

SUPPLEMENTARY INFORMATION
1. Site Details

Site Name:	Phoenix Close	Site Address:	Phoenix Close
National Grid Reference:	E: 386648 N: 410069		Hopwood Heywood Greater Manchester OL10 2JG
Site Ref:	ROD200	Site Type:	Macro

2. Pre-Application Check List - Site Selection (for New Sites only)

Was a local planning authority mast register available to check for suitable sites by the operator or the local planning authority?	Yes	
If no explain why:		
Previous telecoms applications in the area were reviewed and no suitable alternatives identified.		
Were industry site databases checked for suitable sites by the operator:	Yes	
If no explain why:		
The database shows no existing suitable sites within the required search area		

Pre-application consultation with local planning authority

Date of written offer of pre-application consultation:	11 th April 2025
Was there pre-application contact:	No
Date of pre-application contact:	N/A
Name of contact:	N/A
Summary of outcome/Main issues raised:	
No response received to date.	

Ten Commitments Consultation

Rating of Site under Traffic Light Model:	GREEN
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The following were consulted on 10th April 2025

Councillor Emmott
susan.emmott@rochdale.gov.uk

Councillor Hodgkinson
Peter.Hodgkinson@Rochdale.Gov.Uk

Councillor Wardle
carol.wardle@rochdale.gov.uk

Offer of pre-application consultation issued. No response received to date.

School/College

Location of site in relation to school/college (*include name of school/college*):
None in the nearby area

N/A

Summary of outcome/Main issues raised:

N/A

Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator consultation (only required for an application for prior approval)

Will the structure be within 3km of an aerodrome or airfield?		No
Has the Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator been notified?		
Details of response:		

Developer's Notice

Copy of Developer's Notice enclosed?	Yes	
Date served:	30/05/2025	

3.0 Proposed Development

The proposed site:

The application site is located in an industrial land use location, around 4.5km to the south-west of Rochdale town. The centre of Heywood lies approximately 700m to the north-west.

Around 750m to the south of the site is the M62. This runs east to west. Around the same distance to the north lies the A58, which also runs east to west.

The application site is situated within an industrial area. Spanning north to south around 60m to the east of the site is designated green belt. Around 85m to the north of the site is East Lancashire Railway which runs east to west.

The site is located within a designated Primary Employment Zone. Approximately 80m to the west of the site is a designated Area of Opportunity (Rooley Moor Road Area of Opportunity).

The proposal is for the removal of existing telecoms equipment located on Phoenix Brewery. This is an existing building situated approximately 130m to the west of the application site.

Planning application 23/01079/FUL was granted for the change of use from brewery ancillary areas to form a pub. Due to this redevelopment, the existing telecoms equipment must be removed from its current site. The redevelopment would not allow room for the required equipment to be reinstalled following the works, especially considering the upgrade needed would mean more equipment than is currently there would have to be installed.

In order to maintain the existing network once the existing site is terminated, this application for a new streetworks mast has been submitted.

The proposed site is located as close to the existing telecoms equipment as possible. There are no existing rooftop sites that will support the necessary infrastructure. This site has been specifically chosen for its proximity to the existing site in order to maintain network coverage.

The immediate area is within the existing industrial estate which is an appropriate location for such infrastructure. There is existing street furniture within the immediate street scene. There are also existing large, mature trees. This will ensure there is no unacceptable detrimental visual impact from the proposed mast as it will not appear as an incongruous vertical structure within the street scene.

Due to the intervening buildings and mature trees, the proposal would not have any impact on the openness, character or appearance of the adjacent green belt.

The nearest building is located approximately 12m to the north of the application site. There would not be any unacceptable impact on this industrial unit from the proposed mast.

View north-west towards the proposed mast



View towards the proposed mast



View to the south-east (the proposed mast would be on the left)



Planning History

0447/PDN | Installation of telecommunications apparatus – granted 08.02.23

23/01079/FUL | Change of use from brewery ancillary areas to form pub – granted 27.3.24

Type of Structure: MAST	
A 20m multi-operator telecommunications mast including 12 antenna apertures and 2 dish antennas with 6 ground-based cabinets	
Overall Height: 20m	
Height of existing building (<i>where applicable</i>):	N/A
Equipment Housing:	
Length:	As per attached drawings
Width:	
Height:	
Materials (<i>as applicable</i>):	
Tower/mast etc – type of material and external colour:	As per attached drawings
Equipment housing – type of material and external colour:	As per attached drawings

Reasons for choice of design:

The development has been specifically designed for the site in question, considering the existing environment and the existing telecoms equipment. The development will be seen in the context of the area with adjacent street-furniture and established, mature, tall trees and buildings. The proposal has been designed with the aim of achieving a balance between minimising visual impact and achieving the technical requirements needed by the operator. It is necessary for the height of the structure to ensure that interference is avoided, the topography of the landscape does not have an unacceptable impact upon mobile signal quality and that the structure is able to support the antenna and other apparatus. It also needs to be tall enough to satisfy ICNIRP standards, relative to the surrounding land uses, in the case, the site location is not located within any restrictive allocations and therefore should be supported.

It is accepted that the proposal will be visible within the existing street scene, however, it will be seen in the context of the current character of the locality and will bring positive benefits to the local community, as well as local residents and visitors travelling to and through the area.

Network Planners have indicated that the position of the replacement cell is the ideal location to provide optimum coverage to both enhance the capacity of the current network and also bring advanced technologies and also bring advanced technologies to the area. It should be noted that the new technologies and increase to the existing network will provide high-quality and high-speed critical communications infrastructure, this is essential for economic growth and to improve a critical service as illustrated in the NPPF.

4.0 Technical Information

International Commission on Non-Ionizing Radiation Protection Declaration attached (see below)		Yes	
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. 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 licence fulfils the legal obligations in respect of interference to other radio systems, other electrical equipment, instrumentation or air traffic systems. The conditions of the licence are mandated by Ofcom, an agency of national government, who are responsible for the regulation of the civilian radio spectrum. The remit of Ofcom also includes investigation and remedy of any reported significant interference. The telecommunications 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.			
Frequency	To be provided on request		
Modulation characteristics ¹	To be provided on request		
Power output (expressed in EIRP in dBW per carrier) In order to minimise interference within its own network and with other radio networks, MBNL operates its network in such a way that radio frequency power outputs are kept to the lowest levels commensurate with effective service provision. As part of MBNL'S network, the radio base station that is the subject of this application will be configured to operate in this way.	To be provided on request		
Height of antenna (m above ground level)	20m		

¹ The modulation method employed in GSM is GMSK (Gaussian Minimum Shift Keying) which is a form of Phase Modulation.

The modulation method employed in UMTS is QPSK (Quad Phase Shift Keying) which is another form of Phase Modulation.

5.0 Technical Justification

Background:

As part of MBNL's continued network improvement program they wish to enhance the existing site to facilitate additional coverage and capacity requirements, incorporating new technologies. Section 10 of the NPPF sets out the Government's general overview regarding supporting high quality communications infrastructure, recognising that advanced, high-quality communications infrastructure is essential for sustainable economic growth.

Base stations use radio signals to connect mobile devices and phones to the network, enabling people to send and receive; calls, texts, emails, pictures, web, TV and downloads. Without base stations, mobiles devices and phones will not work.

Many other everyday items also use radio signals to send and receive information, such as television and radio broadcasting equipment and two-way radio communications. Base stations are connected to each other and telephone exchange buildings by cables or wireless technology such as microwave dishes, to create the network. The area each base station covers is called a "cell". Each cell overlaps with its neighbouring cells to create a continuous network. The size and shape of each cell is determined by the features of the surrounding area, such as buildings, trees and hills which can block signals. When people travel between cells, the signal is transferred between base stations without a break in service. Each base station covers a certain area only and can only handle a limited number of calls at once. As mobile phones and devices become more popular, more base stations are needed to ensure continuous coverage.

It is imperative that support is given to the introduction of new infrastructure to allow new technology which will allow networks to be able to handle more data and connect more devices simultaneously at much faster speeds. This will enable places to remain competitive and will support the Government's ambition for the UK to become a world leader in telecommunications technologies and development. Whilst it is acknowledged that there is a significant increase in the scale of telecommunications development on the site, it should be noted that the new technologies will provide advanced high-quality communications infrastructure essential for economic growth as sought by the NPPF.

All MBNL installations are designed to be fully compliant with the public exposure guidelines established by the International Commission on Non-Ionizing Radiation Protection (ICNIRP). These guidelines have the support of UK Government; the European Union and they also have the formal backing of the World Health Organisation. A certificate of ICNIRP compliance will be included within the planning submission.

Site ²	Site Name and address	National Grid Reference	Reason for not choosing ³
GF	Green lane, OL10 2EN	386371, 410037	This location is a steep embankment and taller buildings behind the site and so would have its signal blocked by the buildings whilst making a development here larger due to the extensive ground excavation that would be required and is therefore discounted
SW	Park Street OL10 2EJ	386405, 409935	This potential SW location is opposite the rear of housing and would therefore have a greater visual impact and less in context then the proposed site and is therefore discounted at this time
SW	Phoenix Close, OL10 2JG	386659, 410021	This location is a thinner piece of land that drops towards the low-lying buildings and is therefore discounted on buildability concerns
SW	Phoenix Close, OL10 2JG	386636, 410060	Whilst this location would also be appropriate for this development, it is further away from the existing site so not replicating the same coverage and is therefore discounted at this time
SW	Gregg Street, OL10 2ED	386293, 410061	Again, this location would also be appropriate for this development, it is further away from the existing site so not replicating the same coverage and is therefore discounted at this time
RT	Buildings all within Phoenix Close Industrial estate	Various	The design and build of the industrial buildings across the park are of a lightweight, low-lying design and so do not offer the height required here for a replacement

² ETS - Existing Telecomm site, ES - Existing Structure, RT - Roof Top, GF - Greenfield

³ SP - Site Provider, RD - Redevelopment Not Possible, T - Technical Difficulties, P – Planning
 O – Other

			mast, suffer from inefficient radio signals due to their expansive rooves and are also not able to support such proposals without strengthening and for these reasons the buildings are seen as not suitable for such a telecoms development
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Additional relevant information

Planning Policy Assessment

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with policies of the adopted Statutory Development Plan, unless material considerations indicate otherwise.

National Planning Policy Framework (2024)

The National Planning Policy Framework (NPPF) was published in December 2024 and supersedes previous versions of the document and national planning guidance contained in the various Planning Policy Guidance notes and planning Policy Statements. The NPPF sets out the Government's economic, environmental and social planning policies and how these are to be applied in relation to all planning applications.

Under Section 6 paragraph 85 the NPPF advises....” *Significant weight should be placed on the need to support economic growth and productivity, considering both local business needs and wider opportunities for development.*” In terms of supporting a prosperous rural economy paragraph 85...” *The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.*” This approach provides a sustainable solution to the need to enhance telecommunications services in the area which will benefit not only the local community, but also visitors to the area and potentially reducing the need to travel.

In section 10 of the new NPPF, the document seeks to support “*Advanced, high quality and reliable communications infrastructure*” ensuring that it is “*essential to economic growth and social wellbeing*”. It advises that “*planning policies and decisions should support the expansion of electronic communications networks including next generation mobile technology (such as 5G) and full fibre broadband connections.*” Paragraph 120 states” *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.*” The proposal allows for the maintenance of the existing network coverage by installing a new mast to replace existing telecoms that must be removed from its existing location.

Paragraph 121 continues” *Local planning authorities should not impose a ban on new electronic communications development in certain areas, impose blanket Article 4 directions over a wide area or a wide range of electronic communications development, or insist on minimum distances between new electronic communications development and existing development. They should ensure that:*

a) they have evidence to demonstrate that electronic communications infrastructure



is not expected to cause significant and irremediable interference with other electrical equipment, air traffic services or instrumentation operated in the national interest; and

b) they have considered the possibility of the construction of new buildings or other structures interfering with broadcast and electronic communications services.

