

STATEMENT OF
COMMUNITY
INVOLVEMENT

Prepared for: Ribble Valley
Borough Council

On behalf of: Stephen Chicken

Prepared by ConsultationWorks
October 2013

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1.0 Executive summary

The SCI report sits alongside and supports the hybrid planning application for a leisure-led , mixed use development in Chipping in the Ribble Valley. This document therefore forms part of the formal planning submission which proposes the following:

A hybrid planning application seeking detailed consent for the provision of leisure uses including a hotel and restaurant/bar, as well as a trailhead centre and new cricket pitch with pavilion. Outline consent is also sought for residential development.

This document outlines the activity undertaken in the application area to engage communities and stakeholders, informing them of the plans for and eliciting feedback which can, and has, materially changed the application as made. Public consultation and engagement in the application area has been ongoing since the landowner acquired the site

from the administrator CLB Coopers. The landowner and ConsultationWorks have undertaken extensive consultation with the local community and interested stakeholders. Ribble Valley Borough Council's SCI, adopted in 2007 and amended December 2010, provides guidance for developers on consultation for proposals. The following table outlines these requirements and shows what activity has been undertaken to meet this requirement.

The rest of this document explains in more detail what consultation activities have taken place and what impact this has had on the resulting planning application.

SCI Requirement	Consultation delivery
1: Provide neighbours with draft plans and invite comments - recommended	Letters and leaflets were produced for local residents and businesses notifying them of the proposals and inviting them to attend public drop-in sessions and private meetings. <i>A copy of this letter can be viewed in appendix one.</i> Plans were also made available on the dedicated website www.kirkmill.co.uk <i>You can view images of the website in appendix two.</i>
2: Request feedback within a specified timescale (e.g. one to two weeks) making it clear that this is the best time to take their comments on board before the plans are finalised - recommended	All materials produced to support the consultation process carried the closing date for comments and stressed the important of consultees 'having their say' to influence the application. This was supported by PR activity which resulted in coverage in the local media.
3: Have pre-application discussions with development control officers – strongly recommended	A pre-app meeting was conducted on 30th Jan 2013 with officers of the council.
4: Make detailed proposals available for public view at the site (e.g. drawings, photo montages, and sketches mounted on the site boundary) – recommended (format depends on the nature of the proposals)	A number of public and stakeholder consultation events were held on site allowing local people to see the plans. The events were supported by a number of exhibition boards showing details of the various elements of the proposed scheme. <i>See appendix 4c</i>
5. Circulate a leaflet outlining proposals to local residents – recommended (format depends on the nature of the proposals)	A leaflet with a tear off FREEPOST feedback form was distributed across all of Chipping; to 440 households and businesses. The leaflet outlined the events and signposted people to the website. <i>See appendix 4b</i>
6. Arrange a meeting with groups in the community (e.g. Parish councils, residents' associations, interested parties, neighbours) giving sufficient notice - recommended	Consultation with interested groups began on the day after the landowner acquired the site and was ongoing until after the consultation events in April. This included meetings with parish council representatives and one-to-one meetings with neighbours.
7. Keep a record of all consultation carried out including correspondence, public notices, a record of people attending exhibitions and meetings etc. - recommended	The following document provides details of all the consultation activities and materials.

The Ribble Valley Borough Council SCI guidelines state that “the Council believes that it is better for developers to talk to those who may be affected and refine those proposals while they are in the formative stage”. The following document outlines the process undertaken to elicit feedback and how that feedback has influenced the scheme as submitted.

Following the feedback received in April and May, a number of amendments were made to the original scheme, which demonstrates clear communication with the community of Chipping and that, as much as possible, the concerns raised have been addressed.

The plans that will now be submitted include the removal of a suggested pedestrian walkway from the new proposed cricket pitch through to the village, substantial changes to the design of the scheme to be more in keeping with the village and the addition of facilities such as a kids' club and wedding barn.

The amendments to the scheme can be seen in section six.

2.0 Background and overview

In March 2013 ConsultationWorks was commissioned to devise and implement a thorough public engagement and consultation programme on behalf of the landowner to conclude some two years of previous consultation activity around the potential development of the land belonging to the former furniture manufacturer HJ Berry in Chipping.

This was designed as the final stage in consultation which had been ongoing since March 2011.

Steve Chicken had acquired the site in March 2011 from HJ Berry's administrators CLB Coopers. The site encompasses all the land which had been in the ownership of the former factory namely the 18th century former corn and cotton mill and its associated mill pond, the accompanying 18th century barn and a number of additional more modern buildings which HJ Berry had added onto the operation as it grew.

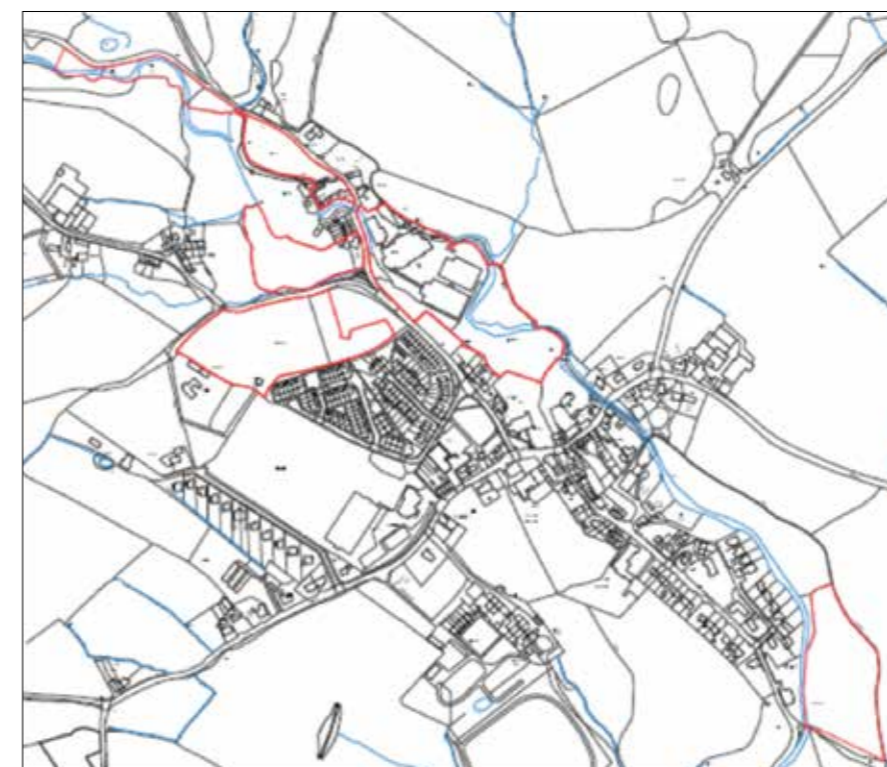
It also includes some 4 acres of land which has historically been used by the village cricket club with the owner's informal consent. The current site is not ideal as it is not level or big enough to accommodate a full sized square.

Although the landowner is under no legal obligation to relocate the club, it proposes spending £350,000 to move the club to a permanent custom-built venue.

A number of the buildings on the site are derelict and unsafe and in desperate need of regeneration. Since HJ Berry went into administration (and before Steve Chicken acquired the site) there were problems with water ingress which has damaged some buildings significantly.

