Core Strategy to improve the range of housing including affordable and more high value housing.
Design	There was a mix of responses regarding the design of the proposed dwellings. Some respondents felt that the design of the dwellings was pleasant and in keeping with surrounding properties. Other respondents, however, suggested that the design shown on the CGI's looked cheap, too modern, and not	The design of the dwellings has been informed by an in-depth analysis of the Site and its surroundings to ensure that the nearby properties and landscape are not adversely impacted by the proposals. The Applicant is committed to deliver homes of an exceptional quality using best practice design principles which will be of a higher

Theme	Summary of Comments	Response
	in keeping with the surrounding character. Large gardens were encouraged, and some responses requested that appropriate separation distance were provided between new and existing properties.	standard of development than the adjacent scheme at Stubley Meadows. Larger gardens have been incorporated into the scheme and suitable separation distances will be provided to ensure there is no loss of privacy, overshadowing, or overbearing impact on existing properties.
Density	Some responses stated that the proposed density of the scheme appeared to be too high.	The density of the scheme is 26.83dph. This would make the most efficient use of the Site to meet the need for high quality and higher value family and affordable housing and would respect the density of housing in the surrounding suburban area.
Sustainability / Climate Change	It was suggested that the homes should be designed to address the climate emergency, using sustainable building principles and low carbon initiatives.	Russell Homes are committed to ensuring that the proposed development is sustainable and able to address the issues arising with climate change. Dwellings will be constructed to a high standard and will use best practise methods to ensure energy efficiency. In particular, an attenuation pond will be provided to the south of the Site and will contribute to the sustainable drainage of surface water.
Traffic, Access, and Highways Safety	A third of respondents provided comments relating to either the potential for increased traffic, safety of	A Transport Assessment (TA) has been prepared in support of the planning application. This confirms that the existing highways

Theme	Summary of Comments	Response
	pedestrians, and suitability of the access to the Site via Stubley Meadows. In particular, concerns were raised how the access infrastructure will prevent vehicles entering the Site via New Street, and that the access was too narrow and would lead to congestion. There were mixed comments from local people regarding the access point as several New Street residents wanted to prevent vehicles accessing the Site via New Street, whereas some residents of Stubley Meadows did not want access to be provided along Dearnley Road.	infrastructure can accommodate the vehicle movements and the level of additional traffic from the 62no. proposed homes and it is unlikely that the development will give rise to any material issues on the local highway network. The TA also concludes that the proposed residential development would not give rise to any local junction capacity concerns, and it confirms that a review of road traffic incident data has demonstrated that there are no material highway safety issues within the vicinity of the Site. Regarding the access junction, this has been designed to include raised kerbs and will prevent vehicles being able to turn into the Site via New Street. It has been considered that access through the adjacent scheme at Stubley Meadows is the most appropriate and capable route via the new access junction which has been provided onto New Road. Access to the Site along New Street is less appropriate for two-way traffic and would affect the amenity of New Street Residents.

Theme	Summary of Comments	Response
Pollution	Concerns over potential noise impacts during construction were raised.	A Construction Environmental Management Plan (CEMP) will be prepared and submitted as part of the detailed design of the development, which will set out the strategy to mitigate against these impacts. Best practice methods will be utilised to minimise any noise and dust resulting from construction.
Flood Risk and Drainage	Some residents mentioned their concerns over flood risk.	The Site is located within Flood Zone 1 and has the lowest risk from flooding. An attenuation pond will be provided on-site to ensure sustainable drainage. The Flood Risk Assessment which supports the planning application confirms that appropriate mitigation measures will mean there will be no flood risk resulting from the development.

Summary

- 6.13 During summer 2022, the Applicant has strived to inform and hear the views of local people to develop a very high-quality and sustainable scheme for the Site. The Applicant has taken community consultation seriously during the design process.
- 6.14 Responses received from the engagement activity was varied. Some support was demonstrated for the design of the proposals, natural open space and delivery of affordable housing. However, there were also issues that were identified for further consideration.
- 6.15 The Applicant and its appointed design team has considered all comments carefully to ensure that the themes/questions posed during the various consultation activities have been included and/or addressed.

7.0 CONCLUSION

- 7.1 The Applicant has sought to actively engage with local people prior to the submission of the planning application. In doing so, the approach to consultation has exceeded the requirements of the NPPF and the local guidelines set out in the Council's SCI.
- 7.2 Whilst engaging with local stakeholders is not a statutory requirement, it is strongly encouraged within both national legislation and policy and local guidance. The Applicant has been (and remains) committed to keeping local residents, businesses and other stakeholders in the wider community informed of the current progress and future key stages of the proposals at land west of New Street in Littleborough.
- 7.3 Table 3 below provides a benchmarking exercise between national and local guidelines.