The NPPF places a high importance on the need to upgrade England's digital communication network and the promotion of economic growth. Key policy references are:

Paragraph 119 emphasises that *"high quality and reliable communications infrastructure is essential for economic growth and social well-being"* and that *"planning policies and decisions should support the expansion of electronic communications networks."*

Paragraph 120 advises that the re-use of existing masts and buildings should be encouraged and equipment should be well designed and camouflaged where possible.

The proposal has been designed with the aim of achieving a balance between minimising visual impact and achieving the technical requirements for MBNL to maintain and enhance telecommunications services in the area to the benefit of the local community and visitors to the area. It will make effective use of the land as set out under Section 11 of the NPPF.

The current proposal is for an important investment in maintaining and upgrading the communications infrastructure in Rochdale. Full consideration has been given to alternatives, including existing masts and the proposal is considered to provide the best option in terms of meeting the technical requirements in a location with limited local impacts.

Improving the communications infrastructure is critical to supporting sustainable economic growth. Para 83 of the NPPF notes that significant weight should be placed on the need to support economic growth and productivity. Para 83 states that planning decisions *"should address and recognise the locational requirements of different sectors"* which will include the needs of the locational requirements of digital communications infrastructure.

The proposal supports better communication services for local residents and visitors to and through the area, it supports economic growth, choice and is part of the new technology the Government wishes to encourage and support. Importantly, it also reduces the need to travel, particularly at peak-periods, and allows for working from home. It therefore constitutes sustainable development.

Furthermore, government guidance published during the COVID-19 pandemic supports telecommunications as a critical service. The applicant would like to highlight this in relation to this installation in its importance to support the existing network infrastructure.

Section 13 of the NPPF seeks to protect designated green belt land.



142. The Government attaches great importance to Green Belts. The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence.

148. Where it is necessary to release Green Belt land for development, plans should give priority to previously developed land, then consider grey belt which is not previously developed, and then other Green Belt locations

Spanning north to south around 60m to the east of the site is designated green belt. Due to distance, intervening buildings and established, large trees, there would not be any unacceptable impact on the openness of the green belt from the proposed telecoms infrastructure.

Local Planning Policy

The statutory development plan for the area is comprised of:

Rochdale Borough Unitary Development Plan 2006
Rochdale Adopted Core Strategy 2016

Rochdale Borough Unitary Development Plan 2006

G/D/2 (PART ONE POLICY) GREEN BELT

The green belt boundary is defined on the proposals map. The green belt will be protected from inappropriate development in order to satisfy the purposes and objectives for Green Belt set out in ppg 2, and in particular to maintain the framework of open land separating and surrounding the urban areas of the borough. The Green Belt boundary incorporates one minor change from the previous development plan at Haugh Fold, Newhey. (see proposal d/3 below)

Approximately 60m to the east of the site, extending north to south, lies designated green belt land. Owing to the separation distance, presence of intervening buildings, and mature tree cover, the proposed telecommunications infrastructure would not result in any unacceptable impact on the openness or character of the green belt.

It is therefore considered that the proposal accords with this policy.

R/4 AREAS OF OPPORTUNITY

Development within the Areas of Opportunity listed below (R/4(a-h)) will be permitted where it is consistent with the specified uses and stated development principles for each area.

Proposals will be required to:



- a) Demonstrate that individual developments within an area will assist and not constrain a comprehensive and satisfactory overall development of the entire site;*
- b) Demonstrate the design principles to be employed for ensuring a high quality of design and appearance through the production of a design statement; and*
- c) Carry out or fund associated highway works, or other measures, including traffic management and measures to assist sustainable modes of travel as informed by a Transport Assessment or Travel Plan.*

Approximately 80m to the west of the site is a designated Area of Opportunity (Rooley Moor Road Area of Opportunity). The proposal is to replace existing telecoms infrastructure located on a nearby building. The new equipment would be an upgrade to the existing infrastructure which needs to be removed due to redevelopment. It is imperative that a new application site located as close to the existing site as possible is approved. This will allow for the maintenance of the existing network coverage which ensures a quick and reliable service to adjacent businesses in the wider industrial area, including the adjacent area of opportunity.

It is therefore concluded that the requirements of this policy have been satisfactorily met.

R/4(j) – ROOLEY MOOR ROAD AREA OF OPPORTUNITY, ROCHDALE

This area is allocated for a mixed use ‘urban village’ type development comprising primarily employment and residential development supported by an appropriate level of ancillary uses.

The following uses must be provided: -

- a) Employment and business uses (Class B1, B2 & B8);*
- b) Public recreational open space (scale of provision subject to relevant policies in the plan).*

In addition to the above the following uses may also be permitted as part of a mixed-use development:

- c) Housing, comprising a mixture of types including affordable homes;*
- d) Community uses including leisure and small-scale retail that meet an identified local need (subject to the relevant policies in the plan).*

Any development must comply with the principles of development (i-xiii) below:-

- i. A substantial part of the site will be required to be retained or redeveloped for employment and business uses (Class B1, B2 & B8). It is recognised that the appropriate size and mix of uses on the site will be dependent upon the findings of environmental and transport assessments and the financial viability of different development options and will be subject to negotiation*



with any developer;

- ii. The refurbishment or redevelopment of all existing industrial premises and buildings will be expected in order to secure the long term viability of employment use, and ensure compatibility with other uses, on and off this site. However, proposals should retain on site, or satisfactorily relocate within the Borough, any companies already on the site that wish to stay in the Borough;*
- iii. An Environmental Assessment will be required for the 'whole site' and its environs ('whole site' defined in (iv) below);*
- iv. A comprehensive development must provide a permanent solution to the 'whole sites' industrial legacy of contamination through remedial works and, if necessary, through the future management of the site. In this context the 'whole site' means both the land identified as within the Area of Opportunity and the land owned by the company in the Recreational Management Area to the north of the site. A land contamination survey must be undertaken and a remediation scheme developed, which must be to the satisfaction of Rochdale MBC and must ensure that the whole site is suitable for its intended or actual use;*
- v. The mix and distribution of uses must be compatible in land use terms with uses on and surrounding the site and must take into account the land contamination problems;*
- vi. Satisfactory access and egress to the site for mixed uses will require particular attention to ensure that any potential environmental problems, such as traffic noise, for adjoining uses are minimised;*
- vii. A Transport Assessment will be required and the development must be supportable in transportation terms;*
- viii. A high quality layout and development will be required that utilises the opportunities provided by the river valley location to create an attractive environment;*
- ix. Development should be well related to, and provide links with, adjacent woodland and undeveloped areas to enhance their open space and amenity value. There is the opportunity to create new open space adjoining the river, linking with the existing open spaces to the north and*



south of the site;

- x. The appropriate use and management of the land to the north of the site, in the same ownership as the land designated as an Area of Opportunity, is subject to policy RE/7 Recreational Management Areas. It will be a requirement, secured through a legal agreement, that the future satisfactory management and maintenance of this land is secured as part of any comprehensive redevelopment of the Area of Opportunity;*
- xi. Pedestrian routes to be retained and provided, and if appropriate, cycle routes provided through the site, especially providing links from adjoining areas along the Spodden Valley from Spodden Bridge to Healey Dell Local Nature Reserve;*
- xii. The nature conservation value of Healey Dell Local Nature Reserve and other recognised interests in the Spodden Valley (eg woodland and water features) must be given appropriate protection both during construction and in the operation of future uses. Opportunities for further conservation and enhancement measures should be included where possible;*
- xiii. Appropriate phasing will have to be agreed, to ensure that the operation and amenity of existing and new uses is not unduly compromised during development.*

Approximately 80m to the west of the site lies the designated Rooley Moor Road Area of Opportunity. The proposal seeks to replace existing telecommunications infrastructure currently located on a nearby building, which is due to be redeveloped.

The new installation represents an upgrade to the existing equipment and is required to maintain uninterrupted reliable network coverage. Locating the replacement infrastructure as close as possible to the original site is essential to ensure the continued provision of reliable, high-quality service to surrounding businesses, including those within the adjacent industrial area and the Area of Opportunity.

It is therefore considered that the proposal accords with this policy.

EC/2 PRIMARY EMPLOYMENT ZONES

Within Primary Employment Zones development and change of use, for industrial, business and warehouse uses (Use Classes B1, B2 and B8) will be permitted where proposals:



a) Are of an appropriate scale and character to the area;

b) Will cause no unacceptable environmental or amenity problems in the employment area or adjoining areas ; and

c) Will cause no unacceptable traffic problems and have adequate on-site provision for parking, servicing and manoeuvring.

Other uses will not be permitted unless it can be shown that they are ancillary and complementary (both in terms of size and function) to the industrial and business nature of the employment area.

The application site is located within a designated Primary Employment Zone, with the Rooley Moor Road Area of Opportunity situated approximately 80m to the west.

The proposal involves the replacement of existing telecommunications infrastructure currently located on a nearby building, which is due to be redeveloped. The new installation represents an upgraded system, essential for maintaining uninterrupted and high-quality digital connectivity in the area.

Ensuring the continuity of reliable telecoms network is critical to supporting business operations, attracting investment, and sustaining economic growth both within the Primary Employment Zone and the wider area.

It is therefore concluded that the requirements of this policy have been satisfactorily met.

A/20 EAST LANCASHIRE RAILWAY

The Council will actively promote the restoration of the Heywood to Bury railway line for passenger and freight services. In order to safeguard the link with the national rail network, the Council will not permit any development likely to prejudice the continued use of the line between Heywood and Castleton for railway operation.

Around 85m to the north of the site is East Lancashire Railway which runs east to west. The proposed telecoms infrastructure would contribute towards the maintenance of the existing network when the current site housing the equipment is redeveloped.

There would not be any detrimental impact to the railway line and passengers would experience more reliable network coverage.

Under these circumstances, it is contended that this policy has been complied with.

ROCHDALE CORE STRATEGY 2016

T1 - Delivering sustainable transport

We will work with relevant agencies to secure strategic, borough-wide and local



transport improvements that support our overall spatial strategy. This programme of sustainable transport proposals will ensure accessibility for all users (prioritising low and non-carbon modes of travel in line with our Accessibility Hierarchy) focusing particularly on town centres, economic growth corridors and regeneration areas. It will also meet borough responsibilities to reduce pollution (NOx and PM10) and climate change (CO2) emissions from traffic to meet GM and national targets. We will do this by:

- 1. Improving inter and sub-regional links to neighbouring centres including Manchester City Centre and strategic destinations (e.g. Manchester Airport) through:*
 - a. Increased passenger capacity and line speeds on the Calder Valley Railway line between Manchester, Leeds and the borough's Railway Stations (including delivering the Northern Hub proposals in their entirety and Network Rail's strategies to develop the network);*
 - b. Strengthened sustainable travel links between Heywood / Castleton and Manchester, including connecting Heywood to the Calder Valley Railway line via East Lancashire Railway to provide all purpose passenger services, while protecting the heritage railway operation;*
 - c. Enhanced Quality Bus Corridors between urban centres and key destinations particularly Middleton and Manchester and key orbital Quality Bus Corridors (QBC's) linking sub regional centres; and d. Highways Agency proposals to introduce smart motorway operation on the M62.*
- 2. Improving access to the public transport network and interchange / hub facilities including:*
 - a. Rochdale Town Centre Public Transport Interchange*
 - b. Rochdale Railway Station Improvements*
 - c. Access, facility and park and ride improvements at Rochdale, Mills Hill, Littleborough, Smithy Bridge and Castleton Railway Stations and Metrolink stops;*
 - d. Providing a Metrolink stop serving Kingsway Business Park;*
 - e. Enhancing facilities at Heywood Station and provide a new station at Broadfield (to access new and existing development south of Heywood) on East Lancashire Railway;*
 - f. Providing a focal point for bus interchange in Heywood Town Centre and supporting traffic management measures to enhance the area for shoppers and visitors; and*
 - g. Enhanced pedestrian (including people with impaired mobility) and cycle links to key transport hubs / interchanges (Bus and Railway stations as well as Metrolink stops).*
- 3. Providing access for all to development focus areas and town centres including:*
 - a. Enhanced transport links and access within the M62 corridor to improve sustainable transport access and traffic management, to ease town centre traffic congestion in Heywood and Middleton;*



- b. Cycle network improvements to establish an attractive continuous network within and through the Borough, linking the township centres, key trip generators (employment areas, education and health facilities) as well as neighbouring centres, beyond the Connect 2 programme;*
 - c. Kingsway Business Park access improvements (Metrolink, bus, cycle, walking links, signing and awareness improvements) within and outside the borough;*
 - d. Completion of Metrolink Phase 3B (Rochdale Railway Station to Town Centre);*
 - e. Congestion relief measures on A58 Littleborough to Rochdale and Heywood Town Centres, and in Milnrow Town Centre;*
 - f. Pedestrian (including facilities for people with impaired mobility) and cycle routes to local / town centres and development focus areas to provide good connectivity, with convenient through routes (e.g. Pioneers Route through Rochdale Town Centre) and including pedestrianisation of public areas where justified as well as the provision of secure cycle parking; and*
 - g. Identifying / designating suitable routes for commercial vehicles to access local businesses, minimising conflict with visitors, shoppers, other vulnerable road users and avoiding sensitive communities.*
- 4. Reducing the need to travel and make best use of the existing transport infrastructure by:*
- a. Making best use of the borough's transport assets (roads, footways / cycleways, structures, drainage and verges etc);*
 - b. Increased use of intelligent transport systems and advancing technology (urban traffic management systems, satellite navigation, real time information, variable message signing, vehicle charging points etc) where it enhances network operation, information and journey reliability. This includes increasing ability to electronically communicate information, that supports reduced use of the transport network at times when it is constrained or congested;*
 - c. Ensuring the transport network continues to become safer and more secure for all users, meeting the borough's responsibilities in contributing to achieving GMLTP Key Performance Indicator casualty / accident reduction targets;*
 - d. Strengthening requirements for travel plans, implemented to deliver agreed outcomes, including "smarter choices" and behavioural change initiatives, to encourage less car travel, enhance sustainable access to local employment, education and NHS facilities and assist in meeting health improvement objectives;*
 - e. Capitalising on opportunities to provide bus priority measures, including where possible utilising existing or providing additional capacity to enhance bus journey reliability and patronage; and*
 - f. Working with communities, interest groups, logistics and freight operators informally or through freight quality partnerships to minimise impact of commercial traffic on local communities. Proposals to transport freight by rail and waterways will be supported in principle, as will schemes to establish consolidation or freight distribution centres in appropriate locations in the Borough.*

Approximately 85 m to the north of the site lies the East Lancashire Railway, which runs east to west. The proposed telecommunications infrastructure is intended to

replace existing equipment that must be removed due to redevelopment. The new installation will ensure continuity of network coverage in the area. There would be no adverse impact on the railway line, and passengers travelling along this route would benefit from improved and more reliable mobile connectivity.

It is therefore considered that the proposal accords with this policy.

E2 - Increasing jobs and prosperity

We will ensure a sufficient supply of suitable land, buildings and infrastructure in the right places to support the creation and retention of successful businesses and increase the number and quality of jobs to create a more prosperous lower carbon economy.

To do this we will:

- Ensure supply of up to 210ha of highly accessible land, focused in the south of the borough, that is attractive to 21st century employment development for offices, manufacturing and distribution (B1 - B8) as well as other employment generating uses;*
- Protect those existing employment zones and employment (B1 - B8) sites outside employment zones which are most suited to continued employment use. Uses other than employment will be permitted where it can be demonstrated that they would be more appropriate;*
- Promote the delivery of infrastructure, such as improved transport, housing, education, energy (including decentralised energy networks), water and wastewater, and information and communications technology (including high speed broadband) with a focus on supporting economic development in the above locations; and*
- Support other employment generating uses that comply with the policies of this plan (e.g. retail, entertainment, leisure and tourism uses).*

1. In the south of the borough, we will deliver most new employment development and jobs.

To do this we will:

- a. Focus employment development in the following economic growth corridors / areas (shown on the Key Diagram) which offer high quality sites with good access to the motorway network and public transport facilities: i. Rochdale town centre / Kingsway corridor ii. Sandbrook Park / Crown Business Park / Castleton corridor iii. Middleton town centre / Oldham Road corridor iv. South Heywood employment sites v. Stakehill Business Park*
- b. Ensure that throughout the plan period a minimum 5-year land supply is available in the south for manufacturing, warehousing and office development. Land will be released as and when appropriate to maintain this minimum supply;*
- c. Set out a mechanism to identify high quality sites for employment development to meet evidenced need for additional land(Policy E4);*
- d. Direct office development to town centres in accordance with policy E1. Office development within economic growth corridors / locations, employment zones and in other locations will be permitted if: i. it is close to a public transport interchange; and / or ii. it is ancillary to a manufacturing or warehouse business use;*
- e. Promote the regeneration major employment locations suitable for continued employment use;*



- f. Discourage low employment generating uses in locations where higher employment generating uses would be more appropriate;*
- g. Allow non employment uses including housing in employment zones (excluding Heywood Distribution Park and Stakehill Business Park) and on existing large employment (B1 - B8) sites (over 0.4 ha) outside employment zones where: i. there is a proven lack of demand for the site for a suitable employment use, it's not suited in land use terms to any employment use and there is a satisfactory employment land supply in the area; and ii. It would not impact on the ability of existing businesses to operate satisfactorily; and iii. it will enable high quality mixed use employment development on strategic corridors, close to centres or transport interchanges, or iv. it will help support the delivery of regeneration proposals in a priority regeneration area; or v. redevelopment of the site would enable reinvestment that will provide jobs in the borough; or vi. development would remove a severe environmental problem.*
- h. Support new employment development outside designated employment areas where it supports the above strategy and is not detrimental to amenity. (Note: There are no restrictions on change of use of existing employment sites smaller than 0.4ha).*

2. In the north of the borough, we will seek to maintain existing levels of employment land and where possible improve the number, range and quality of jobs.

To do this we will:

- 7a. Protect existing employment zones, and employment (B1 – B8) sites and premises (over 0.2ha) and support their retention and redevelopment for employment uses. Change to non employment uses will only be supported where: i. It satisfies 1(g) above; and ii. it can be demonstrated that the change of use will not result in the loss of jobs in the local area or measures are proposed to mitigate the impact of any job losses.*
- b. Promote and support small scale and other employment development that generates low levels of peak hour journeys and commercial traffic (e.g. live / work units, small ICT based companies and services to meet local needs such as nursing homes);*
- c. Not encourage uses that generate a large number of trips (e.g. large offices) or large amounts of heavy commercial traffic (e.g. large-scale manufacturing and distribution);*
- d. Focus on promoting development and facilities that support the visitor and local economy (E4); and*
- e. Support the rural economy through the reuse of agricultural premises and mills in the Pennine fringe wherever possible for appropriate employment uses (E5).*

The application site is located within a designated Primary Employment Zone, approximately 80m east of the Rooley Moor Road Area of Opportunity. The proposal seeks to replace existing telecommunications infrastructure currently sited on a nearby building scheduled for redevelopment.

The upgraded installation is essential to maintaining continuous, high-quality network coverage in the area. Reliable telecoms infrastructure is critical to supporting business operations, enhancing productivity, and attracting investment. Its presence helps sustain economic activity within the Primary Employment Zone and contributes to the wider economic objectives of the borough.



It is therefore contended that this policy has been complied with.

E3 - Focusing on economic growth corridors and areas

1. In the Rochdale town centre / Kingsway corridor we will:

- a. Seek to maximise economic growth in, and linkages between, Kingsway business park and Rochdale town centre;*
- b. Promote appropriate high density mixed use development, including offices, in and close to the town centre;*
- c. Seek to make best use of the improved road access to J21 of the M62 through Kingsway;*
- d. Ensure development proposals support the needs of residents in the East Central Rochdale, Milkstone and Deeplish, and Kirkholt regeneration areas (Policy C2), in particular in terms of improving access to jobs;*
- e. Promote the regeneration of the employment zones east of Oldham Road; and*
- f. Promote the co-ordinated development of the following key sites:*
 - o Kingsway Business Park - large, high quality serviced sites available on this major inward investment site for B1 (including B1 office), B2 & B8 and other employment uses;*
 - o Sites in and close to Rochdale town centre - potential for B1a office development in particular in the Town Centre East area, on Riverside, around Drake Street and in the Summercastle area; and*
 - o Sites along Oldham Road - in employment zones in and around the Canal Basin area.*

2. In the Sandbrook Park / Crown Business Park / Castleton corridor we will:

- a. Improve the appearance of the gateway into Rochdale on Edinburgh Way from the A627(M);*
- b. Promote highway and pedestrian access improvements on Edinburgh Way;*
- c. Support the extension of the East Lancs Railway and the upgrading of Castleton station;*
- d. Promote the improvement of Castleton as a district centre;*
- e. Promote the leisure and tourism potential of this meeting point between the Rochdale canal and the East Lancs Railway (Policy E5);*
- f. Promote the development of the following key sites:*
 - o Crown Business Park - large site available for B1, B2 & B8;*
 - o Royle Road - B1, B2 & B8 and commercial development;*
 - o Former Woolworths site - mixed use development, that may include, for example, employment, housing, leisure and retail;*
 - o Sandbrook Park - B1a offices and commercial development;*
 - o Trub Farm area - housing with employment next to the motorway; and*
 - o Corus siding land (within the urban area) - mixed use development.*

3. In the Middleton town centre / Oldham Road corridor we will:

- a. Promote the redevelopment of under used sites close to Middleton town centre for offices;*
- b. Promote the upgrading of Mills Hill station with park and ride facilities;*
- c. Support the improvement of the Oldham Road corridor (Policy P1);*
- d. Support the regeneration of existing employment areas for employment uses; and*



- e. Promote the development of the following sites:
 - o Land around British Vita on Oldham Road - potential for mixed use development; and*
 - o Middleton town centre - potential for B1a offices, particularly on the eastern side.**
- 4. In the South Heywood employment area we will:*
- a. Promote the development of the following key sites:
 - o Heywood Distribution Park - designated as a Simplified Planning Zone (SPZ) it has potential for further major employment development; and*
 - o North of Hareshill Road - land with permission for B1, B2 & B8 development.**
 - b. Support improvements to all existing employment areas within South Heywood to maintain and enhance the quality of employment premises;*
 - c. Promote the area mainly for distribution uses;*
 - d. Promote infrastructure improvements and traffic management to service new and existing development and reduce heavy goods traffic in Heywood town centre and residential areas;*
 - e. Promote the extension of the East Lancs Railway line to Castleton to provide a commuter rail service to and from Manchester, with a new station close to Pilsworth Road (Policy T1b); and*
 - f. Promote the provision of bus services from Middleton to improve access to jobs in Heywood.*
- 5. In Stakehill Business Park we will:*
- a. Work with owners, investors and businesses to improve the quality of employment premises within the Business Park, including the redevelopment and re-modelling of plots to widen market appeal;*
 - b. Promote infrastructure and environmental improvements within and around the business park;*
 - c. Promote measures which improve the image and status of the business park as an employment location including improvements to the entrance / gateway into the Business Park; and*
 - d. Support initiatives to enhance the business park as a quality employment destination e.g. Business Improvement District*
- In all these corridors we will:*
- a. Focus the majority of employment development in existing employment zones, town centres and on the key sites identified above;*
 - b. Focus the delivery of sustainable transport improvements to make the corridors more accessible to the workforce and commercial traffic (Policy T1);*
 - c. Provide suitable sites and premises to attract potential growth sectors, such as financial and information and community technology services (ICT);*
 - d. Encourage office and other high density employment development subject to Policies E2 & T2;*
 - e. Allow appropriate supporting leisure development subject to Policies E2 & C8;*
 - f. Focus development to promote clusters and maximise linkages within and between sectors;*
 - g. Prioritise the redevelopment of previously developed land for employment uses but promote other uses, such as housing, if it's more appropriate to delivering a prosperous economy or to meeting the needs for any adjoining regeneration areas (Policy C2);*
 - h. Promote and focus investment in ICT, including high speed broadband, and any other infrastructure that can support businesses; and*
 - i.*



Promote the development of, and linkages with, education, training and investment services and facilities (Policy C7).

The application site is located within a designated Primary Employment Zone, approximately 80m east of the Rooley Moor Road Area of Opportunity. In line with this policy, which supports the enhancement of key economic growth areas, the proposal involves the replacement of existing telecommunications infrastructure currently located on a nearby building scheduled for redevelopment. The upgraded installation is essential to ensuring the continuity of high-quality, reliable network coverage, essential to many business operations.

Reliable telecommunications infrastructure is vital for sustaining economic activity, supporting local businesses, and enhancing the competitiveness of the area. The proposed development will contribute positively to the Primary Employment Zone in which the application site is located. It is therefore concluded that the requirements of this policy have been satisfactorily met.

G4 - Protecting Green Belt land

We will continue to protect from development the following areas of Green Belt:

- *South of the borough: the urban fringe countryside in the south where its primary role will be to prevent neighbouring towns from merging (i.e. land between the towns of Rochdale, Middleton and Heywood and between those and towns outside the borough); and*
- *North of the borough: the Pennine rural fringe to the north and east of the borough where its primary role will be to prevent encroachment into the countryside (i.e. land north of Rochdale and Heywood, east of Rochdale).*

Development will be restricted to those limited types of development which are deemed not to be inappropriate by national planning policies unless very special circumstances can be demonstrated. We will encourage the continued operation of major developed sites in the Green Belt and support limited infilling and redevelopment where this maintains beneficial uses and does not harm the Green Belt.

Designated green belt land extends north to south approximately 60m to the east of the site. Given the separation distance, existing buildings, and established mature trees, the proposed telecommunications infrastructure would not have a harmful impact on the openness or visual amenity of the green belt. It is therefore contended that this policy has been complied with.

P3 - Improving design of new development

We will require all new developments, including associated landscaping, regardless of location in the borough, to adhere to high standards of design. The following design principles should be adhered to wherever relevant:

- *Enhance the borough's identity and sense of place, by respecting context where it is positive and having regard to the scale, density, massing, height, layout, landscape, materials and access of surrounding buildings and areas in general;*



- *Ensure that buildings contribute positively to the townscape, and are well proportioned;*
- *Incorporating design measures that design out crime and ensure developments and spaces are safe to use and access (including lighting as appropriate);*
- *Provide an appropriate mix of uses and consider the needs of all sections of society;*
- *Ensure a development is easy to move through and get around, especially for pedestrians, cyclists, public transport, disabled people and emergency service vehicles;*
- *Provide a hierarchy of routes, streets and spaces, relating positively to visual connections between the development and its surroundings;*
- *Ensure that the intended functions of buildings and spaces are easily understood, and their entrances appropriately located and visible;*
- *Ensure buildings can be easily adapted to meet future/alternative needs of occupants;*
- *Minimise impact upon the environment, and help adapt to the impacts of climate change, including by re-using existing buildings and materials (maximising the benefits of existing embodied energy) and utilising sustainable drainage (Policies G1 and G2);*
- *Design buildings and spaces so that quality and appearance can be maintained over time; and*
- *Reduce the monotony and visual impact of car parking areas by using substantial and well integrated landscaping. All developments should have regard to the principles outlined in the following documents (or equivalent documents which replace them), which set out in detail the Council's design expectations for new development:*
 - *Urban Design Guides SPDs, September 2007 o Urban Design Guide SPD, September 2007; o Residential Design Guide SPD, September 2007; o Public Realm Design Guide SPD, September 2007;*
 - *Littleborough Town Design Statement SPG, 2005;*
 - *Shopfronts and Security Shutters SPD, 2012; and*
 - *Guidelines and Standards for Residential Development SPD, 2016. Design and access statements and design briefs must include demonstration of how these design principles have been taken into account in the design of development proposals.*

The application site is located within an established industrial estate, which represents an appropriate setting for the proposed telecommunications infrastructure. The surrounding street scene includes existing street furniture and mature trees, which contribute to visual screening and assist in assimilating the proposed mast into its environment.

The design and siting of the structure have been carefully considered to ensure it does not appear as an incongruous or dominant feature within the streetscape.

The presence of intervening buildings and established tree cover also ensures there is no adverse impact on the openness, character, or visual amenity of the adjacent green belt. The nearest building, an industrial unit situated approximately 12m to the north, would not experience any unacceptable impacts as a result of the development. Considering the above, it is contended that this policy has been



complied with.

SP3/R - The Strategy for Rochdale

The priorities for Rochdale are to: Transform Rochdale town centre (Policies SO1,SO2,SO3,SO4,SO5) by:

- *Focusing growth and major retail, leisure and office developments which will maintain and reinforce the centre as the main town centre (Policies E1,P1);*
- *Delivering major new retail led development in the Rochdale town centre east area that is well integrated with the existing centre and surrounding area (Policy E1);*
- *Supporting major transport works and improvements to deliver a high quality public transport interchange (Policy T1);*
- *Promoting opportunities to improve and create distinctive local places through in the town centre through excellent design of buildings and the public realm, valuing heritage, identity, cultural assets, the River Roch and the natural environment (Policies E1,P1,P3,T1); and*
- *Delivering the regeneration of the town centre and surrounding areas in line with the adopted Rochdale Town Centre Masterplan or Rochdale Town Centre SPD (Policies E1 & P1). Deliver the Kingsway Business Park / town centre economic growth corridor (SO1,SO2,SO3,SO4,SO5) by:*
 - *Delivering new high quality employment development to provide wider job opportunities (Policies E2,E3);*
 - *Providing related development including a new local centre, hotel and leisure facilities (Policies E2,E3);*
 - *Developing new housing, including higher value housing, to serve the business park and wider area (Policy C1);*
 - *Delivering new Metrolink stop and quality public realm (Policies P3,T1);*
 - *Creating a high quality gateway to the business park, including public art (Policy P1); and*
 - *Enhancing Stanney Brook corridor as an important open space (Policy G6).*
- *Deliver key regeneration areas (SO1,SO2,SO3,SO4,SO5) by:*
 - *Promoting its role as the borough's recreation and leisure destination and gateway to the South Pennines (Policies E1,E5,P1);*
 - *Continuing the physical, social and economic regeneration (Policy C2) of:*
 - o *East Central Rochdale*
 - o *Falinge, Spotland and Sparth;*
 - o *Milkstone, Deeplish and Newbold; and*
 - o *Kirkholt*
 - *Delivering new quality homes within regeneration areas to widen housing choice and broaden the appeal of the area (Policies C1,C2,C3);*
 - *Improving the quality of employment areas and access to jobs (Policies E2,E3); and*
 - *Ensuring the areas feel safer and have good access to a range of services and quality open space (Policies P3,C6,C8,G6,T1). Deliver a high quality station gateway (SO1,SO2,SO3,SO5) by:*
 - *Improving and modernising Rochdale train station (Policy T1);*
 - *Delivering a Metrolink stop adjacent to the station (Policy T1);*
 - *Delivering park and ride facilities to maximise use of this major transport hub (Policy T1);*



- Promoting high quality, high density development that improves the local townscape and builds on the local character and heritage value of the area (Policies P1,P2,P3); and
- Improving access south of the station to provide better links to the surrounding residential areas and Oldham Road corridor (Policies T1,T2). Regenerate Castleton and Sudden (SO1,SO2,SO3,SO5) by:
 - Developing the area at Trub for mixed use development including housing and enhancement along the canal corridor and tourism opportunities linked to the East Lancs Railway extension (Policies E3,C1,T1);
 - Redeveloping former Woolworths depot site for mixed used development, including employment, housing and retail (Policies E3,C1);
 - Extending East Lancs Railway to Castleton with new station providing commuter link and tourism opportunities along with the regeneration of the Corus sidings for appropriate uses (Policies E3,E5,T1);
 - Ensuring that new development supports the regeneration of Castleton local centre (Policy E1);
 - Redeveloping Royle Works site to provide new employment opportunities (Policies E2,E3); and
 - Supporting proposals for redevelopment along the Queensway / Canal corridor (Castleton) (Policies E2,E3,P1). Improve the Roch Valley and canal corridors (SO1,SO2,SO3,SO4,SO5) by:
 - Improving access to and within the Roch Valley and creating a Roch Valley Trail (Policies C6,G6,T1);
 - Ensuring that new development in and adjacent to the river valley contributes to environmental regeneration and improved access (Policies P3,G6,G7);
 - Improving key visitor gateways to the Roch Valley in Rochdale Town Centre, East Central Rochdale and at Springfield Park (Policies E5,P1,G6);
 - Protecting and enhancing the flood risk management role of the river valley (Policy G8);
 - Protecting and enhancing the biodiversity value of the river valley (Policies G6,G7); and
 - Regenerating key sites along the canal e.g. Kingsway, Canal Basin and Trub Farm (Policies E2,E5,C1). Enhance the North Pennine gateway (SO1,SO2,SO3,SO4,SO5) by:
 - Improving access to key recreational areas, routes and facilities in the North Rochdale gateway (Policies E5,C6,G6,T1);
 - Promoting and facilitating landscape enhancement measures including appropriate new woodland planting and habitat improvement schemes (Policies G6,G7);
 - Improving connections between the Ashworth and Cheesden Valleys and the Roch Valley, Heywood (Policy G6); and
 - Enhancing linkages between the North Rochdale Gateway and the wider South Pennines (Policies P1,G6).

The application site is situated within a designated Primary Employment Zone, approximately 80m east of the Rooley Moor Road Area of Opportunity. The proposal involves the replacement of existing telecommunications infrastructure currently located on a nearby building that is due to be redeveloped. The upgraded installation is essential to maintaining continuous, high-quality network connectivity



within this key employment area.

Reliable telecommunications infrastructure plays a vital role in supporting day-to-day business operations, improving productivity, and enabling growth across a range of sectors. The proposal reinforces the role of the Primary Employment Zone as a driver of economic growth within the borough. It is therefore contended that this policy has been complied with.

CONCLUSION

There is a requirement for MBNL to provide advanced telecommunications technologies to this urban area in Rochdale. Network planners have identified a need for an installation to replace an existing site that must be vacated, and the proposed development will address this identified need and continued customer demands.

The social and economic benefits of providing reliable and high quality mobile connections support growth in productivity, efficiency and labour force. It is contended that the positive benefits to the modernisation of this mobile network service will outweigh any minor loss of visual amenity to the surrounding area.

National planning policy is to facilitate the growth of new and existing telecommunications systems, and operators have obligations to meet customer demands for improved quality of service. This application explains the technical need for the installation to provide improved customer service.

Furthermore, telecommunications is considered as a critical service as it is providing data to network operatives, field engineers, call centre staff, IT and data infrastructure, 999 and 111 critical services. This upgraded cell will allow telecommunications infrastructure providers MBNL to ensure quality, capacity and operational performance so that customers have uninterrupted access to crucial mobile and broadband services specifically at this critical time.

In terms of siting and design, it is considered that the proposal responds well to the character and appearance of the local environment and will not have an unacceptable adverse impact on the application site or the surrounding area. The design is of a high standard, and will not detract significantly from the existing visual and environmental character of the area. The benefits to residents and visitors to the area far outweigh any potential perceived negative impacts. In all these circumstances it is concluded that there are no policy or other objections that would warrant the refusal of planning permission and accordingly permission should be granted for the proposed development.

Name

(agent)

George Oliver

Operators

EE & H3G

Signed

G Oliver

Position

Town Planner

Date

30/05/2025

Company

Beacon Comms