There are also historically important buildings on site which deserve sensitive restoration. The warehousing is substantial in size and comprises concrete framed sheds with asbestos roofing on hard standing. The original mill building has had a number of unsightly modern additions to the elevation to service the Berry's operation and is also suffering from subsidence and severe water damage.

The site is within an AONB and located just off Malt Kiln Brow to the north west of the village centre. The area of land proposed for the relocated and improved cricket pitch lies to the south of the village.



3.0 Framework and guidance

Both the landowner and ConsultationWorks know the importance of creating a wide-ranging consultation process which is inclusive in its reach and timings and encompasses the following: politicians, neighbours to the site, any users of the site in its existing form, stakeholders and groups with specific interest relating to the site and the wider community.

However, both parties also recognise the consultation process must be conducted within the framework of guidance supplied by current planning policy.

RVBC's Statement of Community Involvement, which was adopted in 2007 and amended in 2010, has been devised by the council to encourage both the involvement of local communities with the development of the council's own planning policy and with that of individual applications from developers seeking planning permission within the area.

Section 4 identifies the importance of pre-application discussions with communities and planning officers, which was taken into consideration throughout the consultation period. Section 4 states that the strategy should "accommodate community involvement in an open and accessible way" and the strategy employed here demonstrates how this objective has been achieved.

In accordance with the SCI, this scheme is identified as a 'major application', as defined by Article 8(7) of the Town and Country Planning General Development Procedure Order 1995, as 'the provision of a building or buildings where the floor space to be created by the development is 1,000 square metres or more'.

For **significant proposals**, the SCI suggests a further scale of consultation that (outlined in Appendix 4 of the SCI) which includes neighbour, stakeholder and officer consultation.

The SCI expects applicants for major proposals to:

- Provide neighbours with draft plans
- Request feedback within a specified period
- Hold pre-app discussions with council officers
- Make detailed proposals available onsite
- Circulate a leaflet explaining the proposals
- Arrange meetings with interested groups
- Keep a record of all consultation activity

As this document outlines, the landowner has genuinely engaged with the local community during the consultation period and has actively sought involvement that has

had a positive impact on the plan that is now being brought forward to Ribble Valley Borough Council.

The proposals submitted are the result of this intensive consultation process and accurately reflect the issues, concerns and suggestions raised by the community throughout.

National policy

National planning policy is undergoing its largest overhaul since WWII and as part of its Localism agenda, the Government has sought to significantly improve public engagement in planning. The most significant effort to achieve this has been the simplification of the national planning system from over 1000 pages to the roughly 50 pages comprising the National Planning Policy Framework.

At the heart of these changes is the drive for clarity and decentralisation. The coalition Government has put at the heart of its policies the idea of the Big Society whereby local decisions are made at a local level and communities have a far greater say in the decisions that effect them. Indeed in the coalition agreement itself it states: "The time has come to disperse power more widely in Britain today."

The Localism Act sets out plans to give communities and local government greater powers and freedom from Whitehall. It aims to doubly devolve power, once away from central government to local government and then from local government to the people within those communities.

One of the essential actions of the Act itself is "empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community."

If the community directing the nature of the development demonstrates Localism in action, then this consultation is a good example of how Localism works.

Best Practice

As well as meeting national and Ribble Valley Borough Council's standards of engagement, the consultation undertaken has been in line with national best practice and conforms to the guidance set down by both Planning Aid's Good Practice Guide to Public Engagement in Development Schemes and HCA's Community Engagement Toolkit.

4.0 Consultation programme

In line with the SCI recommendation to engage with the community and Council as soon as possible, a 'grass roots' strategy was adopted for the consultation.

The landowner started the process of engagement immediately following the purchase of the site from the administrators. Key community stakeholders were contacted within a day of the completion of the sale and, within one week, a presentation had been made to the parish council to open up dialogue and listen to the village's ideas.

The SCI calls for local communities to have a role in shaping a plan brought before council and the scheme at Chipping shows how the community has shaped the scheme from inception with very early involvement and many months of ongoing engagement.

A website was launched in March 2011 to communicate with the local community and interested parties outside the village. The website was originally used to communicate updates on the remedial works being conducted in Kirk Mill to protect it from further rain damage, remove notifiable asbestos and dry rot.

As soon as they were ready, details of the emerging plans were published on the website and it was updated with a feedback page to allow visitors to leave comments. Going forward, it will continue to be updated with news, including the updated plans, build programme and job opportunities and will act as a portal for local people to access information and apply for job opportunities.

A key element of the consultation process was the engagement in January 2012 with Lancaster University masters students to explore potential uses of the site for rural and tourism businesses. This involved various workshops and site visits with work continuing for much of the early part of 2012 culminating in a mock consultation in June 2012.

This event was very well attended with attendees including Muriel Lord from the Chipping Local History Society, Ian Miller from Oxford Archaeological North, Gerry Lowe, owner of the adjoining plot of land and The Talbot Hotel, and Colin Hirst and Melissa Watts, both representing Ribble Valley Borough Council.

This mock exercise helped to shape the draft scheme which was discussed with officers at a meeting in August 2012 as part of the ongoing liaison with officers in the regeneration and housing department of the council. Consultation with key figures in the local community, including the Brabins Trust and ward councillor Simon Hoare, has also been constant since the purchase of the site through to the months preceding the application.

The owners have embraced visits to Kirk Mill by the Preston and Chipping Historical Societies and by Ribble Valley Area of outstanding natural beauty.

ConsultationWorks was employed by the landowner in February 2013 to manage the final stages of the consultation process, ensuring that it encompasses the whole community and that all activities were in line with the council's SCI recommendations.

This final stage of consultation was designed to ensure a comprehensive reach and that all affected neighbours and community groups had the opportunity to feed into the emerging plans before the application was submitted.

The nearest neighbours to the site were invited by letter to attend a private meeting with the landowner and a number took up this opportunity and attended meetings held at the Cobbled Corner Cafe on Friday 19th April.

Key stakeholders were invited to an exhibition preview meeting held on site in the former barn building before the public drop-in sessions. Invitees to this event included council officers, a ward councillor, local businesses and neighbours.

A number of measures were used to advertise the consultation events. The overall objective of all these measures was to understand the public and stakeholders' perception towards the proposed development and unearth any community objectives which could be addressed during in the planning process.

Direct Mail

A leaflet with a pre-paid, tear off, feedback form was sent to 440 homes and businesses in Chipping. The distribution area included all homes in the village and local businesses. The leaflet encouraged feedback to the consultation website address (www.kirkmill.co.uk) and attendance at the public meetings. The distribution area was of a considerable size for a rural area in order to reach the whole community. It can be seen in the map below.

Letters were sent to the neighbours to inform them of all elements to the scheme. This included the cricket ground, mill site and the proposed new site for the cricket club.

A copy of this letter can be seen in appendix one.

An email was also sent to the ward councillor Simon Hore inviting him to the stakeholder and public meetings and to meet the design team for more detailed discussions as required.

5.0 Analysis of feedback



A larger version of this distribution map can be viewed in appendix three.

Posters

In order to gain maximum exposure to the events and the scheme, posters were printed and distributed throughout Chipping. The posters encouraged feedback to be sent to the dedicated web address and attendance to the public events. The posters were distributed and displayed in public buildings, poster sites and shops throughout the area.

The communication and exhibition materials for the first phase of the consultation can be viewed in appendix four.

In addition, press releases were distributed outlining the scheme and inviting comments through the dedicated web address and attendance at the events. The release secured coverage in the local media, including the Lancashire Telegraph and the Lancashire Evening Post, as well as online. Coverage was positive and carried messages about the events and the regeneration benefits of the scheme.

The press release and subsequent media coverage can be viewed in appendix five.

Events

All events were held at the former barn building on site in line with the SCI requirement for events to take place as close to the site as possible. This enabled people to have a site tour where required and to see inside the main mill building.

Photography from the events can be seen in appendix seven.

A breakdown of events and attendees, (not included those staffing the consultation events), can be found in the table above:

Meeting	Date and time	Attendees
Neighbours' meetings	Friday 19th April, all pm	6
Key stakeholders preview	Thursday 25th April, 12noon	27
Public drop-in session	Thursday 25th April, 3.30pm – 7pm	137
Public drop-in session	Saturday 27th April, 10am – 2pm	81

Pre-view meetings

A number of meetings and drop-in events were held during the consultation period. The purpose of these sessions was to reveal the plans and exhibition materials to those most likely to be affected by the development and to allow these people to ask questions and raise queries on a one-to-one basis.

Another **preview drop-in session** was held on the 25th April 2013 for key stakeholders, such as local businesses, residents' group representatives and ward councillors.

Public meetings

In late April 2013 two public drop-in events were held, where boards displayed the plans and members of the design team, including representatives from planners HOW planning, the landowner and ConsultationWorks were on hand to answer questions.

All the public events were timed for maximum inclusivity, with the first covering from 3.30 to 7pm, covering the post-school time and running through into early evening, to allow people the opportunity to drop in after work. A second session was held on Saturday from 10am to 2pm for those unable to attend the previous session.

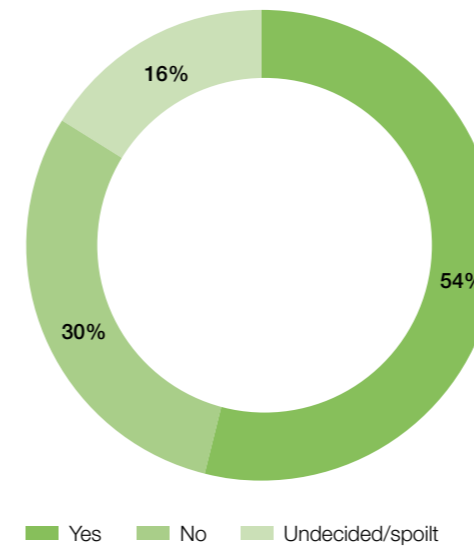
The exhibition was left on display in the barn building for further use and to give those unable to attend the events another chance to view the plans.

Councillor tour

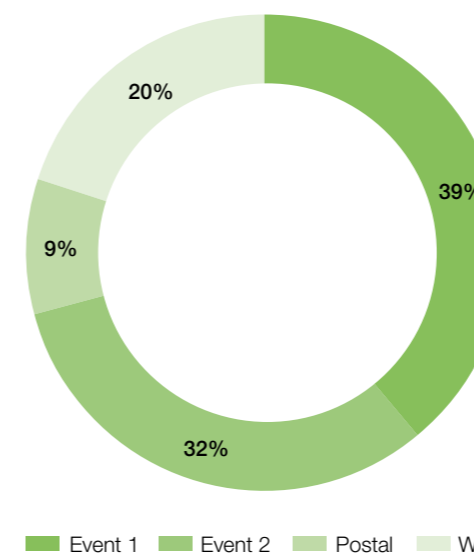
Ribble Valley's planning committee were invited to and attended a tour of the site including the mill building and to review the boards on Tuesday June 11th following the public sessions.

The exhibition materials for event can be viewed in appendix four.

Are you in favour of the proposals?



Location of feedback



Breakdown of feedback

There was a high level of attendance and feedback at the consultation events.

In total, 218 people attended the event in Chipping on Thursday 25th April and Saturday 27th April. Of those 218 people, 57** people (26%) have given their feedback on the plans.

In addition seven postal responses were received through the FREEPOST forms and 16 comments made online giving a total of 80 responses.

The breakdown of the feedback is as follows:

- 43 people (54%) were in favour of the plans
- 24 people (30%) were against the plans*
- 14 people (16%) undecided or spoilt papers (did not tick a box, ticked both boxes, added their own option etc.)

*of the 24 people who ticked no to the question "are you in favour of the proposals", six are not wholly against the plans and one states: "I am currently in favour of the development" (although for accuracy that has been recorded as a negative response).

Other comments include:

"We don't object to Kirk Mills complex – it needs saving"

"While I am not totally against the plans, I feel the lack of facilities should be taken into consideration"

"I have no problem with building on the HJ Berry Site"

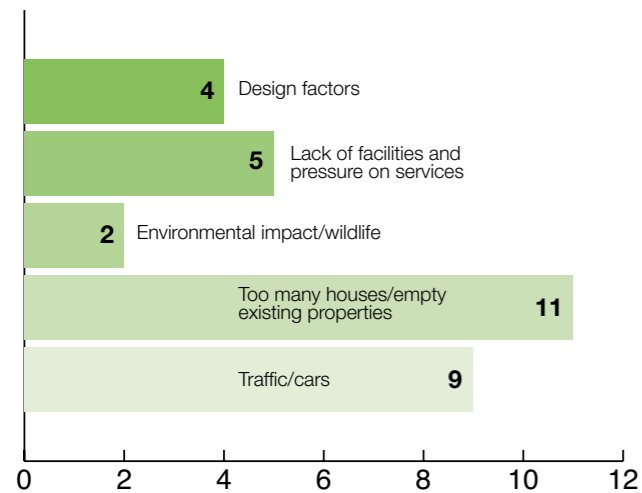
"The redevelopment of the chairworks and the jobs are welcome and while there may be demand in the Ribble Valley for affordable housing I am not convinced of the demand in Chipping."

** One duplicate entry has been removed from the count.

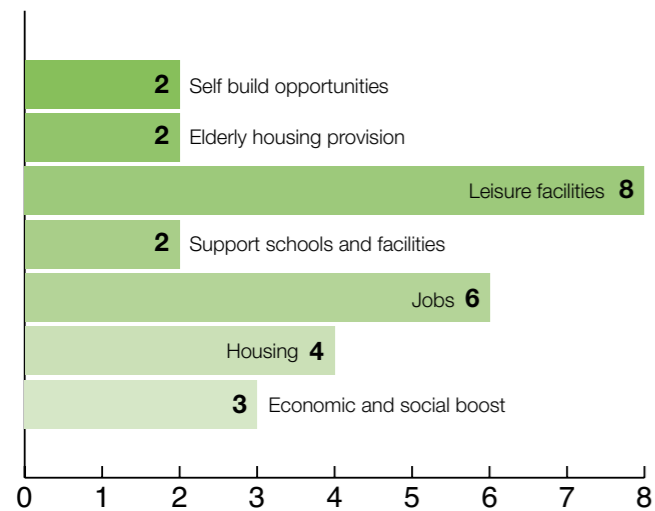
Location of feedback

The overwhelming majority of feedback was received at the consultation events. There were 32 responses from the event on Thursday and 26 from Saturday's event. We have since had 7 postal responses and 16 online. The closing date for responses was May 17th 2013.

Negative issues by frequency



Positive issues by frequency



Negative Issues by frequency

In the feedback there were a number of issues highlighted by local residents.

Of those against the plans 12 specifically mention the housing plans as being the main issue for their disapproval with most feeling there were too many houses being built especially given a number of empty homes in the village;

Comments included:

“Too many houses are empty in the village and we don’t need more”

“Chipping is a village and already has 11 new houses un-sold!”

“Too many houses when they are having trouble selling the new builds on the village hall site”

The other key issue for ‘no’ respondents was traffic, with nine of the negative responses referring to that as an issue. One further response from the ‘unsure’ group also mentioned traffic. Comments include:

“Too much traffic!”

“Can village roads cope with traffic through Windy Street?”

“Traffic problems in Chipping are becoming unbearable with parking at a premium and much difficulty getting through Windy Street”

Local services were mentioned by a number of respondents with 5 people saying they felt there would not enough spaces in the local schools and/or local doctor’s surgeries. Some people felt that the local facilities would not be able to handle the influx of new residents.

A number of people were concerned about specific issues around the design of the proposals rather than being opposed to the scheme overall. Issues raised included:

Proposed footpaths from the cricket club to the village causing overlooking and loss of privacy. Comments included: “I strongly object to the proposed path which will totally destroy the privacy of our garden”

Comments were also made on the design of the mill fully reflecting the heritage. Comments included:

“Very disappointed to hear that the staircase/lift shaft is going on the facade of the building”

“Will the canopy along the ground floor of the mill block any view of it upper frontage”

“Make sure you preserve what’s special about the historic Kirk Mill”

Anecdotally a number of respondents expressed concern that the hotel cottages included in the scheme would later be converted into housing. An important point to note here is that the cottages are an extension of the hotel rather than residential dwellings. All electric and cabling comes from a single plant which is connected to the hotel and the cottages are also designed to encourage short stays. For example, none of the cottages will have a kitchen.

Positive issues by frequency

Although a number of people were concerned about the lack of facilities locally conversely many welcomed the scheme and its ability to support local schools and businesses. Comments include:

“Additional housing is also welcomed. The scheme should help to support the local schools and businesses”

“There is currently capacity in both village schools”

“The proposed development will provide a crucial injection into the economic and social fabric of the village”

In addition 8 people were in favour of the new facilities offered by the hotel’s proposed leisure facilities and welcomed the scheme.

Comments included:

“The idea of a gym and pool is fantastic”

“I love to swim”

“I am particularly excited about the leisure facilities, outdoor pursuits and hydro scheme”

Many welcomed the provision for housing for the elderly. Comments included:

“Having looked at and thought about the plans I think they more than provide for old people. As a society we are supposed to be getting away from old folk’s homes.”

“Being an oldie I’m glad to see provision of sheltered housing etc”

Three people mentioned self-build plans including enquiries to purchase a plot.

In addition there were a number of generally positive comments which do not fit into the above categories.

Notable comments (each from individual respondents) include:

“It needs doing”

“It would seem an excellent use of the site, creating jobs etc for young people to remain in the area”

“Interesting plans. Good luck!”

“A wonderful project bringing new jobs and new life to the village”

“Good prospects for Chipping or a dead village will be the other alternative”

“I think the plans are fantastic and will bring much needed life to the village”

“We welcome the plans to develop the former HJ Berry site. The proposal for a hotel in the mill building/former factory site will bring additional visitors to the village and provide employment. Some additional housing is also welcomed. The scheme should help to sustain the village schools and local businesses.”

All comments received can be viewed in appendix six.

6.0 Changes to the scheme following consultation

From March 2011, the community of Chipping has influenced the proposals which form this application. The final stage consultation in April 2013 brought to public attention the very detailed plans for discussion and feedback.

The following images and their accompanying text outline the changes that have been made by the landowner to address the comments made by local people at the consultation.

VIEW ONE - Before consultation



VIEW ONE - After consultation



A number of people at consultation expressed concerns about the retention and maintenance of the historic mill building and comments outlined in section 4 show concerns about the timber clad entrance area and general visibility of historical features.

The following changes have been made to address these concerns.

1. Addition of or traditional features such as an orangery lantern roof
2. Timber clad entrance to be replaced with glazing to allow the frontage of the building to be visible
3. Demolition and reconstruction of existing extension with new façade built in keeping with the rest of the mill
4. Duplex bedrooms removed from the mill design to retain the existing structure and improve the external appearance of the building

VIEW TWO – Before consultation



To reflect the desire to retain original features and maintain the look and feel of the village the following changes were made following consultation.

- 1&3 Addition of original features including windows with muntins
2. Metal clad first floor detail to be replaced with traditional stone façade and slate roof in keeping with the village.

VIEW THREE



1. Changes outlined in view one
2. Changes outlined in view two
3. Addition of a children's club
4. Addition of a wedding venue located in the old barn. The copper features have been removed to be in keeping with the traditional design, while the staircase design has changed from wood to glass to allow the original features of the building to remain on show
5. Changes outlined in view two

OVERALL MASTERPLAN



Site wide changes

1. Relocation of the trailhead centre to the main car park site to be nearer to the village, which should attract more spend to the village's facilities. It will also reduce the visual impact to the site south of the car park.
2. Number of self-build residential units reduced from five to four.
3. Addition of a children's club and wedding venue.

In addition the footpath from the proposed cricket club to the village has been removed from proposals to prevent issues of over-looking and loss of privacy for neighbouring homes.

7.0 Conclusion

For a village the size of Chipping we've had an excellent turnout at events and a good response rate to the proposed plans. The majority of those we spoke to and the majority of responses received have been positive, with the promise of new jobs and more choice in the form of leisure options high on the list of peoples' priorities.

The consultation process undertaken in 2013 addressed, where possible, the issues brought up by the local community. The changes made to the scheme, at some considerable cost, demonstrate that genuine engagement has taken place at pre-application stage and that local knowledge has directly affected the content of the proposals.

APPENDIX 1 Letters to businesses and residents

(Recipients address)

Dear XXX,

As you know I am working with Stephen Chicken on the public consultation around the proposed regeneration of the former HJ Berry site on Malt Kiln Brow in Chipping.

The advice and guidance from the people of Chipping has been invaluable in helping to shape the scheme that we will hopefully take to the planning committee in the early summer.

These plans focus around a new leisure destination featuring a luxury hotel with restaurant and pub within the Grade II listed mill building and hotel cottages within the former barn building.

The redundant factory and warehousing will be demolished and a new, sympathetically-designed building will provide additional hotel rooms, a state-of-the-art gym and associated spa facilities. A trailhead centre with café will provide for outdoor enthusiasts while ample car parking will help alleviate issues for the rest of the village.

A key part of the scheme is the creation of much-needed family and first time buyer homes on the site of the cricket club where there will be a mix of market-priced and affordable units along with five self-build plots to accommodate larger four and five bedroom houses.

The club itself will be relocated to a new site in the south of the village where a new ground will have a purpose-built club house with kitchen and changing facilities.

A leaflet has been hand delivered with details of the public consultation events which will be taking place. However your views are obviously very important to us and we would like to invite you to a special pre-view exhibition on Thursday 25th at 2pm at the old barn on site at the former factory.

Please could you confirm your attendance (so you'll know how many cakes we'll need!) by calling 0151 239 5000 and speaking with Liz Beattie or emailing beattie@consultationworks.co.uk or telling Tim when he pops in on Tuesday. I look forward to seeing you and hearing your views on this exciting scheme for Chipping.

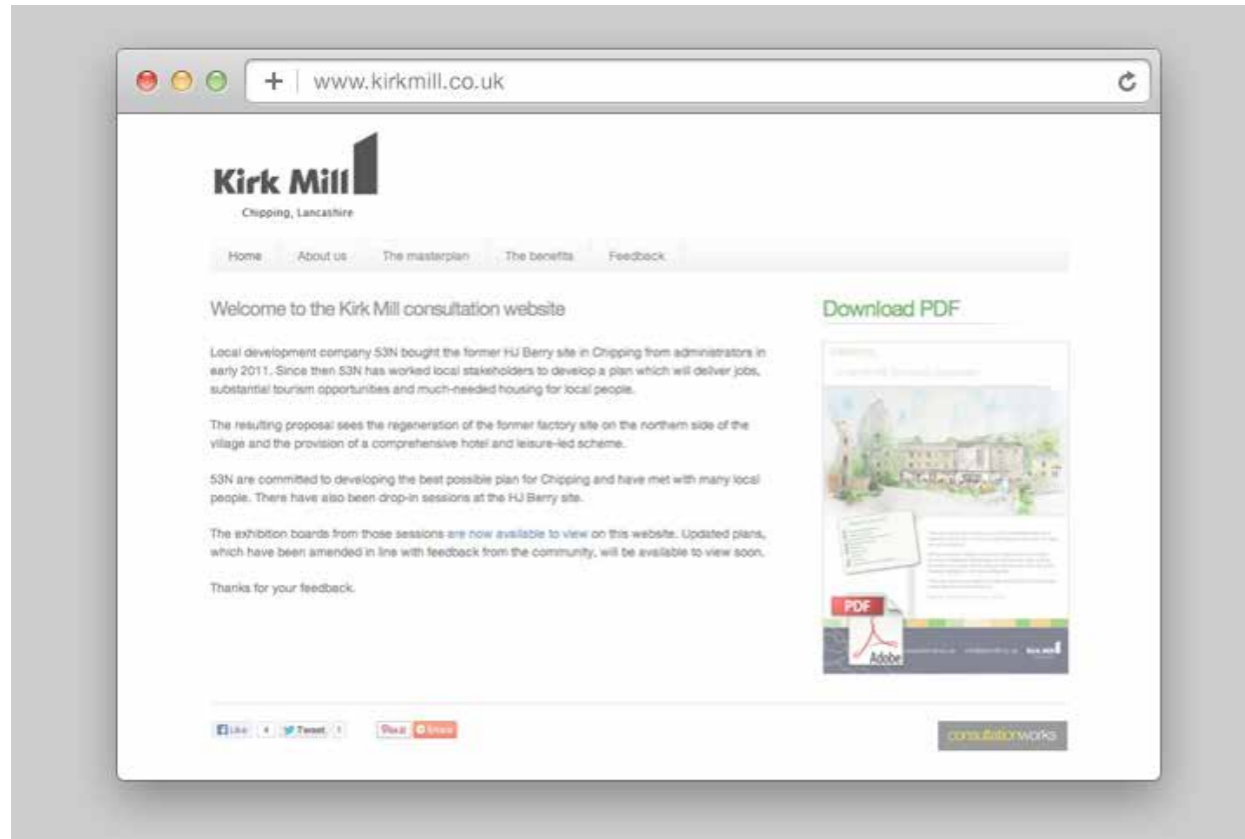
Kind regards,

Rachel Smith

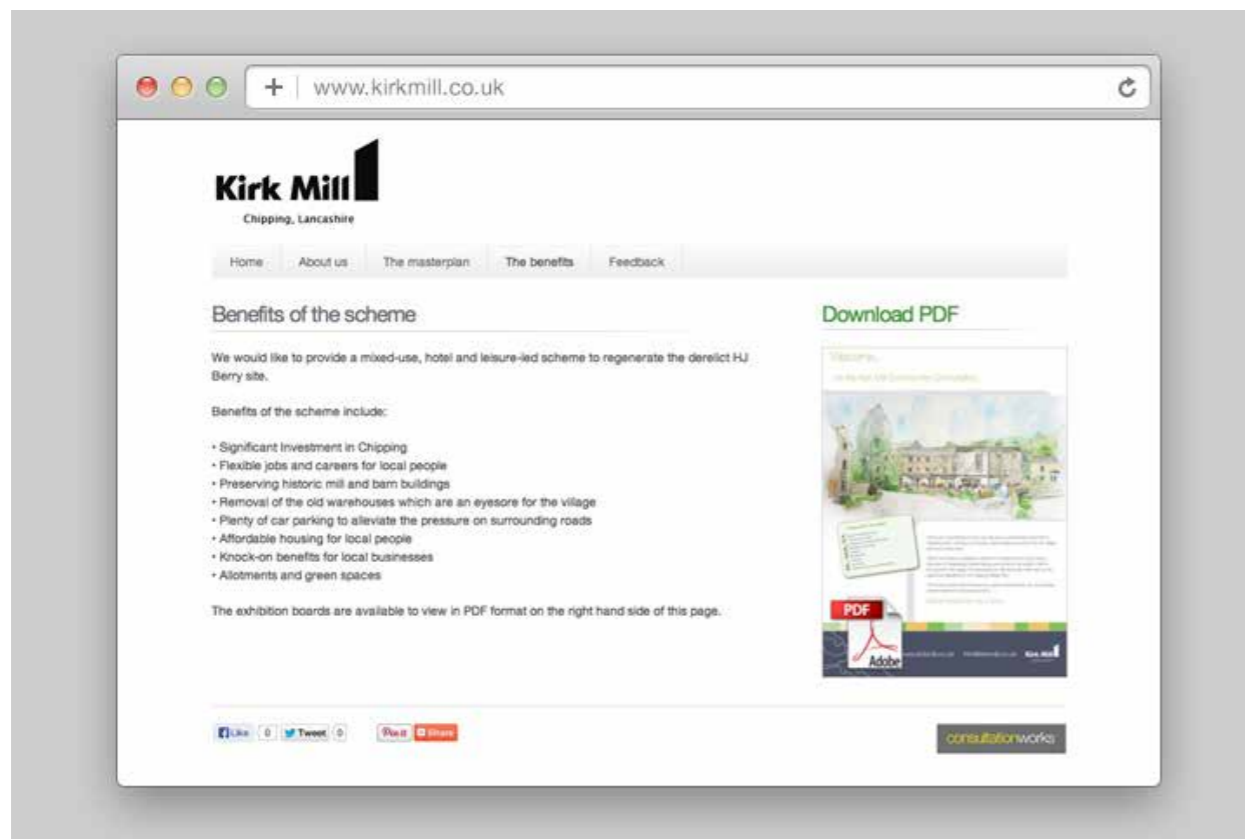
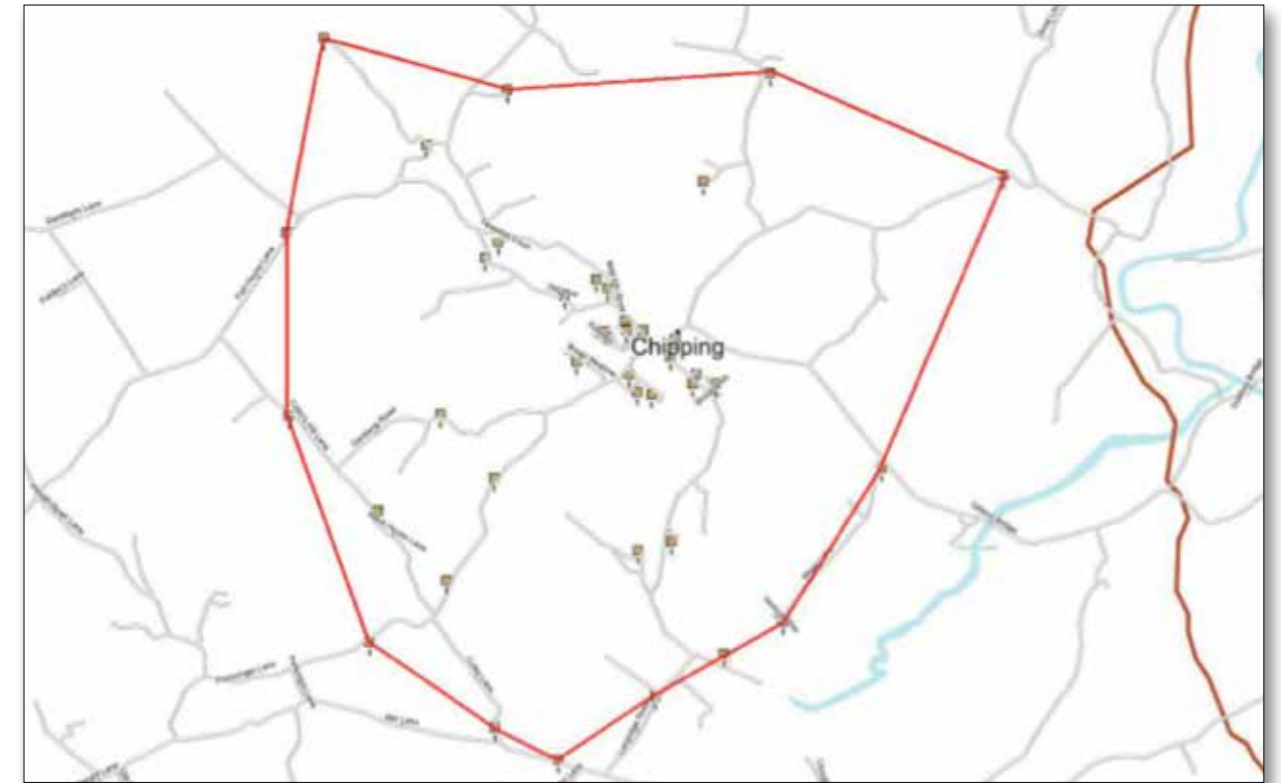
On behalf of Stephen Chicken, 53N

Consultation Works,
The Plaza,
Old Hall Street,
Liverpool, L3 9QJ

APPENDIX 2 Website



APPENDIX 3 Distribution map



APPENDIX 4

Communication materials

- a. A3 sized poster
- b. A5 leaflet
- c. A0 exhibition boards
- d. A-board posters
- e. Feedback forms
- f. Directional signage

a



Kirk Mill
Chipping, Lancashire



Have your say

Come and view the regeneration plans for the former HJ Berry site in Chipping.

53N bought the site in early 2011 and have now developed a scheme which will deliver jobs, substantial tourism opportunities and much-needed housing for local people.

Please come along and share your views with us at the following drop-in events, held at the former HJ Berry site, Malt Kiln Brow, Chipping:

- **Thursday 25th April from 3.30pm until 7pm**
- **Saturday 27th April from 10am to 2pm**

You can also view the boards online after the events at www.kirkmill.co.uk or email us at info@kirkmill.co.uk or write to us marking your envelope **FREEPOST PUBLIC CONSULTATIONS** by **Friday 17th May 2013**.

b



Kirk Mill
Chipping, Lancashire



Have your say

This is your opportunity to view a substantial regeneration scheme which will deliver employment, tourism and housing for the local community.

Please come along and view the plans.

www.kirkmill.co.uk info@kirkmill.co.uk

FREEPOST PUBLIC CONSULTATIONS

53N bought the former HJ Berry site from administrators in early 2011 and since then have committed significant time and resource into developing a plan which will deliver jobs and careers, substantial tourism opportunities and much-needed housing for local people and young families.

The resultant scheme delivers a quality hotel with associated cottages, gym, pool and leisure facilities, family housing and a new trailhead centre.

This scheme will comprehensively regenerate the derelict former factory site while meeting many of the objectives of the Chipping Village Plan.

The site is being brought forward by 53N who will retain a stake in the hotel and we are therefore interested in developing the best scheme possible for the local community.

Your view is important to us, please come along to our meeting and have your say.

Public drop-in sessions

This is your opportunity to shape that scheme and create something that can be positively transformational for the local economy.

The events will be held at the former HJ Berry site, Malt Kiln Brow, Chipping:

Thursday 25th April from 3.30pm until 7pm

Saturday 27th April from 10am to 2pm

If you cannot attend these sessions the boards will be available online following the event at www.kirkmill.co.uk or you can send us your views by filling in this tear off form and posting it to us by **Friday 17th May 2013**.

This is a FREEPOST address and there is no need to attach a stamp.

Name:

Address:

Telephone:

Email:

Are you in favour of the plans? Yes No

Comments:

Your personal details will be used solely in connection with this consultation process, and any directly associated planning applications, to help us in understanding how individual communities view our proposals. Your comments will only be analysed by Consultation Works, or by third parties instructed to do so on our behalf. Copies might be made available, in due course, to statutory authorities so your comments can be noted. We will, however, request that your personal details are not placed on the public record. Personal details will be held securely in accordance with the Data Protection Act 1998.

C

Welcome



Welcome to the Kirk Mill Community Consultation.

This is your opportunity to have your say about a substantial investment in Chipping which will help to bring jobs, opportunities and spend into the village and surrounding area.

53N is committed to creating a scheme for Chipping which will add to this Area of Outstanding Natural Beauty and enhance the quality of life for the people of the village. The proposals you will see today meet many of the objectives highlighted in the Chipping Village Plan.

This is your opportunity to shape and create something that can be positively transformational for the local economy.

Many thanks for your time.

Chipping Consultation Event

Kirk Mill
Chipping, Lancashire
www.kirkmill.co.uk info@kirkmill.co.uk

1. Site & Surroundings



- 1. Kirk Mill
- 2. Main Mills Complex
- 3. The Hive (Land off Church Raice / Malt Kiln Brow)
- 4. Malt Kiln House and Surrounding Land
- 5. Proposed Cricket Pitch Site

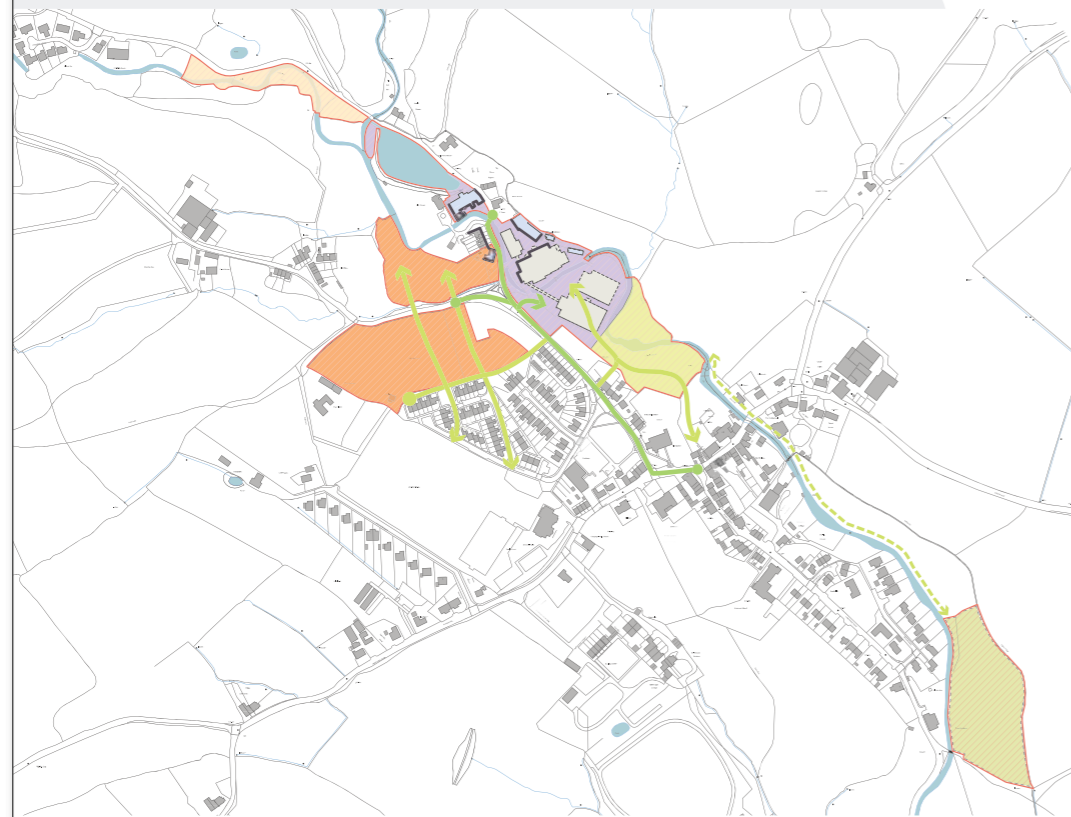
Key

- Site Boundary
- Primary Road
- Secondary Road
- Tertiary Road

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2. The Masterplan



We would like to provide a mixed-use, hotel and leisure-led scheme to regenerate this derelict site.

This imaginative scheme brings together a quality hotel with associated cottages and apartments, gym and leisure facilities and family housing. A new trailhead centre also provides facilities for outdoor pursuits. Significant car parking provision will help alleviate issues for the rest of the village.

The site has been opened up and designed to integrate with the village with special attention given to vehicle and pedestrian routes and walkways.

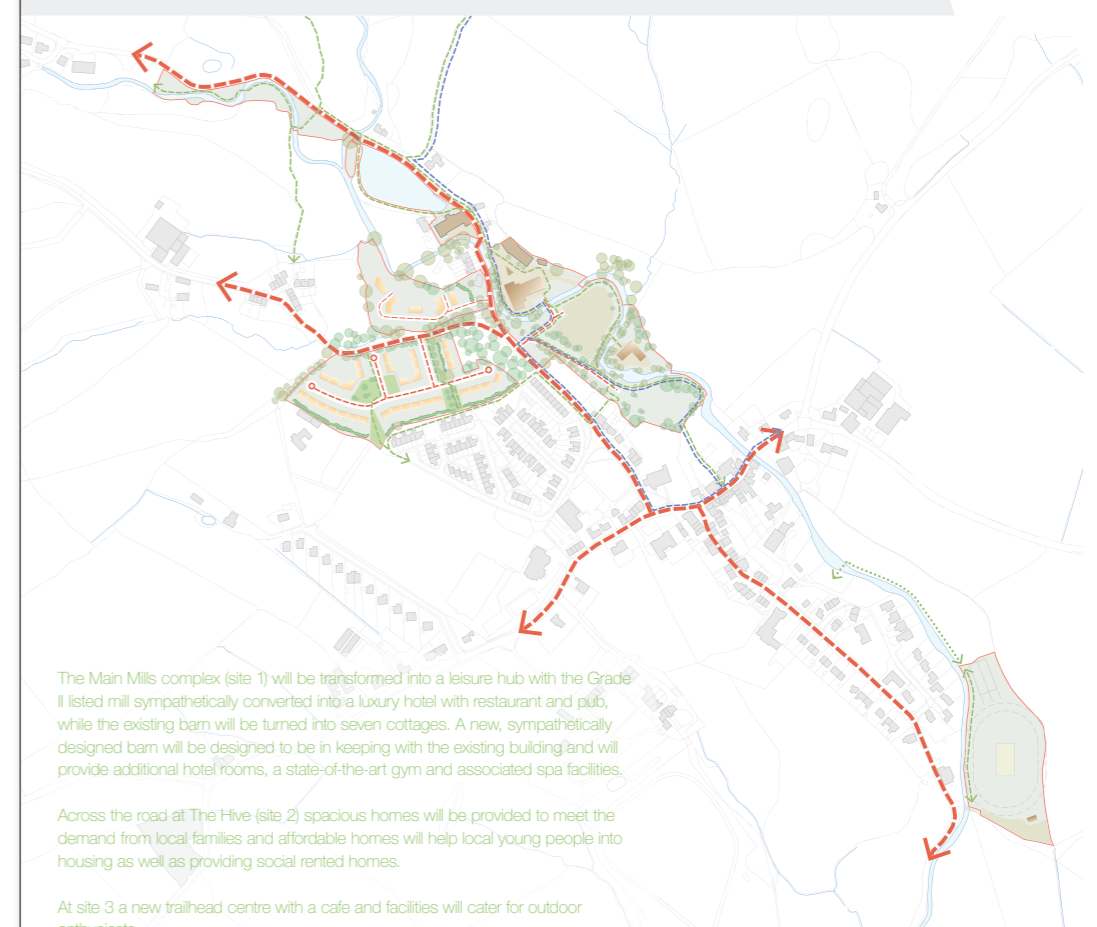
Key

	Site Boundary
	Leisure/Hotel/Parking
	Trailhead Centre and Green Space
	Residential Development
	Connectivity
	Secondary Access (Pedestrian)
	Potential Secondary Access (Pedestrian)
	Buildings To Be Retained
	Building To Be Demolished
	Key Frontage
	Relocation Of Cricket Pitch
	Potential Riverside Walk / Kitchen Garden

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3. A New Destination



The Main Mills complex (site 1) will be transformed into a leisure hub with the Grade II listed mill sympathetically converted into a luxury hotel with restaurant and pub, while the existing barn will be turned into seven cottages. A new, sympathetically designed barn will be designed to be in keeping with the existing building and will provide additional hotel rooms, a state-of-the-art gym and associated spa facilities.