Table 3: Assessment of consultation against national and local guidance

National Guidance (NPPF)	Achieved	Evidence
Early engagement	Yes	Pre-application meetings, stakeholder drop-in event and online public consultation
Public consultation	Yes	Local Member/stakeholder drop-in event held at Stubley Meadows Sales Office, online public consultation, online feedback form, email address and telephone hotline.
Local Engagement (SCI)	Achieved	Evidence
Engage with local community	Yes	Letter drop, online public consultation, online feedback form, email address and telephone hotline.
Engage with local councillors	Yes	Ward Councillors attended the drop-in event.
Consultation open to all	Yes	The public consultation was publicised via a letter drop to 428 local addresses and the consultation was supported by a bespoke website. An email address

National Guidance (NPPF)	Achieved	Evidence
		and telephone hotline was also made available.
Clear and concise written material	Yes	Letter drop, exhibition material and website written using Plain English.

- 7.4 Engagement at the pre-application stage on this project has enabled the project team to engage with a range of local people and stakeholders to understand the local comments, perceptions and concerns. The feedback generated has informed the iterative design approach to the masterplan for the Site and has helped to inform people of the forthcoming planning application. The aim has been to use the engagement process to inform an attractive, inclusive and deliverable development proposal that meets the needs of local people and achieves sustainable development.
- 7.5 The responses received have been helpful in developing an indicative masterplan for the Site that can address the concerns and aspirations voiced by local people. The approach has been to respond positively to feedback from relevant stakeholders, and to amend and modify the proposals to reflect the needs and concerns arising from the consultation process.
- 7.6 The public consultation programme was designed to fulfil the Government's objectives in the NPPF, to improve efficiency and effectiveness of the planning system for all parties. It allows for better co-ordination between public and private bodies, and improved outcomes for the community¹. The project has fully embraced pre-application consultation with both WMBC and key stakeholders and this should be looked upon favourably when determining the planning application.

¹ As prescribed by paragraphs 39-41 of the NPPF (2021).

**APPENDIX 1:
CONSULTATION BOUNDARY**



APPENDIX 2: CONSULTATION WEBSITE SCREENSHOTS



About

The Site comprises approximately 3.47 hectares (8.58 acres) of land between Littleborough and Smithy Bridge. It is located to the west of New Street, approximately 1.5km to the south west of Littleborough Town Centre.

The Site

The Site comprises approximately 3.47 hectares (8.58 acres) of land between Littleborough and Smithy Bridge. It is located to the west of New Street, approximately 1.5km to the south west of Littleborough Town Centre.

The Site currently comprises greenfield land with an undulating topography with small pockets of self-seeded saplings, trees and scrub with a hedgerow to the north of the Site. There are some interspersed trees and self-seeded scrub location across the Site and along the Site's edge.

The Site is bounded by housing to the immediate East (New Street) and west (Whitegate and Lightbourn Avenue). A bowling green and Stables are situated along the south eastern boundary. Stubley Mill Road also runs on an east-west axis along the southern boundary of the Site.

The Site is located in a sustainable and accessible location with existing services, community facilities and public transport within walking distance. There is range of shops and services located along the A58 (New Road) to the north. Further amenities and public transport connections (including bus and rail) are located in Littleborough Town Centre, and the Site is also a short walk to Smithy Bridge Local Centre which has local shops and community facilities.



Site Location Plan



Site Photograph

Why Here?

Russell Homes wants to help deliver the right types of houses in the right places.

Suitability of the Site for Housing

The Council's spatial vision for Rochdale as set out in the adopted Core Strategy is to focus on "Improving the range of housing to meet everyone's needs and aspirations, including affordable housing and more high value housing".

The Site represents an excellent opportunity to deliver a mix of attractive high-quality 3 and 4 bed family homes, as well as providing an important contribution of affordable dwellings in line with the Council's identified needs, including larger 4-bed affordable units.

The draft Masterplan demonstrates that the Site is an enclosed parcel of land contained by existing residential development and presents a logical development opportunity for higher value homes.

Sustainable Location



Benefits

Community Benefits

The development of this Site will secure numerous economic, social and environmental gains. The benefits of the proposed development are summarised below:

- Provision of new high-quality market and affordable housing.
- Provision of an enhanced area of public open space for existing and future residents to enjoy.
- Construction job opportunities and economic benefits to local contractors and trades.
- Increased footfall to Littleborough Town Centre and Smithy Bridge Local Centre which will enhance the vitality and viability of these centres.
- Provision of on-site ecological enhancement through the public open space and landscaping creating a biodiversity net-gain.
- Potential financial contributions to support local sports facilities, health and well-being services, education and community facilities or local infrastructure.

Economic Benefits



Direct construction GVA



Indirect construction GVA



Combined direct & indirect
construction GVA



£0.5m

Comparison goods
Expenditure per
annum



£0.3m

Leisure goods
and services per
annum



£1.2m

Total Commercial
Expenditure per
annum



£116k

New Homes Bonus
(over one year)



£158k

Council Tax
payments per
annum

Contact

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Russell Homes



Contact Us

You can contact the project team directly where we will be very happy to provide more information, answer your questions and discuss the proposals with you further.



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landwestofnewstreet@bartonwillmores.co.uk



BY PHONE

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APPENDIX 3:
FEEDBACK FORM

Public Exhibition Feedback Form



1. What are your thoughts on the size, type, and appearance of the proposed homes?

2. Please share your thoughts on what you would like the public open space to consist of.

3. Do you have any additional views on the overall masterplan?

4. Would you like to be kept informed of future key milestones associated with this scheme?

☐ Yes ☐ No

Name:

Email:

Address: