

SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Wallhead Road Corner	Site Address:	Wallhead Road, Newbold, Milnrow, Rochdale, OL16 5DB
National Grid Reference:	E: 391514 N: 413108		
Site Ref Number:	30892700	Site Type: ¹	Macro – Street works

2. Pre Application Check List

Site Selection

Was a local planning authority mast register available to check for suitable sites by the operator or the local planning authority?	Yes	No
If no explain why: No such register available.		
Were industry site databases checked for suitable sites by the operator:	Yes	No
If no explain why: N/A		

Site Specific Pre-application consultation with local planning authority

Was there pre-application contact:	Yes
Date of pre-application contact:	15 th July 2025
Name of contact:	Anna Hayes

¹ Macro or Micro

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Summary of outcome/Main issues raised:

On the 15th of July 2025, Anna Hayes, Senior Planning Officer at Rochdale Borough Council, provided a response to the pre-application advice request initially submitted via email on the 3rd of July 2025. Following her review of the proposal, Ms. Hayes offered an informal opinion on the scheme, identifying key planning considerations relevant to the site and the proposed development.

I have looked over the attached proposal and my informal response is as follows:

- The site is within the defined urban area and designated Primary Employment Zone according to the UDP proposals map. The site benefits from having no immediate neighbouring residential properties.
- The existing grass area adjacent to the roundabout provides a pleasing sense of openness at the entrance to the retail park. This undeveloped area of soft landscaping is also an appreciable relief from the large expanse of hard standing and buildings in the vicinity.
- The loss of part of this space for the proposed 20m street pole and ancillary equipment would negatively detract from this. At 20m in height the street pole would also be highly prominent and dominant, impacting on the visual quality of the immediate locality.
- I cannot advise at this stage whether the development would require the submission of a full planning permission and this could only be determined through a certificate of lawful development application.
- In any case, detailed plans should be submitted alongside any application to the Council (prior approval/ Planning permission), as well as a planning statement. The ICNIRP compliance certificate should also be submitted and information relation to the site selection process and why a shared mast/base station is not possible. Detailed plans include the following:
 - Location Plan
 - Existing and proposed site layout/block plan
 - Existing and Proposed Elevations including street scene elevations
- In the attached documents, it is not clear where the proposed 'alternative sites' are located. Based on their description, they do not seem comparable situations in order to make a fair assessment. A map showing these locations would assist at application stage.
- The installation of a street pole and ancillary equipment is likely acceptable in principle at this retail park however I would encourage you to explore alternative options where the street pole would be less prominently sited.

(Figure 1: LPA response to pre cons. Source: Email correspondence)

Taking into account the feedback received, this planning application is submitted with a comprehensive suite of supporting documents, including detailed site plans, proposed elevations, a robust planning statement, and the required ICNIRP certification demonstrating full compliance with international safety standards for electronic communications infrastructure. A photomontage illustrating the proposed installation within its local context will also be provided to the Council in due course along with coverage plots illustrating the extensive changes in coverage.

Further justification for the chosen site and the proposed design, including the rationale behind the 20-metre mast height, is set out in the subsequent sections of this supporting statement. These sections demonstrate that the development has been carefully assessed to balance technical requirements, visual impact, and operational needs, taking full account of the Council's informal advice and guidance.

It is important to recognise that the UK Government strongly supports the expansion and enhancement of digital connectivity as a national priority, enabling communities, businesses, and public services to remain connected, competitive, and resilient. In line with this national policy, local planning authorities are encouraged to recognise the essential role of telecommunications infrastructure and to support proposals that improve digital communications within their areas. The proposed development represents a significant opportunity to deliver high-quality, future-proofed connectivity to the local community, in a manner that has been sensitively

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designed to minimise visual impact while meeting the technical requirements of modern 4G and 5G networks.

Annual area wide information to planning authority

Has annual area wide information been provided?	No
If no explain why:	
Summary issues raised: Cornerstones commercial relationship with VMO2 (Telefonica) has changed, effectively increasing our independence to work with other companies in the deployment of mobile infrastructure. It means we no longer have visibility of VMO2's (Telefonica's) full update plan. However, Cornerstone is fully committed to working closely with Local Planning Authorities and following best practice guidance. We aim to engage and work with the planning department at the earliest opportunity from when we are instructed to deliver new infrastructure within your Local Authority area and often conduct strategic pre-rollout engagement meetings to discuss our wider rollout. If your Local Authority would like a meeting to discuss wider Cornerstone rollout plans, then please advise. We recognise the importance of developing long term partnerships and will always work with you to deliver improved mobile connectivity.	

Community Consultation

Rating of Site under Traffic Light Model:	Red	Amber	Green
Outline of consultation carried out: Pre-Application Community Consultation was sent to the below consultees on the 3rd of July 2025. This allows for discussions with the LPA about the proposal and identify site specific issues. • Kingsway Ward • InXpress Head Office • Rentruck			

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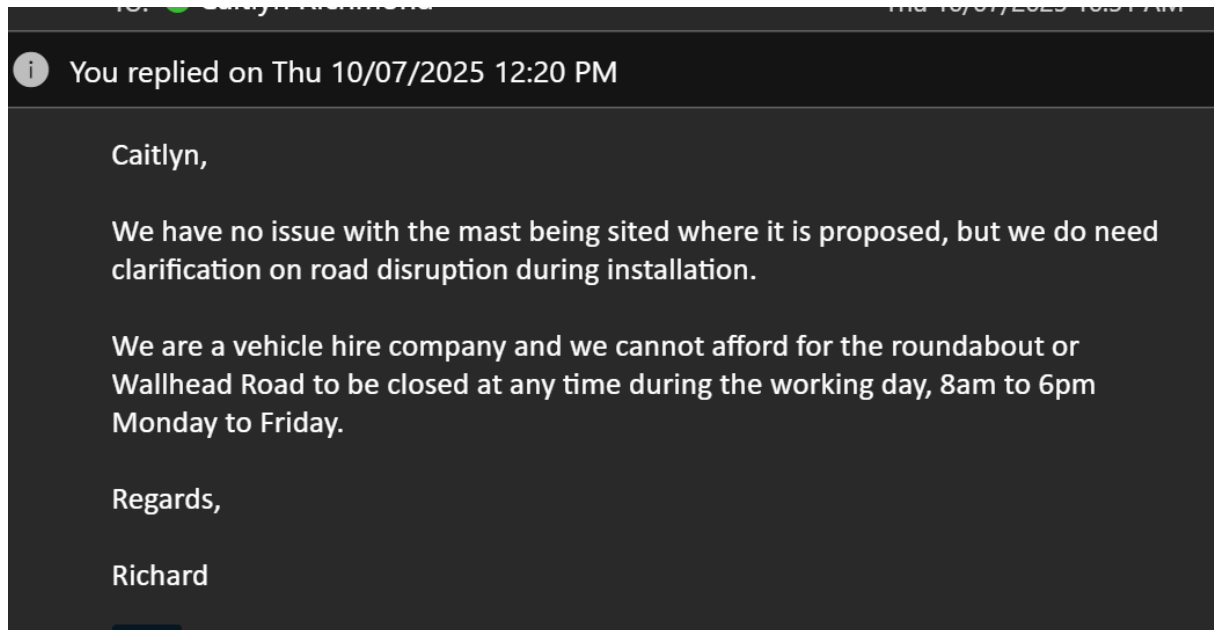
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Summary of outcome/main issues raised:

On the 10th of July 2025, Rentruck provided a formal response to the pre-application consultation. In their reply, they confirmed that they had no objections to the siting or design of the proposed development. Their only concern was to seek assurance that the works would not result in any disruption to the adjacent roadway or access routes for their business operations.



(Figure 2: Rentruck comment. Source: Email Correspondence)

In response, it is confirmed that no road disruption is currently anticipated as part of the installation process. Should any unforeseen roadworks or temporary access restrictions become necessary during the course of the development, all affected parties, including Rentruck, will be notified well in advance, in accordance with standard procedures and best practice guidance.

At this stage, no further comments or objections have been received from the consulted parties in relation to the proposal. Should any additional correspondence or feedback be submitted, it will be forwarded to the assigned Case Officer for consideration.

School/College

Location of site in relation to school/college:

N/A

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Outline of consultation carried out with school/college:
N/A
Summary of outcome/main issues raised:
N/A

Civil Aviation Authority/Secretary of State for Defence or the operator of the civil safeguarding area or defence safeguarding area notification

Will the proposed development be on a civil safeguarding area or a defence safeguarding area?	Yes	No
Has the Civil Aviation Authority/Secretary of State for Defence/operator of the civil safeguarding area or defence safeguarding area been notified?	Yes	No
Details of response:		
N/A		

Developer's Notice

Copy of Developer's Notice enclosed?	Yes	No
Date served:	5 th July 2025	

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3. Proposed Development

The proposed site:

Background:

Cornerstone is the UK's leading provider of mobile infrastructure, responsible for the acquisition, deployment, and ongoing management of a national portfolio comprising over 20,000 telecommunications sites. As a key enabler of mobile connectivity, the company plays a critical role in ensuring that mobile network operators can deliver reliable, high-quality services to their customers. Cornerstone works in close partnership with major UK mobile network operators.

In the context of an increasingly digital society, the demand for faster, more resilient mobile connectivity continues to escalate. The widespread adoption of smartphones, streaming services, real-time communication tools, cloud computing, and data-intensive mobile applications has transformed mobile networks from luxury add-ons into essential infrastructure. Today, mobile connectivity is indispensable to everyday life, supporting personal communication, business operations, online education, public service delivery, and emergency response systems. Moreover, the acceleration of technologies such as the Internet of Things (IoT), autonomous vehicles, and smart city frameworks has heightened the urgency for robust, scalable telecommunications infrastructure capable of supporting future technological needs.

Against this backdrop, the proposed installation represents a strategically significant enhancement to the local network. The site has been carefully selected and designed to improve both coverage and capacity.

Application Site:

This statement is submitted in support of an application made under the provisions of the General Permitted Development Order (GPDO) for the installation of essential telecommunications infrastructure. The proposed development forms a key component of a wider strategic initiative aimed at enhancing mobile network capacity and coverage within the local area. Specifically, the installation seeks to improve service provision for VMO2 (Telefonica), enabling high-quality, high-speed mobile connectivity to support daily communications, internet access, and the rapidly expanding range of digital services that underpin modern life.

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(Figure 4: Street view of the application site. Source: Taken during initial site visit)

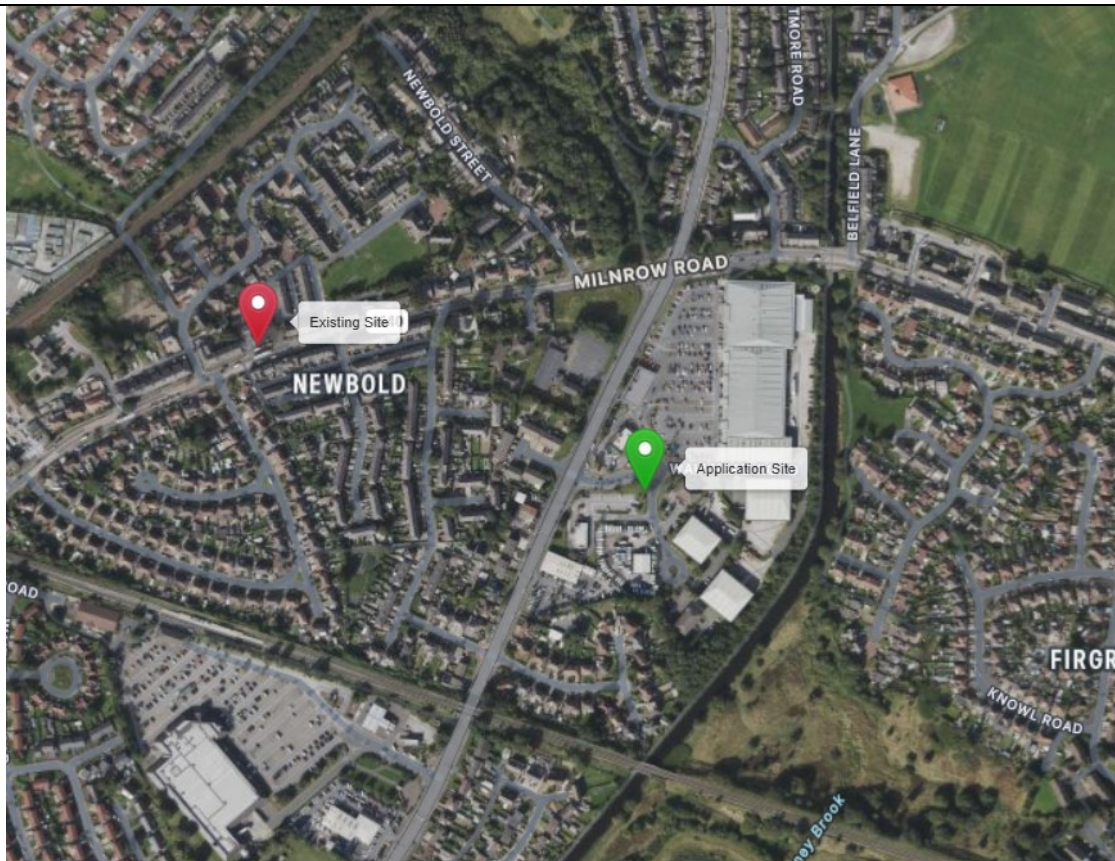
The need for this proposal arises directly from the decommissioning of an existing street works installation located at National Grid Reference (NGR) E: 391171, N: 413238. This installation, which is jointly operated by VodafoneThree and VMO2, is no longer capable of supporting the upgraded equipment required for the rollout of advanced mobile technologies, particularly 5G. The limitations at the existing site are primarily technical and physical. These include constraints on structural load capacity, insufficient separation distances between antennas, and fundamental design limitations that prevent further equipment upgrades without creating a structure that would be visually intrusive and wholly inappropriate within a sensitive mixed-use setting.

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(Figure 5: Aerial view of the existing site and the new site which this application is for.
Source: Grid Reference Finder)

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(Figure 6: Street view of the existing site. Source: Google Earth)

Upgrading the existing mast to accommodate VMO2's coverage requirements would necessitate a significantly larger and more prominent structure. Such an upgrade would be incompatible with the character of the surrounding area, which comprises a mix of residential dwellings, commercial shops, and local amenities. The resultant structure would dominate the streetscape, be visually intrusive, and detract from the amenity of the local community.

Relocating VMO2's equipment further along this stretch of road is also not a viable option. The presence of underground utilities, coupled with a narrow footpath, prevents safe and practical siting of a street works-style mast or any telecoms equipment and associated cabinets in this constrained area without causing a substantial obstruction to pedestrian movements and compromising highway safety. Consequently, a new site within the defined search area is required to meet both technical and operational needs while avoiding unacceptable impacts on the surrounding environment.

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It is important to emphasise that the installation must remain close to the current location. Any significant relocation too far away would create a coverage gap, undermining service continuity for local residents, businesses, and public services. A careful and comprehensive assessment of potential alternative sites within the search area has been undertaken, taking into account technical feasibility, visual impact, and access constraints. A full schedule of options considered is presented in the later sections of this supporting statement, demonstrating that the proposed site represents the most suitable solution to balance operational requirements with environmental and community considerations.

As such, a new, purpose-sited location has been identified to accommodate VMO2's equipment, ensuring continuity of coverage in the surrounding area and facilitating the delivery of next-generation mobile services. The proposed site is situated within Blueberry Business Park, opposite Kingsway Retail Park. This location is well suited from a technical and planning perspective, being close enough to the original installation to maintain existing coverage levels, while also providing an opportunity to expand and improve service delivery, particularly for indoor and outdoor 5G coverage.

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(Figure 7: View of the site in relation to the business and retail parks. Source: Google Earth)

Notably, 5G infrastructure requires more substantial supporting structures than its predecessors due to the increased weight and dimensions of the antennas and associated equipment. Greater separation distances between antenna arrays and ancillary components are also required, making it impractical to retrofit this technology onto many older installations. The proposed monopole design and associated equipment cabinets are therefore necessary to meet modern operational and safety standards.

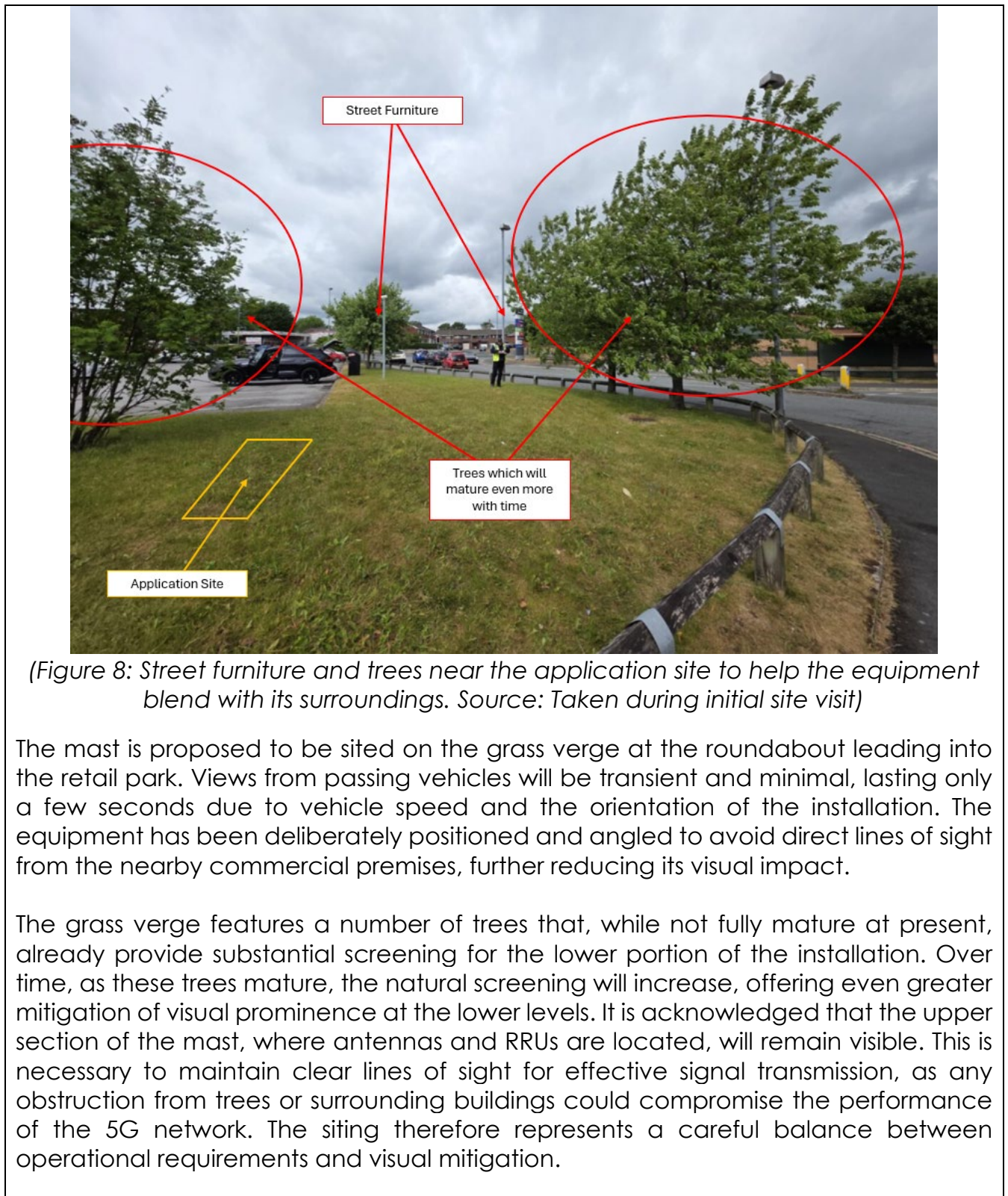
The proposed site is located within an established commercial and industrial area, designated as a Primary Employment Zone under Saved Policy EC/2 of the Rochdale Unitary Development Plan (UDP). The immediate surroundings comprise large retail units, industrial premises, and significant existing vertical elements such as streetlights and advertising signage. This context provides a suitable visual backdrop for the proposed telecommunications installation, allowing it to assimilate into the built environment without appearing overly prominent or out of place. By positioning the mast within a landscape already characterised by tall structures and signage, its presence will be visually coherent and proportionate within the streetscape.

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(Figure 8: Street furniture and trees near the application site to help the equipment blend with its surroundings. Source: Taken during initial site visit)

The mast is proposed to be sited on the grass verge at the roundabout leading into the retail park. Views from passing vehicles will be transient and minimal, lasting only a few seconds due to vehicle speed and the orientation of the installation. The equipment has been deliberately positioned and angled to avoid direct lines of sight from the nearby commercial premises, further reducing its visual impact.

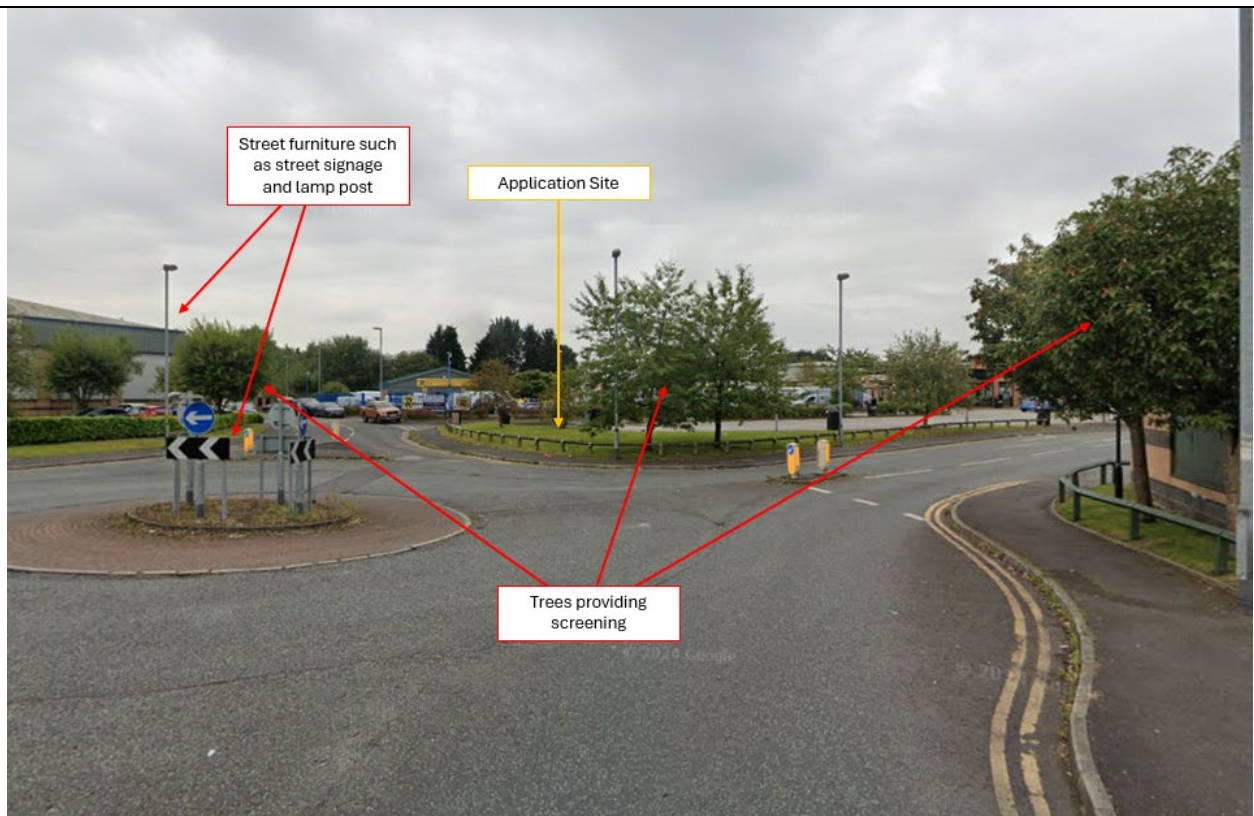
The grass verge features a number of trees that, while not fully mature at present, already provide substantial screening for the lower portion of the installation. Over time, as these trees mature, the natural screening will increase, offering even greater mitigation of visual prominence at the lower levels. It is acknowledged that the upper section of the mast, where antennas and RRUs are located, will remain visible. This is necessary to maintain clear lines of sight for effective signal transmission, as any obstruction from trees or surrounding buildings could compromise the performance of the 5G network. The siting therefore represents a careful balance between operational requirements and visual mitigation.

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(Figure 9: Further view of the elements providing screening for the installation.
Source: Google Earth)

The proximity of the site to the Rochdale Canal, designated as a Special Area of Conservation (SAC), Site of Special Scientific Interest (SSSI), and Site of Biological Importance (SBI)—has been fully considered. The proposed installation lies at a sufficient distance to ensure that there will be no adverse impacts on these sensitive environmental features. The works will be confined to a small area of the grass verge within the business park and do not encroach upon any statutory or non-statutory environmental designations.

Careful consideration has been given to operational needs, local sensitivities, and safety. The mast is positioned away from pedestrian walkways to prevent obstruction, and its location ensures that it does not interfere with vehicular sightlines, maintaining road safety. Residential amenity has also been considered, with the installation placed within the commercial landscape rather than near residential areas, where visual impact could be more pronounced.

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(Figure 10: View of the installation from the roundabout looking onto the main road (A664) in which there will be minimal visibility of the mast to any nearby residential dwellings due to the nearby infrastructural elements and semi mature trees in the vicinity. Source: Google Earth)

The height of the proposed monopole, 20 metres, represents the minimum necessary to provide adequate clearance above surrounding buildings, street furniture, and tree cover, all of which can interfere with signal propagation if not properly accounted for. The design and siting reflect feedback from the Local Planning Authority, which expressed concerns regarding visual impact and mast height. However, the technical requirements for reliable 5G coverage mean that any reduction in height would compromise network performance and the ability to deliver high-capacity connectivity. By locating the mast amongst existing vertical structures such as street lighting and signage, its visual impact is further mitigated, allowing it to blend into the existing environment and reduce its overall prominence.

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From key public viewpoints, including the A664 and internal access roads within Kingsway Retail Park, visibility of the mast will be limited to brief, transient glimpses as vehicles pass. The combination of existing and maturing vegetation provides additional natural screening, further softening the mast's presence in the landscape. Therefore, visual amenity is reduced as such with this business and retail park.

It is also pertinent to note that planning permission was previously granted for a similar development in close proximity to the proposed site. Application Ref: 23/00071/TELE, submitted by a different operator, was approved in 2023 for the installation of an 18-metre monopole with associated equipment cabinets. At the time, the Local Planning Authority (LPA) concluded that the monopole, positioned between a retail park and business park and viewed in the context of surrounding street furniture, would not be visually obtrusive or harmful to the character and appearance of the area. This decision demonstrates that the LPA has previously recognised that this part of the commercial and industrial landscape is capable of accommodating telecommunications infrastructure without adverse impact on the streetscape or local environment.



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(Figure 11: This is the location of a previous approved application (Ref: 23/00071/TELE) that falls outside of the search area for this application but still carries valid precedent in sitting telecoms equipment within a business/retail park. Source: Planning Portal)

Although the earlier proposal was ultimately not implemented due to construction-related issues during the build phase, it nonetheless provides an important precedent, reinforcing that appropriately sited telecommunications development in this location is acceptable in principle. The approval illustrates the LPA's understanding that the commercial and industrial context, combined with existing vertical elements such as streetlights, signage, and mature landscaping, can successfully accommodate telecoms equipment while maintaining a cohesive visual environment.

It is important to highlight that VMO2's technical and operational requirements differ significantly from the previous scheme. The rollout of advanced 4G and 5G services requires higher capacity, wider coverage, and more precise antenna placement, which cannot be achieved at the previously approved location. That site falls outside of the operator's defined search area and is therefore incapable of meeting the essential coverage requirements for the network. Furthermore, deployment of the advanced technology in that location would require a mast exceeding 20 metres to

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overcome the height of nearby buildings, further illustrating the infeasibility of using the previously approved site.

Despite these differences, the current proposal is situated within a comparable and equally appropriate context, offering similar visual and environmental characteristics. The selected site represents the most balanced and technically feasible solution, meeting the operational need for improved mobile coverage while minimising adverse visual and environmental impacts. It is positioned within an established commercial and industrial area, sufficiently separated from residential properties, and sited outside any protected or sensitive designations. By carefully integrating the mast into its surroundings and utilising existing vertical elements for context, the proposal achieves the necessary technical performance for 5G and enhanced 4G services, while remaining sensitive to the character and amenity of the local area.

Proposed Design:

The proposed development will comprise the installation of a 20-metre-high street pole designed to accommodate a range of telecommunications equipment necessary to deliver enhanced mobile network services. The installation will include six antennas, which will facilitate improved coverage and capacity for both 4G and 5G services, as well as three Remote Radio Units (RRUs) that will support efficient signal transmission and network performance. In addition, the scheme includes the provision of two 300mm transmission dishes and one GPS module.

Supporting ground-based infrastructure will consist of equipment cabinets, sited sensitively on the adjacent grass verge within the area. This location has been specifically chosen to minimise disruption to pedestrian and vehicular access while blending into the existing street scene. The proposed equipment will be contained within a small, clearly defined footprint, with all elements installed in a manner that adheres to the relevant health, safety, and operational standards for telecommunications infrastructure.

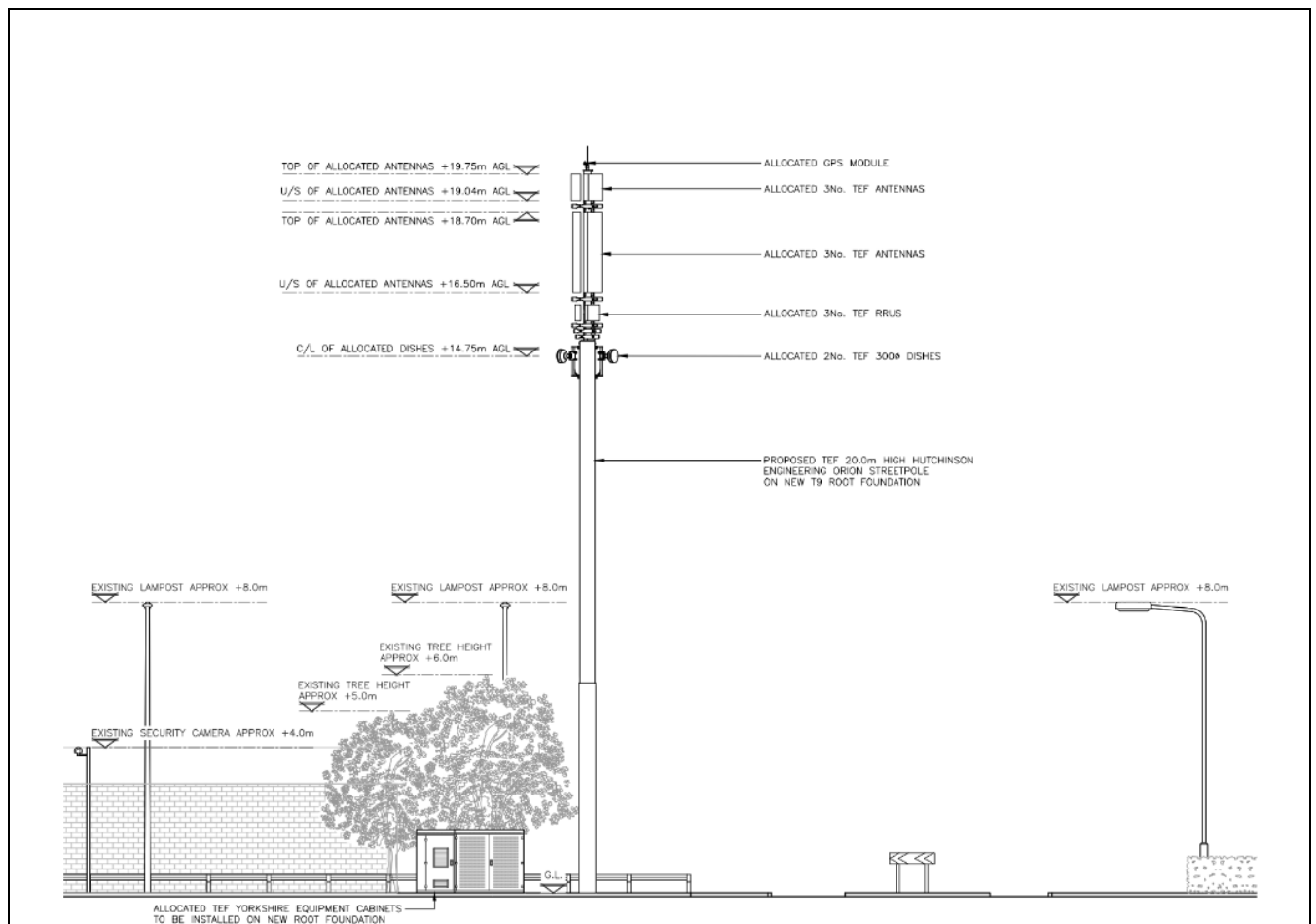
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(Figure 12: Equipment layout from south elevation view point. Source: Planning Drawings)

Associated Coverage:

Mobile telecommunications networks have become an indispensable part of modern life across the United Kingdom. In an increasingly connected and digitally driven society, individuals, businesses, and public services now expect fast, seamless, and reliable mobile connectivity whether at home, in the workplace, or while on the move. The widespread adoption of smartphones, cloud computing, mobile applications, video conferencing, and remote work technologies has elevated mobile coverage from a mere convenience to a critical public utility. It now underpins daily communication, economic activity, access to essential services, and social inclusion.

With the rollout of fifth generation (5G) mobile technology, the UK is entering a transformative phase of digital infrastructure development. 5G represents a significant leap forward in terms of data capacity, speed, latency reduction, and network reliability. These enhancements are not only vital for improving mobile

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services but also serve as a catalyst for broader technological innovation across both public and private sectors. Recognising this, the UK Government has identified the acceleration of 5G deployment and the enhancement of digital infrastructure as a strategic national priority. This commitment is reflected in a range of initiatives, including legislative reforms, national policy frameworks, and public funding to ensure universal, high-quality digital access.

The proposed development site represents a strategic investment in strengthening the local mobile telecommunications network. It will deliver meaningful improvements to both 4G and 5G coverage, enhancing mobile connectivity for residents, businesses, public services, and visitors alike. This upgrade is essential for supporting digital inclusion, encouraging innovation, improving access to online services, and fostering productivity across all sectors of society.

National and local policy guidance consistently emphasises the pivotal role of mobile infrastructure in fostering economic growth, supporting entrepreneurship, facilitating job creation, and bridging regional inequalities in digital access.

Unlike previous generations of mobile technology, 5G is not simply about faster internet speeds, it provides a flexible platform for future innovation. Its ability to connect a vast number of devices simultaneously is the foundation upon which the Internet of Things (IoT) and smart city applications will be built. These include real-time traffic management, intelligent public lighting systems, smart grid energy management, advanced healthcare services such as telemedicine, and even autonomous vehicles. In rural and urban areas alike, 5G has the potential to revolutionise sectors such as agriculture, logistics, education, and manufacturing by enabling more responsive, data-driven, and efficient operations.

As mobile data usage continues to rise exponentially, it is essential that the UK's telecommunications networks remain resilient, scalable, and adaptable to increasing demands. Without continued infrastructure investment, there is a tangible risk of network congestion, degraded performance, and reduced quality of service, which would ultimately constrain economic development and limit access to critical digital services. As such, ongoing enhancements like this proposed installation are not only necessary, but they are also vital to sustaining national competitiveness and technological progress.

This development will significantly enhance the quality and availability of mobile services within the local area, ensuring users enjoy reliable voice calls and high-speed data access, regardless of user volume or time of day. It will provide essential support to local businesses, improve the digital experience for residents, and enable efficient service delivery for emergency responders and public agencies.

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Ultimately, the installation represents a forward-thinking investment that ensures the community is not only served by today's mobile technologies but is also future proofed for the evolving demands of the digital age. It will enable the area to embrace the benefits of a smart, connected future, supporting economic development, enhancing social well-being, and strengthening the foundations of a resilient digital society.

Enclose map showing the cell centre and adjoining cells if appropriate:

Coverage plots will be sent over to the assigned Case Officer in due course.

Type of Structure:

Description:

CS 30892700 'Wallhead Road Corner'

- Proposed 20m street pole
- Allocated 6no. antennas
- Allocated 3no. RRU's
- Allocated 2no. 300 dishes
- Allocated 1no. GPS module
- Allocated equipment cabinets

Overall Height: 20m

Height of existing building:

Metres

Equipment Housing:

ENCLOSURE SCHEDULE

EXISTING/ PROPOSED	OPERATOR	MANUFACTURER	MODEL	DIMENSIONS (WxDxH)	LOCATION	COLOR/ FINISH
PROPOSED	TEF	COMMScope	YORK CABINET	1900x600x1750	STREET LEVEL	RAL6009
PROPOSED	TEF	COMMScope	SHIRE CABINET	1050x600x1750	STREET LEVEL	RAL6009
PROPOSED	TEF	COMMScope	YORK ROOT	1900x600x465	STREET LEVEL	-
PROPOSED	TEF	COMMScope	SHIRE ROOT	1050x600x465	STREET LEVEL	-
PROPOSED	TEF	COMMScope	EXPANSION ROOT	700x600x370	STREET LEVEL	-
PROPOSED	TEF	COMMScope	EXPANSION ROOT COVER PLATE	700x600	STREET LEVEL	-

Materials:

Tower/mast etc – type of material and external colour:

RAL7035 (Light Grey)

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Equipment housing – type of material and external colour:	RAL6009 (Fir Green)
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Reasons for choice of design, making reference to pre-application responses: We are in the process of decommissioning our presence at the existing shared telecommunications site located on Milnrow Road, which is currently jointly operated by VMO2 and VodafoneThree. This decision has been driven by technical and structural limitations at the site, which can no longer accommodate the latest generation of mobile network equipment. Specifically, the existing infrastructure is incapable of supporting the enhanced 5G technology required by VMO2 to meet increasing user demand and to remain aligned with current and future industry standards. The council and local residents should be aware that the progression of mobile technology, particularly the transition to 5G, necessitates significant upgrades to existing infrastructure. Unlike previous generations, 5G equipment is considerably heavier and larger. For example, the antennas used in 5G networks can be up to three times heavier than their 3G and 4G counterparts. In addition, Remote Radio Units (RRUs), which play a vital role in signal transmission and processing, now require greater spatial separation and elevated mounting positions to function effectively. These requirements place demands on infrastructure that many older sites, particularly street works-style poles, were never designed to meet. Beyond structural challenges, the technical characteristics of 5G signal propagation impose further requirements. Unlike lower-frequency signals, 5G—particularly in its higher-frequency bands—is more susceptible to attenuation and interference from obstacles such as buildings, trees, and varied terrain. To ensure consistent and high-quality service, antennas must be installed at a minimum height that allows for clear line-of-sight coverage across the intended service area. In this instance, extensive network modelling and RF planning analysis have determined that a height of 20 metres is the minimum necessary to deliver reliable and uninterrupted 4G and 5G connectivity. This is not an arbitrary figure, but a carefully calculated specification based on signal propagation needs, population density, and anticipated data demand. While it would be technically possible to install a greenfield mast with a large, open headframe capable of supporting two operators and their full suite of equipment, such structures are typically bulky, visually intrusive, and poorly suited to urban or mixed-use environments. In contrast, the current proposal put forward a slimline monopole, specifically designed for use within a street scene context. It offers a

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streamlined appearance and a reduced visual footprint, with all antennas housed within a compact headframe. Equipment cabinets will be positioned at ground level, discreetly within the grass verge, and will be finished in dark green to blend with surrounding landscaping. The mast itself will be painted a neutral grey to help it recede visually against the urban backdrop. If the council wishes for a different colour scheme, we are open to further discussions.

In developing this proposal, a site-specific and function-led design approach has been adopted. This means that the location and layout have been carefully selected based on a thorough analysis of local topography, existing street furniture, nearby building heights, available natural screening, and the technical requirements of the network. The resulting design strikes a careful balance between operational efficiency and sensitivity to the built environment.

Importantly, modern telecommunications systems, particularly those delivering 4G and 5G services, operate at relatively low power and have a comparatively short effective range, especially when utilising higher frequency bands. As a result, base stations must be positioned closer to the communities they serve in order to maintain reliable signal strength and capacity. This is particularly critical in areas with dense populations, mixed land uses, and high data demand, where users rely on uninterrupted connectivity for work, education, healthcare, and everyday communication.

The proposed site meets these requirements by providing a technically suitable and strategically located position within the designated search area. This location ensures that the surrounding community benefits from consistent and high-quality mobile coverage, supporting both current and future demand. Furthermore, careful siting and orientation of the mast mean that it is highly screened from sensitive receptors. There will be little to no visibility from private residential dwellings in the area, and transient views from public vantage points are limited and minimal. In this way, the proposal achieves the dual objective of delivering essential digital connectivity while mitigating any potential visual impact on the local environment.

This development will deliver tangible benefits across a broad range of everyday activities. Enhanced mobile connectivity supports voice and video calls, real-time navigation, remote working, virtual learning, telehealth services, digital banking, and entertainment streaming. It also plays a vital role in enabling the emergency services to maintain consistent and dependable communications, particularly during critical incidents or public safety operations.

The deployment of 5G, in particular, marks a significant step forward in mobile communications. It offers ultra-low latency and the ability to support thousands of simultaneous connections, paving the way for innovations in fields such as

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autonomous vehicles, smart infrastructure, healthcare monitoring, logistics, precision farming, and more.

This proposed installation represents a critical part of that digital infrastructure evolution. It has been carefully designed to deliver the required technical performance while keeping visual and physical impacts to a minimum. While some change to the urban landscape is unavoidable, the design has been refined to be as discreet and proportionate as possible. It is consistent with both national and local planning policies which support the expansion of modern digital infrastructure and reflects the increasing role that mobile connectivity plays as an essential utility in people's lives.

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Health and Safety - including ICNIRP compliance

International Commission on Non-Ionizing Radiation Protection Declaration is included with this submission.

International Commission on Non-Ionizing Radiation Protection public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines.

When determining compliance, the emissions from all mobile phone network operators on or near to the site are taken into account.

In order to minimise interference within its own network and with other radio networks, VMO2 (Telefonica) operates its network in such a way the radio frequency power outputs are kept to the lowest levels commensurate with effective service provision.

As part of VMO2's (Telefonica's) network, the radio base station that is the subject of this application will be configured to operate in this way.

All operators of radio transmitters are under a legal obligation to operate those transmitters in accordance with the conditions of their licence. Operation of the transmitter in accordance with the conditions of the license fulfils the legal obligation in respect of interference to other radio systems, other electrical equipment, instrumentation, or air traffic systems. The conditions of the license are mandated by Ofcom, an agency of national government, who are responsible for the regulation of civilian radio spectrum. The remit of Ofcom also includes investigation and remedy of any reported significant interference.

The publication of the National Planning Policy Framework continues to highlight the Governments view that the planning system is not the appropriate mechanism for determining health safeguards. It sends a clear message to local planning authorities stating that they must:

'determine applications on planning grounds. They should not seek to prevent competition between different operators, question the need for the telecommunications system, or determine health safeguards if the proposal meets International Commission guidelines for public exposure.'

This is reiterated in the Code of Practice.

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The telecommunication infrastructure the subject of this application accords with all relevant legislation and as such will not cause significant and irremediable interference with other electrical equipment, air traffic services or instrumentation operated in the national interest.

4. Technical Justification

Reason(s) why site required e.g. coverage, upgrade, capacity

This proposal seeks to deliver improved mobile coverage for VMO2 customers by introducing both indoor and outdoor 5G connectivity within this area of Rochdale. The development of this infrastructure is a strategic step in addressing current and projected shortfalls in mobile service provision and ensuring that the area keeps pace with national standards for digital connectivity.

The rapid acceleration of mobile technology, coupled with society's growing reliance on mobile services for work, education, leisure, and public services, underscores the critical need for ongoing investment in telecommunications infrastructure. Mobile connectivity is no longer a luxury, it has become an essential utility, integral to daily life. From remote learning and video conferencing to navigation, online healthcare, and financial services, reliable mobile access is vital for ensuring social participation, economic productivity, and digital inclusion.

Under their licensing obligations with Ofcom, mobile network operators like VMO2 are required to expand and enhance their networks, particularly in areas where existing service quality is inadequate or where demand is increasing faster than the infrastructure can accommodate. As usage patterns continue to shift and data consumption surges, particularly in suburban and semi-urban areas, it becomes essential to reinforce coverage and capacity with modern, high-performance base stations.

A mobile network operates much like a patchwork quilt, with each base station forming a vital patch within a broader interconnected system. Each station is engineered to cover a specific geographic zone, seamlessly handing users off to neighbouring cells as they move. If gaps exist between these cells, or if coverage becomes overloaded in a given area, users experience dropped calls, slow data speeds, or total signal loss. Preventing these issues requires the strategic placement of new infrastructure, particularly in areas where population growth or usage intensity is creating bottlenecks. This proposal will address such a gap, helping to ensure continuous, uninterrupted service for local residents, businesses, and visitors.

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Importantly, the demand for high-speed, high-capacity mobile broadband extends beyond private use. Businesses rely on mobile services for logistics, communication, and customer engagement. Educational institutions increasingly deliver content via digital platforms. Healthcare providers are adopting mobile-based solutions for diagnostics, record-keeping, and remote consultations. Public services, from emergency response to smart transport systems, require always-on connectivity. Ensuring robust and ubiquitous mobile coverage is therefore a matter of both public utility and socio-economic resilience.

The proliferation of connected devices, from smartphones and tablets to smart TVs, IoT appliances, and wearable tech, has placed unprecedented strain on existing mobile infrastructure. Without continued investment and densification of the network, congestion and degradation in service quality are inevitable. The introduction of this site is part of a wider effort to futureproof the network and provide the foundational capacity necessary to support the next generation of digital services.

At the heart of this progression lies 5G technology, which represents a major leap forward in mobile communication standards. 5G offers:

- Ultra-fast data speeds, capable of supporting real-time streaming, large file transfers, and immersive digital experiences;
- Ultra-low latency, enabling instantaneous response times essential for applications like autonomous vehicles, industrial automation, remote surgery, and virtual reality;
- Massive device connectivity, allowing thousands of sensors and connected devices to operate within the same area, a key enabler of smart city and IoT systems.

These capabilities make 5G not only a technical upgrade but a transformational platform for innovation across nearly every sector. It will support new business models, foster the digital economy, and improve quality of life through smarter, more responsive services.

The economic and social benefits of 5G are widely recognised, with the technology poised to drive local productivity, attract inward investment, create skilled employment opportunities, and reduce digital divides. However, to realise these benefits, the physical infrastructure must be in place. This proposal directly supports that objective by enabling VMO2 to deliver next-generation services to an underserved area, ensuring that Rochdale's residents and businesses are not left behind in the digital transition.

Ultimately, this development represents more than just a mast, it is a critical enabler of digital transformation. The infrastructure proposed here will serve as the backbone

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for smart homes, modern businesses, connected healthcare, and intelligent transport systems. It will underpin the transition to a smarter, more connected society, ensuring that this part of Rochdale can fully participate in the 5G future. The applicant is committed to delivering this enhancement in a manner that is technically robust, operationally sound, and sensitive to the character and context of the local environment.

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5. Site Selection Process

Despite a thorough and systematic investigation, it has not been feasible to upgrade the existing structure from which VMO2 (Telefonica) is unwinding, due to operational and technical constraints associated with the operator's coverage requirements. Upgrading the current mast, which is shared with VodafoneThree, would necessitate a substantially larger and more prominent structure, including a bulkier headframe, which would be visually incongruous and inappropriate within the street-level environment. Additionally, a more extensive ground-based compound would be required to support the upgraded equipment, resulting in an installation that would dominate the local streetscape. Consequently, enhancing the existing mast is neither appropriate in terms of visual impact nor technically feasible to meet VMO2's precise operational requirements.

Similarly, it has not been possible to co-locate on any other existing telecommunications infrastructure within the surrounding area, as there are no suitable existing structures within the defined search zone. The parameters of this search area have been rigorously determined by the operator's radio planners, based on detailed technical modelling to achieve the necessary improvements in coverage and network capacity. Any deviation from this defined zone would compromise service delivery, preventing the operator from meeting its network obligations and performance targets for the area.

Rooftop options within the search area were carefully assessed, but available buildings were generally of insufficient height to provide effective coverage and reliable signal propagation, particularly for high capacity 5G services. Many rooftops were pitched or sloped, making them structurally unsuitable for safely supporting telecommunications equipment and further restricting access for installation and maintenance.

A wide range of alternative street works locations, and a small number of greenfield sites were also evaluated but ultimately discounted. Key reasons for rejection included adverse impacts on residential amenity, obstruction of visibility at junctions, the presence of underground services, and insufficient pavement or land space to accommodate a mast and associated equipment safely.

The accompanying figure and detailed schedule of discounted alternatives demonstrate that a comprehensive and robust assessment has been undertaken across the designated search area. This assessment confirms that the proposed installation represents the most suitable and balanced solution, providing the necessary technical performance while minimising visual and environmental impacts and aligning with relevant planning policy.

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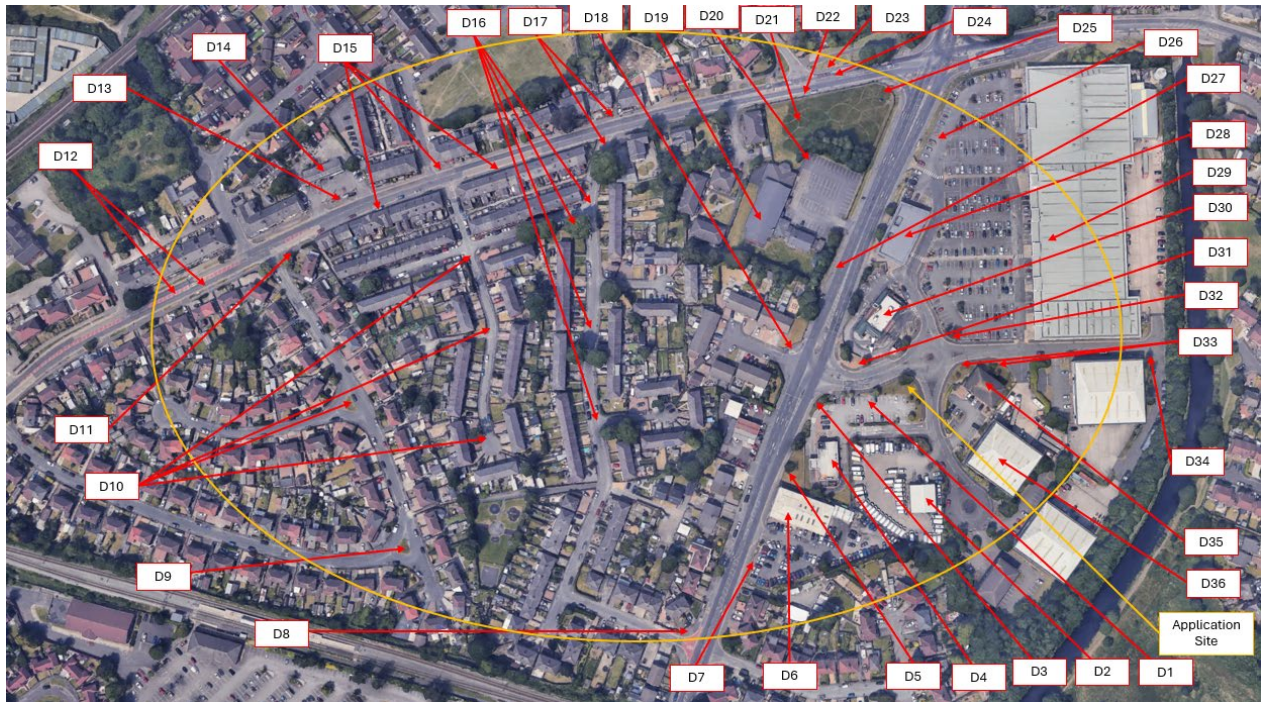
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Based on this thorough site selection process, it is clear that the chosen location is the only viable option within the search area. It provides an optimal balance between the technical demands of modern telecommunications infrastructure and the need to mitigate impacts on streetscape character, residential amenity, and visual context, ensuring the installation is both operationally effective and appropriately integrated into its surroundings.



(Figure 13: Discounted options maps with the designated search area in yellow.
Source: Google Earth)

Site Type	Site name and address	National Grid Reference	Reason for not choosing site
D1 – Street works	KFC Car Park: Wallhead Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5DB, United Kingdom	391490 , 413107	The car park is not considered a suitable location for the installation of the equipment on the pavement, as this would result in the loss of allocated parking spaces and would leave the structure more visually prominent and exposed within the open setting. Such an arrangement would not be in keeping with the function of the car

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			park and would unnecessarily increase its impact on the surrounding area. A more appropriate location has therefore been identified and progressed. This alternative site is positioned in closer proximity to existing items of street furniture, such as streetlights, which will allow the proposed mast to assimilate more effectively into its surroundings.
D2 – Rooftop	Rentruck: Rentruck, Wallhead Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5DB, United Kingdom	391513 , 413048	This building has a pitched roof, which does not provide a suitable surface or structure to which the apparatus could be securely attached. In order to accommodate the equipment, significant internal steelwork and bracing would be required, which would not only be highly intrusive but also disproportionate in terms of structural intervention. Fixing telecommunications equipment directly onto the roof is not feasible, as the sheer weight of the apparatus would dislodge the tiles, potentially leading to structural failure and potential roof collapse. In addition, there is no safe or practical means of access to this rooftop, either for the initial installation or for the essential routine maintenance of the equipment. Taken together, these factors demonstrate that the roof of this building cannot reasonably or safely be considered as a viable location for the proposed development.
D3 – Street works	Wallhead Junction:	391452 , 413107	There are a number of underground services present at this location, and

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	Kingsway, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 4AB, United Kingdom		utility providers require specific clearance distances to be maintained at all times to ensure continued access for inspection, maintenance, and potential emergency works. The installation of telecommunications apparatus in this position would therefore conflict with these requirements and could compromise the ability of the utility companies to safely operate their infrastructure. In addition, the pavement at this point is of insufficient width to safely accommodate the proposed equipment. Its installation would significantly reduce the available footway, forcing pedestrians to step into the carriageway in order to pass, thereby creating an unacceptable risk to pedestrian safety and highway operation. As a result of these combined constraints, the site cannot be developed for the proposed use and must be discounted as a viable option. 
D4 Rooftop	– KFC: KFC, Kingsway, Newbold, Milnrow,	391457 , 413072	Given the considerable height and massing of the neighbouring building situated next to the KFC, the effective signal propagation from a rooftop

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	Rochdale, Greater Manchester, England, OL16 4AB, United Kingdom		installation on the KFC would be severely constrained. To overcome this obstruction, the rooftop apparatus would require a significantly more substantial installation, with equipment of greater height and bulk in order to clear the adjacent building and achieve the necessary coverage. Such a requirement would result in a rooftop structure that is far more visually intrusive and disproportionate when compared to a standard ground-based street pole installation, which is inherently more compact and sympathetic to its setting. Furthermore, the KFC building itself sits directly adjacent to the public highway. Any rooftop installation here would therefore be clearly visible from multiple viewpoints at street level, compounding its visual impact and resulting in a development that would be more prominent and less assimilated into the surrounding townscape. For these reasons, a rooftop installation in this location is not considered a suitable or appropriate option.
D5 – Street works	KFC Grass Verge: West Way Nissan, Kingsway, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 4AB, United Kingdom	391438 , 413065	The grass verge location would be considerably more exposed in comparison to the alternative site that has been progressed. In particular, a number of nearby residential properties would have a direct line of sight towards the installation, which would make the equipment more visually intrusive when viewed from these dwellings. The impact would be further exacerbated by the slight rise

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			in topography at this point, which would elevate the structure and increase its visibility over a wider area. As a result, the installation would be clearly perceptible in medium- to long-range views across the surrounding townscape, drawing greater attention to its presence and diminishing its ability to assimilate into the environment. On this basis, the grass verge cannot reasonably be considered a suitable location, as it would generate an unnecessarily greater degree of visual impact than the progressed option.
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D6 Rooftop	– Nissan: West Way Nissan, Kingsway, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 4AB, United Kingdom	391441 , 413044	This building is constructed with a pitched roof, which does not provide any suitable or secure fixing points for the attachment of telecommunications apparatus. The sloping design means that in order to accommodate the proposed equipment, extensive internal structural interventions would be required, including the installation of significant steelwork and bracing, simply to provide the necessary stability and load-bearing capacity. Such measures would be disproportionate, intrusive, and highly impractical in engineering terms. Furthermore, the building does not benefit from any safe or adequate means of rooftop access. This presents a considerable constraint not only for the initial construction and installation phase but also for ongoing operational requirements, including routine inspection and maintenance. Together, these limitations make the rooftop of this building wholly unsuitable for consideration as a viable location for the proposed development.
D7 – Street works	Nissan Footpath: Kingsway, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 4AE, United Kingdom	391410 , 413016	This location would give rise to a greater degree of impact on visual amenity when compared with the progressed option. Although the site benefits from the partial backdrop of a commercial building in one direction, the opposing aspect faces directly towards established residential properties. In this orientation there is no meaningful screening, such as mature

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			vegetation or boundary treatments, to assist in mitigating or softening views of the installation. As a result, the proposed equipment would appear more prominent and visually intrusive when experienced from these residential viewpoints, with no opportunity for integration into the existing streetscape. This contrast between the commercial and residential frontages further highlights the unsuitability of the location, as the harm to residential visual amenity would be unreasonably heightened.
D8 – Street works	Nigher Moss Avenue Junction: Nigher Moss Avenue, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BW, United Kingdom	391375 , 412978	This junction is located within a highly residential area, with housing positioned in all four directions around the intersection. The introduction of telecommunications equipment in this position would present significant issues in terms of both visual impact and highway safety. From a highways perspective, the presence of a structure at this location would impede visibility splays for drivers emerging from the junction, reducing their ability to see approaching traffic and pedestrians. This would materially increase the risk of accidents and would be contrary to the requirement to ensure safe and unobstructed sightlines at junctions. In addition, given the surrounding residential context, the installation would be particularly prominent and would have a disproportionate effect on the visual amenity of nearby occupiers. For these reasons, the junction has been discounted as a potential site, as it cannot provide a safe or appropriate

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			location for the proposed development.
D9 – Street works	Rosefield Crescent Junction: Bertha Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BE, United Kingdom	391210 , 413033	Both Bertha Road and Rosefield Crescent are lined with residential properties on either side, meaning that any installation in this area would be immediately visible to a large number of dwellings and would result in an undue impact on residential visual amenity. In addition, the pavements along these roads are narrow and do not provide sufficient space to accommodate telecommunications apparatus without obstructing pedestrian movement or forcing pedestrians closer to the road, which would create unacceptable safety concerns. While there is a small section of green space present, this is located centrally within the road layout and is not suitable for siting equipment, as it would present a hazard to highway users, obstruct sightlines, and compromise safe vehicular manoeuvring. Taken together, these factors demonstrate that the purely residential nature of this setting, combined with the physical and highway constraints, provides no realistic or appropriate opportunity to accommodate a street works-style installation on either Bertha Road or Rosefield Crescent.
D10 – Street works	Margaret Avenue Junction: Margaret Avenue, Newbold, Milnrow,	391180 , 413119	Bertha Road, Palatine Street and Margaret Avenue are characterised by continuous residential development, with houses fronting both sides of the carriageways. The

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	Rochdale, Greater Manchester, England, OL16 5BE, United Kingdom		pavements along these streets are narrow and would not provide sufficient space to safely accommodate telecommunications equipment without obstructing pedestrian movement or forcing pedestrians closer to the roadway, creating a potential safety hazard. While there is a small section of green space present, it is situated in the middle of the road and is unsuitable for installation, as it would interfere with highway operations, reduce visibility for drivers, and compromise the safe passage of vehicles and pedestrians. Further, the residential nature of these streets means there are no existing street furniture elements, such as lighting columns or signage, that could be used to integrate a street works-style installation in a less intrusive manner. Taken together, these physical, safety, and visual constraints demonstrate that neither Bertha Road, Palatine Street, nor Margaret Avenue provides a viable or appropriate location for the proposed development.
D11 – Street works	Milnrow Road: Fox Inn, 237, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5AS, United Kingdom	391152 , 413213	A street-works-style base station cannot be deployed at this location due to its impact on critical visibility splays. Vehicles emerging from the junction rely on clear sightlines to safely assess oncoming traffic, and the presence of a base station would obstruct these views, significantly reduce reaction times and increase the likelihood of collisions. Additionally, several residential driveways directly connect to the junction, and any obstruction would impede the ability

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			of residents to safely enter and exit their properties. The combination of these factors would create unacceptable highway safety risks for both drivers and pedestrians. Given these safety concerns, this location has been discounted as a potential site for the proposed installation, as it cannot provide a safe or suitable environment for either road users or local residents.
D12 – Street works	Milnrow Road 2: 212, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5ED, United Kingdom	391072 , 413193	Milnrow Road is a fully residential street, with houses fronting both sides of the carriageway. The pavements along the road are narrow and would not provide sufficient space to accommodate a street-works-style telecommunications installation without obstructing pedestrian movement. In addition, the presence of numerous driveways and property access pathways along the route further restricts the available space and complicates safe access to and from individual properties. Any installation in this location would therefore interfere with both pedestrian circulation and residents' access arrangements. Coupled with the potential impact on highway safety, including visibility and manoeuvring for vehicles, these factors demonstrate that Milnrow Road cannot provide a suitable or appropriate location for a street-works-style proposal. On balance, the combination of pedestrian, residential, and highway constraints precludes the development of a viable scheme in this setting.

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D13 – Street works	Operators Previous Site: Milnrow Road/Fox Inn, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5ED, United Kingdom	391173 , 413238	The operator has undertaken a full and comprehensive assessment of the potential to upgrade the existing site to support the latest technologies, including enhanced 4G services and new 5G coverage and capacity for the VMO2 (Telefonica) network. However, the design and structural capacity of the existing pole are not sufficient to accommodate the new 5G antennas, which are both larger and heavier than the equipment used for previous technologies. Retaining and upgrading the current mast to host all required equipment from both operators would necessitate a significant redevelopment of the structure, including reinforcement to create a much more robust mast. This approach would depart from the relatively uniform and slimline street furniture aesthetic that was intended and would result in a visually more intrusive installation. In contrast, the provision of a secondary, purpose-designed slimline monopole is considered a more appropriate and sensitive solution for delivering 5G services. Such an installation can provide the required technology while minimising visual impact in the streetscape and maintaining a more discrete street furniture appearance. Furthermore, the physical constraints of the existing site limit the space available for the necessary equipment and secure compound. Attempting to accommodate a bulkier mast in this location would require encroachment into the highway, which would be
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			clearly unacceptable from both a planning and highway safety perspective. For these reasons, the existing telecommunications site has been discounted as a suitable location for VMO2's new technology requirements. It is therefore necessary to establish a new replacement site in close proximity to ensure continuity within the operator's established and mature network and to provide the latest 4G and 5G services to the local area. It should be noted that the existing mast will remain in use for other operators' technologies, ensuring ongoing network provision while enabling the installation of a purpose-built solution for VMO2's requirements.
D14 Rooftop	– Newbold Tyres: Newbold Tyres, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5AS, United Kingdom	391172 , 413256	To ensure the efficient operation of mobile telecommunications networks and to avoid interference between transmitters, it is essential to maintain both vertical and horizontal separation between existing and new installations. This separation is critical to prevent signal overlap or interference, which could otherwise degrade network performance, reduce coverage quality, and compromise the reliability of both 4G and 5G services. Maintaining appropriate separation allows each installation to operate at its optimal capacity, ensuring uninterrupted connectivity for users across the network and supporting the high data demands of modern mobile services.

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			It is also important to note that the existing rooftop within the search area is not suitable for hosting telecommunications equipment. The height of the roof is insufficient to achieve the required line-of-sight and signal propagation needed for reliable 5G coverage. To compensate, a rooftop installation would require a significantly larger and more visually prominent kit, including taller antennas and additional supporting equipment, which would be disproportionate and visually intrusive within the surrounding environment. Such an installation would be incompatible with the scale and character of the host building and could negatively impact the visual amenity of the area.
D15 – Street works	Milnrow Road 2: 277, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5ED, United Kingdom	391242 , 413256	There is no suitable space along this stretch of Milnrow Road to accommodate a street-works-style telecommunications installation. The pavements are narrow and would not provide sufficient width to safely accommodate equipment without impeding pedestrian movement or forcing pedestrians into close proximity with the carriageway, which would create a significant safety concern. In addition, the presence of underground services, evidenced by the scarring and existing utility runs within the pavement, further restricts the potential for safe and practical installation. Both sides of the road are lined with residential properties, and any development would directly affect the access and amenity of these dwellings. Taken together, the narrow footways, underground

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			infrastructure constraints, and residential context demonstrate that there are no viable opportunities for a street-works-style proposal on Milnrow Road. On balance, any scheme in this location would unacceptably compromise pedestrian movement, access arrangements, and utility safety, making this road unsuitable for development of the proposed equipment. 
D16 – Street works	Rathbone Street: Rathbone Street, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BH, United Kingdom	391322 , 413221	This location sits at the heart of a residential community, with houses fronting both Rathbone Street and Bingley Road. The pavements along these roads are narrow and would not provide sufficient space to safely accommodate a street-works-style telecommunications installation without obstructing pedestrian movement or forcing pedestrians closer to the carriageway, creating potential safety hazards. In addition, the presence of frequent driveways and property access pathways further

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			restricts available space and complicates safe access to and from individual properties. Given the predominantly residential nature of the area, these constraints extend to neighbouring streets, where similar issues of limited pavement width, frequent property access points, and residential amenity would apply. On balance, any street-works-style scheme in this context would unacceptably compromise pedestrian circulation, property access arrangements, and highway safety. For these reasons, Rathbone Street, Bingley Road, and the adjacent streets cannot be considered suitable locations for the proposed installation.
D17 – Street works	Bingley Junction: 313, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BU, United Kingdom	391343 , 413270	There is insufficient space available on this stretch of pavement to accommodate a street-works-style mast and its associated equipment cabinets. The dimensions and siting of such an installation would significantly restrict pedestrian movement, forcing people to navigate around the equipment in a manner that could require stepping onto the carriageway, which would create an unacceptable highway safety risk. In addition, the residential character of the surrounding area means that the visual impact of the equipment would be heightened, appearing intrusive and out of scale with the local streetscape. The combined effect of these factors; restricted pedestrian access, potential safety hazards, and amplified visual intrusion, renders this location unsuitable for telecommunications development. As

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			a result, this site has been discounted, as any installation here would unacceptably compromise highway safety and the visual amenity of the local residential environment.
D18 – Street works	Merinall Close: Merinall Close, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BY, United Kingdom	391441 , 413138	A street-works-style base station cannot be deployed at this location because it would interfere with the critical visibility splays required for vehicles emerging from the junction. Clear sightlines are essential to ensure that drivers can safely assess oncoming traffic and pedestrians, and the introduction of a base station would obstruct these views, significantly increasing the risk of collisions. The presence of such an installation would therefore create an unacceptable hazard to road users and compromise highway safety. Given these significant safety concerns, this location has been discounted as a potential site for the proposed development, as it cannot provide a safe or suitable environment for vehicular and pedestrian movement.
D19 – Rooftop	Sacred Heart Rochdale Catholic Church: Sacred Heart, 321, Kingsway, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BX, United Kingdom	391431 , 413220	The building has a pitched roof, which does not provide any suitable or secure fixing points for the attachment of telecommunications apparatus. The sloping nature of the roof means that, to accommodate the proposed equipment, significant internal structural interventions would be required, including the installation of substantial steelwork and bracing to support the weight and ensure

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			stability. Attempting to fix the equipment directly to the roof tiles is not feasible, as the sheer weight of the apparatus would dislodge the tiles and could potentially cause partial or total roof collapse. Furthermore, the roof design and construction offer no practical means of safe access for installation or ongoing maintenance, compounding the unsuitability of this location. In summary, from both a practical construction and structural perspective, the building's design and roof shape render it wholly unsuitable for the proposed telecommunications development.
D20 – Street works	Church Car Park: Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391458 , 413251	This option is located within the Church's car park. The setting is poorly screened, meaning that any telecommunications installation would be highly visible and could have a pronounced impact on the character and appearance of the area. Given the prominence of the location and the limited natural or built mitigation, the visual intrusion would be significant. In contrast, there are alternative sites available that are more visually appropriate and better able to accommodate the equipment with minimal impact on the surrounding environment. For these reasons, this location is not considered suitable for the proposed development.
D21 – Greenfield	Church Green Space:	391455 , 413270	There is no effective screening available within this area of greenspace, meaning that any

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	Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom		telecommunications installation would be highly exposed. While mature trees in the background may provide partial mitigation, they would only obscure portions of the structure, leaving it largely visible. The proposed equipment would also be located at a very busy junction, further increasing its prominence and the potential for visual intrusion. Additionally, the site is visible from long-range viewpoints, including residential developments to the north, west, and east, meaning that the installation would be a noticeable feature across a wide area. Taken together, these factors would result in a significant increase in visual impact and would adversely affect the visual amenity of the surrounding environment. This green space is therefore not a contextually sensitive or appropriate location for telecommunications equipment, as it would be both visually intrusive and incongruous with its surroundings.
D22 – Street works	Milnrow Road Pedestrian Crossing: 327, Milnrow Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5BU, United Kingdom	391441 , 413287	There is insufficient space along this stretch of pavement to accommodate a street-works-style mast and its associated equipment cabinets. The size and siting of such an installation would significantly restrict pedestrian movement, forcing pedestrians to navigate around the equipment in a way that could require them to step onto the carriageway, thereby creating an unacceptable highway safety risk. The narrow footway, combined with the need to maintain safe passage for all users, including those with mobility impairments or pushchairs, means that

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			the installation would compromise both pedestrian safety and accessibility. For these reasons, this location has been discounted as a potential site, as any development here would result in unacceptable highway safety concerns and would fail to provide a safe and practical environment for pedestrians.
D23 – Street works	Grass Verge of Milnrow Road: Milnrow Road, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AN, United Kingdom	391478 , 413309	A site in this location would be located in close proximity to existing overhead power lines, which would prevent the safe installation and ongoing maintenance of telecommunications equipment in accordance with health and safety regulations. Working near high-voltage infrastructure presents significant risks, and any development in this area would be unable to comply with required safety clearances and standards. In addition to these safety constraints, the location would also result in an increased visual impact. The residential properties to the northwest would have clear and direct views of the installation, making the equipment highly prominent and incongruous within the streetscape. Taken together, these factors demonstrate that this location is both unsafe and visually inappropriate for the proposed development, and it has therefore been discounted as a potential site.
D24 – Street works	Footpath of Milnrow Road:	391488 , 413307	A street-works-style column could not be accommodated on this stretch of land due to the presence of existing underground services. Utility providers

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	Milnrow Road/Kingsway, Milnrow Road, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AN, United Kingdom		require specific clearance zones to be maintained at all times to allow safe access for inspection, maintenance, and potential emergency works. Installing a mast or associated equipment within this area would infringe upon these clearances, compromising the ability of the utility company to safely operate and maintain their infrastructure. Additionally, any attempt to position equipment here could damage underground services, leading to operational disruption and safety risks. Given these constraints, this location cannot feasibly support the proposed development and has therefore been discounted as a potential site. 
D25 – Street works	Kingsway: Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AE, United Kingdom	391515 , 413285	Once again, a street-works-style column cannot be accommodated on this stretch of land due to the presence of existing underground services. Utility providers require specific clearance zones to be maintained to ensure safe and unhindered access for routine inspection, maintenance, and any emergency works. Installing a mast or

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			associated equipment in this location would encroach on these clearance areas, potentially obstructing essential operational access and increasing the risk of damage to the underground infrastructure. Such interference could compromise both safety and service reliability. Given these constraints, the site is not physically or practically suitable for development, and as a result, it has been discounted as a potential location for the proposed installation. 
D26 – Street works	Retail Park Car Park: Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391535 , 413261	An installation within the retail car park would be highly exposed due to the absence of any suitable screening elements. The elevated position of the car park would make the proposed equipment readily visible to both pedestrians and drivers approaching and using the nearby junction, increasing its prominence in the streetscape. In addition, residential properties along Milnrow Road would have long-range views of the mast, further amplifying its visual impact across the surrounding area. The combination of elevated siting, lack of screening, and visibility to both highway users and nearby residents would result in a development that is

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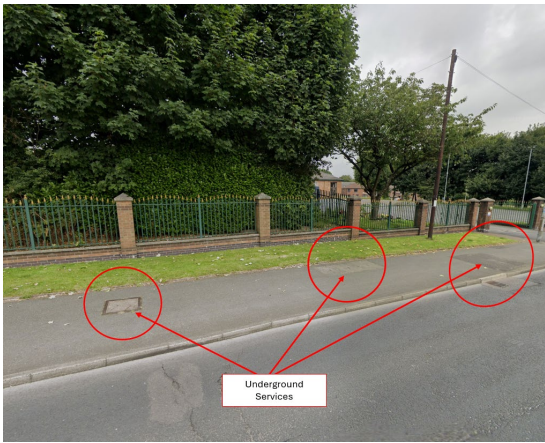
			highly conspicuous and visually intrusive. For these reasons, this location is not considered appropriate for the proposed telecommunications installation.
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D27 – Street works	Across from Subway: Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391474 , 413195	A street-works-style column cannot be accommodated on this stretch of land due to the presence of existing underground services. Utility companies require specific clearance zones to be maintained at all times to ensure safe access for inspection, maintenance, and potential emergency works. Any installation in this location would infringe upon these required clearances, compromising the ability of the utility provider to operate safely and maintain essential infrastructure. Additionally, the risk of damaging underground services during construction or operation of the equipment would be high, creating further safety and operational concerns. Given these constraints, this location is not suitable for development, and it has therefore been discounted as a potential site for the proposed telecommunications installation. 
	Greggs:		

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D28 Rooftop	–	Greggs, Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391511 , 413201	The building is too low to accommodate a sensitively designed base station when considering its roof shape, overall height, and the context of surrounding development. To meet the operator's technical requirements, any rooftop installation would require a structure of significant height, weight, and massing. Such a proposal would be visually incongruous and out of keeping with the scale and character of the host building. From a structural perspective, the additional load imposed by a rooftop installation would place significant stress on the building, which was not designed to support such equipment. This includes not only the weight of the stub tower itself but also the associated grillage framework required to mount it securely. On top of this, the antennas typically weigh approximately 50 kg each, while each remote radio unit (RRU) or equivalent weighs around 35 kg, in addition to the cumulative weight of feeder and connection cabling. Together, these elements substantially increase the load on the roof and supporting structures, creating serious concerns regarding structural integrity and safety. Given these technical and visual constraints, the building is not suitable to host the proposed telecommunications equipment.

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D29 Rooftop	–	B&M: B&M Home Store, Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391605 413205	, The building has a pitched roof, which provides no suitable or secure points for attaching telecommunications apparatus. The sloping nature of the roof means that, in order to support the proposed equipment, significant internal structural interventions would be required, including the installation of substantial steelwork and bracing. These measures would be necessary to ensure the roof could safely bear the additional load, but such interventions would be highly intrusive and impractical from a construction perspective. Attempting to fix the equipment directly to the roof tiles is not feasible, as the weight of the apparatus would dislodge the tiles and could lead to partial or complete roof collapse. Furthermore, the roof design and construction do not allow for safe access for installation or ongoing maintenance. Taken together, the shape, construction, and structural limitations of the building mean that it is not suitable for the proposed telecommunications development from both a practical and engineering perspective.
D30 Rooftop	–	McDonalds: Kingsway Retail Park, Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391496 413156	, The building is too low to accommodate a sensitively designed base station when considering its roof shape, overall height, and the surrounding context. To meet the operator's technical requirements, a rooftop installation would require a

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			structure of substantial height, weight, and massing. Such a proposal would be visually prominent and out of keeping with the scale and character of the host building. From a structural perspective, the building is not designed to support the additional load imposed by the equipment. This includes not only the weight of the stub tower itself, but also the supporting grillage framework needed to mount it securely. The antennas typically weigh approximately 50 kg each, while each remote radio unit (RRU) or equivalent weighs around 35 kg, in addition to the cumulative weight of feeder cables and other associated equipment. All of these elements collectively place significant stress on the roof and supporting structure. Further complicating the installation, there are pre-existing services on the rooftop which limit the available space for safely siting the equipment. The combination of structural limitations, spatial constraints, and visual impact demonstrates that the building is unsuitable for hosting the proposed telecommunications development, both from a practical construction perspective and in terms of maintaining the character of the surrounding environment.
	Kingsway Retail Park:		

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D31 – Street works	Rentruck, Wallhead Road, Newbold, Milnrow, Rochdale, Greater Manchester, England, OL16 5DB, United Kingdom	391479 , 413128	This location is situated at the main entrance to the retail and business park, a position that makes it highly visible to multiple user groups. It would be seen not only by employees and visitors accessing the retail and business park but also by pedestrians to some degree. Due to the prominence of the entrance and the high volume of passing traffic, any telecommunications installation in this location would be highly conspicuous and could draw undue attention within the streetscape. Additionally, there are residential properties located directly across from this entrance. From these properties, the proposed mast would be visible, creating a potential perceived visual impact on residents' amenity. The location would place the installation in a prominent and open setting without suitable natural screening or contextual features to soften its appearance, resulting in a development that would be visually dominant and discordant in relation to the surrounding environment. For these reasons, the site is considered unsuitable for a telecommunications pole, as it would have a disproportionately high visual impact on both public and private viewpoints.
D32 – Street works	Wallhead Roundabout Footpath:	391535 , 413139	There is insufficient space available on this stretch of pavement at the roundabout to safely

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	Kingsway, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom		accommodate a street-works-style mast and its associated equipment cabinets. The dimensions and siting of such an installation would significantly restrict pedestrian movement, forcing people to navigate around the equipment in a manner that could require them to step into the carriageway, creating an unacceptable risk to highway safety. The narrow footway at this location cannot safely accommodate the combined footprint of the mast, cabinets, and pedestrian traffic, particularly for vulnerable users such as those with mobility impairments, pushchairs, or young children. For these reasons, this site has been discounted, as any development here would compromise pedestrian safety, reduce accessibility, and create a significant hazard to both pedestrians and drivers.
D33 – Street works	Wallhead Roundabout Grass Verge: Wallhead Road, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391537 , 413120	There is very limited green space available at this location due to the presence of mature trees and the proximity of the adjacent building. The installation must be sited at a sufficient distance from the building to allow safe and unhindered access for the initial construction phase, as well as for ongoing routine maintenance and servicing of the equipment. This significantly restricts the practical footprint available for a telecommunications installation.

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			Given these constraints, it would not be possible to safely or effectively install a mast and its associated equipment due to inadequate space avail.
D34 – Street works	Previous Planning Approval: Wallhead Road, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom	391649 , 413123	This location previously received planning permission for a telecommunications mast of 18 metres in height for a different operator; however, the development did not proceed and was never constructed. Despite this, the site is located at a distance that is too far removed from the current search area for VMO2 to deliver the required level of network coverage and capacity within the target area. The operator's technical requirements necessitate a location that can provide adequate signal strength and service reliability to meet the demands of the local population, which this site cannot achieve due to its separation from the designated coverage zone. As a result, while planning permission has been granted in the past for another operator, this site does not satisfy VMO2's operational or technical needs and must therefore be discounted as a potential location for the proposed installation.
D35 – Rooftop	InXpress Head Office:	391551 , 413111	The building has a pitched roof, which does not provide any suitable or secure points for attaching telecommunications

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	Wallhead Road, Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5AF, United Kingdom		apparatus. The sloping design of the roof means that, in order to support the proposed equipment, substantial internal structural interventions would be required, including significant steelwork and bracing to ensure that the roof could safely bear the additional load. Attempting to attach the equipment directly to the roof tiles is not feasible, as the weight of the apparatus would dislodge the tiles and could result in partial or complete roof collapse. As such, there is no safe or practical access to the rooftop for the initial construction phase or for routine maintenance and inspections in the future, further complicating the feasibility of the installation. Taken together, the roof shape, structural limitations, and lack of access make this building wholly unsuitable for the proposed telecommunications development from both a practical construction perspective and a long-term operational standpoint. Simply put, the building cannot accommodate the equipment safely or effectively.
D36 – Rooftop	Kingdom of Sweets: Firgrove, Milnrow, Rochdale, Greater Manchester, England, OL16 5DB, United Kingdom	391562 , 413069	The building features a pitched roof, which does not provide any secure or suitable points for attaching telecommunications apparatus. Due to the sloping nature of the roof, substantial internal structural reinforcement—including significant steelwork and bracing—would be required to

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			support the proposed equipment safely. In addition, the building lacks safe and practical access to the rooftop, both for the initial installation and for ongoing routine maintenance. This lack of access would significantly complicate construction and long-term operational requirements. Taken together, the roof shape, structural limitations, and absence of safe access mean that the building is wholly unsuitable for the proposed telecommunications installation. From both a practical construction and operational perspective, the design and construction of the building render it incapable of accommodating the required equipment safely and effectively.
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If no alternative site options have been investigated, please explain why:

N/A

Land use planning designations:

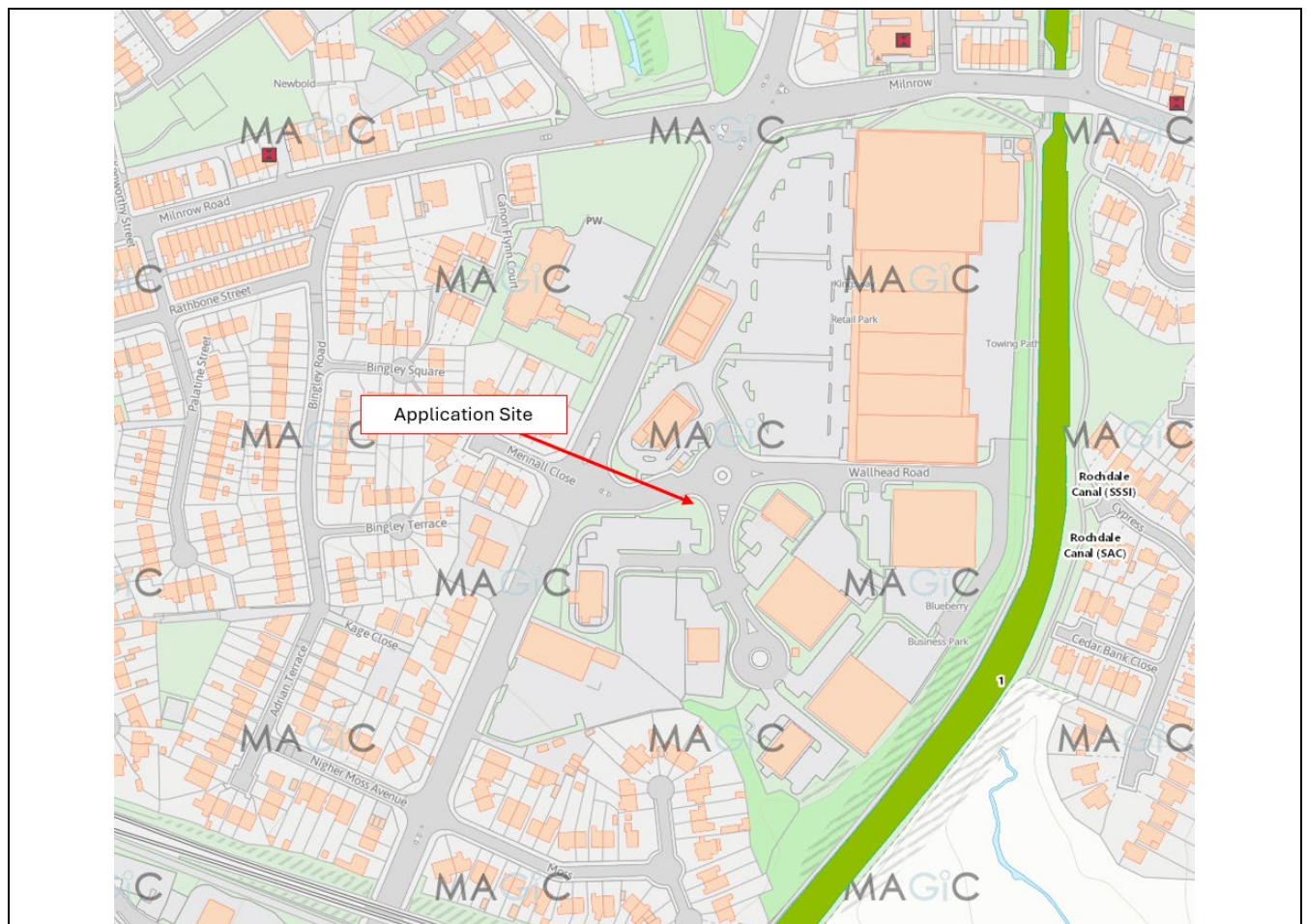
The application site does not lie within any statutory land base designations that will be of material consideration in the determination of this application.

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(Figure 14: Application site not within any statutory designations. Source: Magic Maps)

Additional relevant information:

Planning Statement:

From the outset, it is important to recognise that any alteration to the built or natural environment, including the installation of a telecommunications mast at this specific site, will inevitably introduce some degree of visual change. The proposed mast is located on the grass verge at the Wallhead Roundabout, a site that has been carefully selected to balance technical requirements with sensitivity to its surroundings. While visible from certain viewpoints, the design and siting have been chosen to minimise intrusion and integrate with existing street furniture, mature trees, and other landscape features where possible. Any assessment of visual impact must therefore consider the broader context, recognising the potential for the development to contribute positively to the area's infrastructure, connectivity, and community objectives.

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In evaluating this installation, the key consideration is whether the siting, height, and appearance of the mast would result in material harm to the visual or environmental character of the locality. The mast is not only visible but has been designed to be proportionate in scale, reducing bulk and prominence through a slimline structure and the use of sympathetic materials. The potential visual impact must be weighed against the substantial public benefits delivered by improved mobile connectivity, including reliable 4G and 5G coverage for residents, businesses, and public service providers in the immediate vicinity and the wider area. The assessment considers both the immediate aesthetic effects and the long-term benefits that this infrastructure brings to the community.

This evaluation extends beyond simply noting potential visual concerns. It provides a reasoned analysis of how the mast will interact with the streetscape, nearby residential properties, and local green spaces. The design seeks to ensure that visual changes are proportionate and do not diminish the broader improvements that enhanced connectivity enables. By siting the mast in an area that avoids sensitive heritage assets, conservation areas, and visually prominent landmarks, the proposal carefully balances operational requirements with the need to protect local character.

The strategic importance of the installation is considerable. Mobile telecommunications underpin modern life, enabling communication, remote work, education, and access to essential services. This specific site has been identified as critical in meeting the operator's technical requirements to deliver high-capacity, reliable coverage, particularly for 5G services. The improved connectivity will support residents, local businesses, and community services, enhance quality of life and promote digital inclusion.

Beyond everyday connectivity, the deployment of advanced 4G and 5G technologies at this site facilitates broader digital transformation in the area. Reliable mobile infrastructure supports sectors such as healthcare, education, emergency services, and local commerce. Enhanced coverage allows for faster access to digital services, improved service delivery, and greater economic resilience. The installation therefore provides measurable strategic and social benefits that extend beyond its immediate functional role.

While, the proposed mast introduces a new element into the visual environment, the potential visual change is proportionate to the significant operational, social, and economic benefits it delivers. The siting, scale, and design of the installation have been carefully considered to minimise adverse impacts, ensuring that it integrates sensitively within the streetscape. Recognising these substantial benefits demonstrates that the proposal aligns with both current and future needs,

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contributing meaningfully to the area's connectivity, technological advancement, and ongoing development.

Local Policy:

Rochdale Council does not currently have a dedicated policy specifically addressing telecommunications development. However, a number of the Council's broader planning policies, while not directly related to telecommunications, are still relevant and can be considered when assessing proposals of this nature.

The Rochdale Adopted Core Strategy (October 2016) sets out the strategic planning framework for the borough over a 15-year period. It addresses a wide range of development and land use matters, including the growth, regeneration, and sustainable development of the area. While the Core Strategy does not provide specific guidance on the installation of telecommunications infrastructure, its policies relating to the built environment, visual amenity, sustainable development, and protection of local character are relevant considerations when evaluating the siting, design, and impact of telecommunications proposals

One the strategic objections within the plan that they wish to achieve is as follows:

SO3 – To improve design, image, and quality of place:

To do this we will focus on:

- 1. Raising design quality and promoting sustainable developments;*
- 2. Improving gateways into the borough and main transport corridors to improve the image of the borough;*
- 3. Protecting and enhancing our heritage and natural assets, the special character of our towns, our countryside, open spaces, river valleys and water features; and*
- 4. Creating new identity and character where it is lacking (e.g. inner areas and road corridors).*

The proposed 20m telecommunications installation is designed with a slimline, street furniture-style appearance, minimising bulk and visual intrusion while ensuring full operational functionality. By enabling modern digital connectivity, including 4G and 5G services, the installation supports sustainable socio-economic development, facilitating business growth, access to services, and improved digital infrastructure for residents. In this way, the mast aligns with the Council's objective of raising design quality and promoting sustainable developments.

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The siting of the mast has been carefully considered to avoid dominating key gateway views or transport corridors. Its placement and design ensure it integrates with existing street furniture or landscape features, maintaining the visual quality of the borough's main routes. Improved telecommunications coverage in high-traffic and public areas supports the perception of a modern, well-serviced borough, without detracting from the existing streetscape.

Site selection has also been guided by the need to protect heritage and natural assets. The installation avoids locations that could impact heritage buildings, conservation areas, or sensitive natural features, helping to preserve the character of towns, open spaces, and river valleys. Where possible, the mast has been positioned against suitable backdrops (such as trees which will mature greatly overtime) minimising visual prominence and ensure the surrounding environment is respected.

As such, the 20m installation aligns with policy SO3 by combining operational functionality with sensitive design, protecting visual amenity, heritage, and natural assets, and contributing positively to the borough's image and streetscape character.

SP1 – Rochdale borough's role in the city region:

Rochdale Borough will contribute to the success of the Manchester city region and the North West by playing its part in the delivery of sustainable development and investment that meets national and sub regional objectives for housing and employment growth. To do this we will:

- a. Promote the borough as an attractive location in terms of jobs, housing, shopping, the environment, image, tourism and quality of life;*
- b. Focus employment development so that it supports the overall economic growth of the sub region;*
- c. Provide improved housing quality and choice by working with private and public sector partners;*
- d. Strengthen transport infrastructure and strategic links to improve access to jobs within the regional centre and to improve commercial links with the wider north-west and West Yorkshire regions;*
- e. Improve transport links to and from the regional centre to improve access to a wider range of jobs, higher education, cultural and leisure opportunities;*
- f. Improve transport links to and from neighbouring towns (e.g. Oldham and Bury) to improve access to jobs, centres and key attractions for Rochdale's adjoining communities; and*
- g. Deliver strategic green infrastructure improvements and appropriate opportunities for renewable energy generation where adverse impacts can*

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be satisfactorily addressed to support wider sub regional development and environmental objectives.

The proposed telecommunications installation contributes to the sustainable development and economic growth of Rochdale Borough, helping it fulfil its role within the Manchester city region and the wider North West. By improving 4G and 5G coverage, the installation enhances digital connectivity, which is increasingly critical to attracting investment, supporting businesses, and improving the quality of life for residents. This aligns with the policy objective to promote Rochdale as an attractive location for jobs, housing, shopping, tourism, and environmental quality.

Improved telecommunications infrastructure supports economic development by enabling businesses to operate efficiently, access wider markets, and implement digital technologies that enhance productivity. This directly contributes to the borough's role in supporting overall sub-regional economic growth and aligns with SP1(b) by facilitating employment development that strengthens Rochdale's contribution to the Manchester city region.

The installation also supports wider accessibility objectives by enhancing digital access for local residents, businesses, and educational institutions. By enabling high-speed mobile connectivity, it complements transport and physical infrastructure improvements, providing equitable access to employment, education, cultural, and leisure opportunities in the regional centre and neighbouring towns. This supports SP1(d), (e), and (f), as residents and businesses especially the retail park benefit from improved digital links.

Finally, the installation has been designed to minimise visual and environmental impacts. Its careful siting and slimline design ensure that any effects on green infrastructure, heritage, or the local streetscape are mitigated, in line with SP1(g), which encourages sustainable energy and environmental stewardship while supporting regional development.

The proposal supports SP1 by enhancing digital infrastructure, facilitating economic growth, improving access to services and opportunities, and contributing to sustainable development across Rochdale Borough and the wider city region.

DM1 – General development requirements

All development proposals, including changes of use of land and buildings, extensions and alterations, will be expected to demonstrate that they:

- a. Are of high-quality design and take the opportunity to enhance the quality of the area;*

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- b. Are compatible with surrounding land uses, both in terms of its impact upon those uses and the impact of the surrounding land uses upon the amenities of future residents / users;*
- c. Do not adversely affect the amenity of residents or users through visual intrusion, overbearing impact, overshadowing or loss of privacy;*
- d. Mitigate against any impacts due to noise, air, dust, light and odour pollution, traffic generation or inadequate access, where such mitigation is identified as being necessary;*
- e. Provide satisfactory vehicular access with adequate parking, manoeuvring, and servicing arrangements taking into account of the proposed use and location;*
- f. Do not have an adverse impact on health, through its impact or the effect of existing problems e.g. land contamination, or poor air quality;*
- g. Provide, or demonstrate the availability of, the service and community infrastructure necessary to meet local needs e.g. local shops, community, leisure and sport facilities and provision of open space;*
- h. Minimise opportunities for crime against people or property;*
- i. Take account of ground conditions including unstable or contaminated land - where a potential risk exists, a survey should be carried out and any necessary remedial measures identified and carried out;*
- j. Incorporate, where appropriate, high quality landscape schemes;*
- k. Have assessed whether the development may be affected by ground instability;*
- l. Have considered the availability of water and wastewater infrastructure, and any need for additional capacity; and*
- m. Do not lead to impacts detrimental to the conservation interests of European Protected Sites.*

The proposed telecommunications mast has been carefully designed to meet the objectives of DM1 – General Development Requirements. The mast features a slimline, street furniture-style design to minimise visual impact and integrate sensitively with the surrounding streetscape, enhancing the quality of the area. Its location has been selected to ensure compatibility with surrounding land uses, avoiding sites where residential amenity could be compromised. The siting and design reduce visual intrusion and overbearing impact, while maintaining privacy and avoiding overshadowing of nearby properties.

Environmental impacts such as noise, dust, air, light, and odour pollution are negligible, and vehicular access is limited to construction and routine maintenance, with no adverse effect on parking or highway safety. The installation complies with national health and safety standards, ensuring there is no risk to public health, and it supports digital infrastructure that benefits local residents, businesses, and community facilities. Security measures are incorporated to prevent unauthorised access or

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vandalism, while sites have been assessed to avoid unstable or contaminated land, ensuring structural stability.

Where possible, natural and existing screening has been utilised to reduce visual prominence, and the mast does not place demands on water or wastewater infrastructure. Sensitive environmental areas, including European Protected Sites, have been avoided, ensuring no impact on conservation interests. Overall, the mast delivers a high-quality, safe, and visually sensitive installation that aligns with DM1's requirements while supporting the local community and infrastructure.

National Planning Policy Framework (December 2024):

The government's National Planning Policy Framework (NPPF) 2024 sets out government's planning policies for England and how these are expected to be applied. Section 2 of the NPPF confirms that sustainable development is at the heart of the Framework. Paragraph 8 states:

'Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways

- to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
- to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and*
- to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.'*

The installation proposed will enable the operators to provide 4G and 5G services in the area, forming part of a network of high technology. These services allow home

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working and working on the move and can reduce the need to travel, thus contributing to the sustainability agenda.

The Government's latest thinking strongly supports communications infrastructure. Section 10 relating to 'Supporting high quality telecommunication' paragraph 119 states that:

'advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being.' Planning policies and decision should support the expansion of electronic communication networks, including next generation mobile technology (such as 5G and full fibre broadband connections.'

The proposed development accords with all these aspects of the NPPF in that it will provide all the operators with improved network provision within this area bringing a range of associated economic and technical benefits.

Paragraph 120 is as follows:

'The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged. Where new sites are required (such as for new 5G networks, or for connected transport and smart city applications), equipment should be sympathetically designed and camouflaged where appropriate'.

It retains the requirement to minimise the number of installations consistent with the efficient operation of the network but also includes being consistent with the need of consumers and providing reasonable capacity for future expansion.

Section 12 of the Framework relates to 'Achieving well-designed and beautiful places.'

Paragraph 131:

'The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between

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applicants, communities, local planning authorities and other interests throughout the process.'

Public benefits are defined within the NPPG and could be anything that delivers economic, social or environmental progress. Benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.

As the NPPF has taken the following stance on decision making. At paragraph 39 it states that:

'Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including...permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.'

The following paragraph 85 touches on aspiration to build a strong and competitive economy.

'Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken, should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation.'

Code of Best Practice on Mobile Network Development in England (2022)

The Code of Best Practice was updated in 2022 by the Department of Digital, Culture, Media & Sport and is now even more supportive of mobile network provision in line with Government aspirations that everyone should have access to the information no matter where they are located whether that be in rural or urban areas. This Code provides guidance to mobile network operators, their agents and contractors and equally to all local planning authorities in England. It supersedes the Code of Best Practice on Mobile Phone Network Development (2016).

The principal aim of this Code is to ensure that the Government's objective of supporting high quality communications infrastructure, which is vital to continued economic prosperity and social inclusion for all, is met. The development of such infrastructure must be achieved in a timely and efficient manner, and in a way which

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balances connectivity imperatives and the economic, community and social benefits that this brings with the environmental considerations that can be associated with such development.

The Code acknowledges that there are special operational and technical considerations associated with mobile network development, which have changed over time due to changes in technology and associated changes in demand. The Code acknowledges that there remains a reliance on radio masts to provide the main umbrella of coverage. Typically, radio signals operate like light and must "see" over the target coverage area, they cannot be hidden and so there will always be a degree of visual impact.

It is commonly known within the industry that there is a need to continually improve mobile networks, which will not function without the necessary infrastructure on which they rely. This is confirmed within the Code of Best Practice on Mobile Network Development in England which acknowledges '4G and 5G are likely to require further network densification in order to meet growing customer demand for data' as well as improved coverage and capacity, together with ambitious Government aspirations.

Paragraphs 8 – 12 of the Code of Practice set out the importance of connectivity:

8. Digital connectivity is vital to enable people to stay connected and businesses to grow. Fast, reliable digital connectivity can deliver economic, social and well-being benefits for the whole of the UK.

9. As the demand for mobile data in the United Kingdom is increasing rapidly, it is important that everyone has access to dependable and consistent mobile coverage where they live, work and travel.

10. The Future Telecoms Infrastructure Review (FTIR) and the National Infrastructure Strategy set out the government's long-term strategy for meeting its digital connectivity targets and delivering high-quality, the reliable digital infrastructure that works across the UK².

11. The government has committed to extending mobile coverage across the UK. The government has committed to extending mobile coverage across the UK. The government's Levelling Up White Paper has set a mission that the UK will have nationwide 4G coverage, with 5G coverage for the majority of the population by 2030. In support of this, the government and the UK's mobile network operators agreed to a £1 billion Shared Rural Network deal to extend 4G mobile geographical coverage to 95% of the UK by the end of the programme.

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12. *Next Generation Mobile Technologies: A 5G Strategy for the UK, and the update to this*, set out the government's ambition for the UK to be a global leader in 5G to take early advantage of its potential and help to create a world-leading digital economy that works for everyone. The government also wants businesses and communities to benefit from investments in 5G as soon as possible. Through the government's 5G Testbeds and Trials programme we have seen its value to manufacturing, farming, transport networks and healthcare.

They have also set out 'How wireless networks function'

Para. 16: "Cellular wireless networks use base stations to provide an area of radio coverage. Wireless technology uses the radio spectrum to broadcast radio waves between base stations and devices. Different radio frequencies have different characteristics which, along with the density of cell site locations, affect the extent of coverage and how much data can be carried over the network. Depending on the radio frequencies used, base stations can deliver coverage over a wide area or provide extra network capacity in areas where there is a high demand for network bandwidth."

Para. 17 sets out that "Wireless technology continues to evolve rapidly, and mobile devices are now capable of much more. Second-generation (2G) technology gave us voice calls and text messages, 3G led to the launch of smartphones, and 4G, which enabled faster browsing, allowed us to do things like watching videos on the move. 5G, the latest generation of wireless technology, is much faster than previous generations of wireless technology and can offer greater capacity and lower latency, allowing thousands of devices in a small area to be connected at the same time. 5G networks, and future mobile generations, will be vital for a range of Internet of Things uses (IoT) and Smart City applications."

Education:

The relationship between 5G and education is evolving at a massive rate with educators exploring the relevance of Virtual Reality (VR) technologies for education and training. Crucially, VR can support remote learning, allowing students a presence in the classroom even when working elsewhere.

5G's ability to deliver real-time information (low latency), ultra-fast speeds (critical for high-definition images and video), increased capacity and heightened security will also allow learning on the job, thanks to technologies such as Augmented Reality (AR) goggles, which can give engineers real-time instructions on how to fix a machine on a production line, for example.

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Health:

Patients across the country are now becoming accustomed to relying on remote healthcare services such as NHS 111, virtual GP appointments, and ordering online deliveries of essential medical supplies.

5G will prove critical in providing the infrastructure required to deliver remote health services over the next decade. By design, 5G's ability to deliver real-time information (low latency), ultra-fast speeds (critical for high-definition images and video), increased capacity and heightened security are going to be fundamental in scaling the patient benefits of remote healthcare and keeping medical records secure and private. For instance, trials have shown that connecting ambulance crews to expert resources using 5G allows paramedics to work with doctors and conduct specialist procedures in real time whilst on the road.

Conclusion:

In conclusion, the proposed 20-metre monopole represents the most appropriate and balanced solution to meet the operator's urgent requirement to deliver enhanced 4G and 5G services within this part of Rochdale. A thorough and robust site selection exercise has been undertaken, with a wide range of alternative options carefully assessed and discounted due to technical, environmental, or planning constraints. The chosen site lies within an established commercial and industrial context, sufficiently separated from residential areas and free from ecological or heritage designations, ensuring that the development is both technically viable and contextually appropriate.

The proposal aligns directly with Policy SO3 of Rochdale's Core Strategy by demonstrating high-quality design that responds sensitively to its context. The mast has been sited alongside existing vertical elements such as street lighting and signage, allowing it to assimilate into the streetscape without causing undue visual intrusion. Natural screening from vegetation further reduces its prominence, ensuring that the design enhances the area without detracting from its character.

The development also supports Policy SP1, contributing positively to Rochdale's role within the Manchester City Region by delivering essential digital infrastructure. The installation will strengthen connectivity, underpin economic growth, and provide residents, businesses, and visitors with access to reliable high-speed mobile services. By improving digital infrastructure, the proposal enhances the borough's attractiveness as a place to live, work, and invest, supporting both local quality of life and wider sub-regional competitiveness.

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Hive 2, 1530 Arlington Business Park, Theale, Berkshire, RG7 4SA.
Registered in England & Wales No. 08087551.
VAT No. GB142 8555 06

 Cornerstone, Hive 2,
1530 Arlington Business Park,
Theale, Berkshire, RG7 4SA

Furthermore, the scheme satisfies the requirements of Policy DM1, as it has been designed to minimise any adverse impacts on amenity, highways, or the environment. The site is set within a commercial landscape rather than a residential setting, avoiding conflict with sensitive receptors. The monopole has been carefully located to avoid interference with pedestrian movement, road safety, or access arrangements, and it does not encroach upon designated ecological or heritage sites.

While it is acknowledged that some degree of visual change will occur, this will be limited and proportionate. When balanced against the significant public benefits of providing robust, future-proofed mobile connectivity, the proposal clearly delivers net gains for the community. In this regard, the scheme accords fully with both local and national planning policy.

Accordingly, it is considered that the proposal represents essential infrastructure that is both policy-compliant and operationally necessary. On balance, the substantial public benefits decisively outweigh any limited visual impacts, and planning permission should therefore be granted.

Confirmation that submitted drawings have been checked for accuracy

Name: (Agent)	Caitlyn Richmond	Telephone:	02891240990
Company:	WHP Telecoms Ltd.		
Company Address:	Building 8 Unit 6, Carryduff Business Park, Comber Road, Carryduff, BT8 8AN	Email Address:	c.richmond@whptelecoms.com
Signed:	<i>Caitlyn Richmond</i>	Date:	22 nd August 2025
Position:	Town Planner	(on behalf of Cornerstone)	

In the first instance, all correspondence should be directed to the agent.

Cornerstone Industry Site Specific Supplementary Information (England) V.9 – 22.03.2024

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