Across the road at The Hive (site 2) spacious homes will be provided to meet the demand from local families and affordable homes will help local young people into housing as well as providing social rented homes.

At site 3 a new trailhead centre with a cafe and facilities will cater for outdoor enthusiasts.

A brand new purpose-built facility is being built to accommodate the cricket club on site 4.

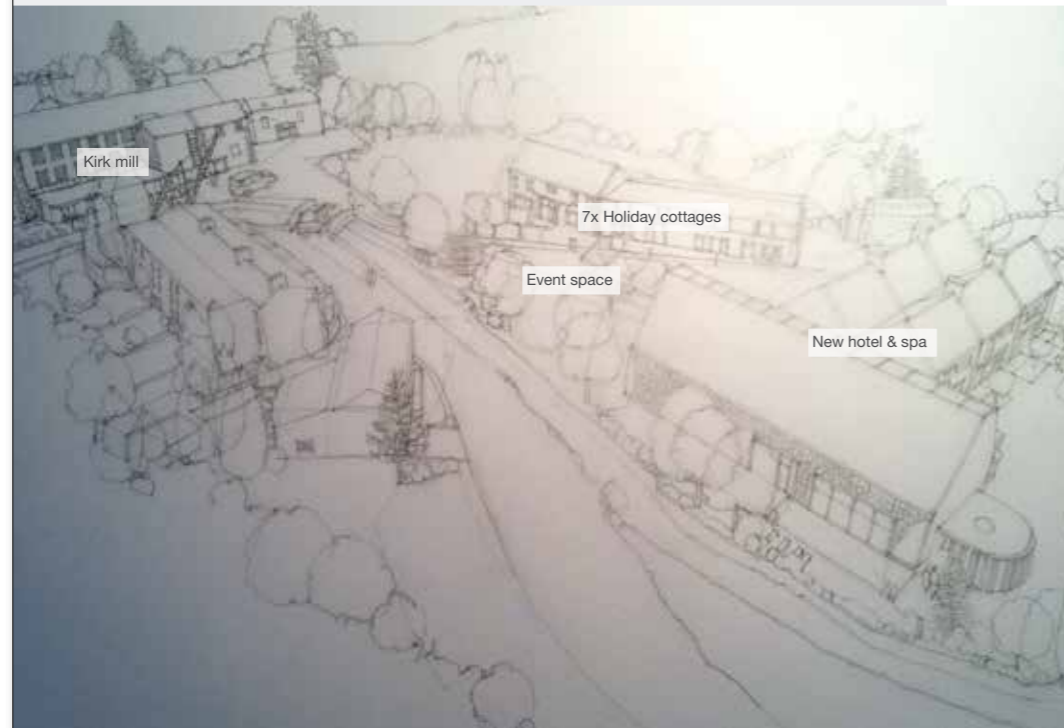
Connectivity is crucial to the plans and new footpaths and cycle routes will connect the north and south village as well as providing access to the picturesque river valley.

TO ADD:
ZONES

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4. The Benefits



Benefits:

- Significant Investment in Chipping.
- Flexible jobs and careers for local people.
- Preserving historic mill and barn buildings.
- Removal of the old warehouses which are an eyesore for the village.
- Plenty of car parking to alleviate the pressure on surrounding roads.
- Affordable housing for local people.
- Knock-on benefits for local businesses.
- Sustains local schools.

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5. A New Leisure Hub



The Grade II listed mill will be converted into a three story, 18-room hotel with a fine dining restaurant and gastro pub.

The hotel will be operated by Living Ventures, one of the Times top Ten Businesses To Work For, and will offer an unrivalled wedding venue as well as conferencing and business events.

The existing barn will be turned into seven cottages providing a total of 18 bedrooms for families. A new 'barn style' building will provide 20 additional hotel rooms, a luxury gym and associated spa facilities.

The building will cluster around an outdoor events area which will host events including a regular farmers' market promoting local produce.



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6. Trailhead Centre



It is recognised that much of the tourist spend bypasses Chipping to elsewhere in the Trough of Bowland. The new trailhead centre aims to attract some of this audience by providing facilities including a café.

The centre will also provide plenty of car parking to alleviate the pressure on surrounding roads as well as showers and changing facilities, boot and bike wash areas.

Attractive riverside walkways and cycle routes through the trailhead area will connect the village to the wider scheme and beyond.

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7. Family Housing



Chipping and the wider Ribbles Valley has a real shortage of housing, particularly when it comes to meeting the needs of young families and the over 55s. A total of 60 homes will be provided as part of this scheme to help meet this need.

The houses will be a mix of market level and affordable homes managed by a reputable Registered Social Landlord and will offer a mix of housing types and tenure to meet local need. There is also five self-build plots to accommodate bigger four and five bed homes.

A full character study has been undertaken to ensure the homes are designed to be in keeping with the existing heritage and appeal of the village and they have been planned in a low density layout.

The provision of housing is key to supporting local schools which are under threat from falling rolls.

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8. Riverside Walk and Cricket Pitch



The scheme offers the opportunity for the cricket club to be relocated to a purpose-built new facility at the southern edge of the village. The new club will include a new bigger and better pitch, practice nets and brand new club house with changing rooms and a kitchen. This new facility could provide for the whole community including local schoolchildren.

As part of the scheme car parking will be provided on the new cricket ground to allow parents to park and walk children to school along the attractive riverside footpath. Riverside walks.

The new scheme offers the community of Chipping a much more open and accessible site. Facilities such as the pub, restaurant and gym will be open to the public and the new riverside walks will improve connectivity from the village.

Green space alongside the river will also be maximised for local benefit with village allotments, improved lighting and an educational ecology trail for local people and schoolchildren.

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Sustainability

The scheme will be sustainable environmentally, economically and socially.

Environmentally

- New footpaths will encourage walking around the village.
- The hydro scheme will provide electricity for the equivalent of nine homes.
- Improved green areas to encourage wildlife.
- Repairs to the mill pond.
- Flood attenuation.

Economically

- Using of local supply chain.
- Improving house prices in the village.
- Capturing / attracting tourist spend to benefit local businesses.

Socially

- Farmers' markets and other events.
- Park and walk scheme for local schools.
- New village pub to complement existing provision.
- Pool, gym and spa facilities.



'Village Plan Checklist'

- Social and sheltered housing
- Creation of min 30 jobs
- Nursing home or Elderly care provision
- Broadband improvement
- Allotments
- Riverside walk
- Burial site
- Car Parking
- Renewable energy on new developments

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Chipping Timeline



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Frequently Asked Questions

Technical Reports 2011/12:

Transport
Wide-scale improvements to the roads serving the site will not be necessary. The intention is to provide discrete vehicular connections into the development which are both safe and sympathetic to the rural surroundings.

The proposed development will attract new people to the area, but whilst this will mean more traffic may be passing through the village the numbers will not be significant.

Furthermore, adequate parking will be provided within the development, particularly at the proposed new Trailhead Centre.

This will enable the current leisure and tourist visitors to the village, and any new visitors, to park away from the narrow lanes, helping to relieve an existing issue for the village.

Vegetation
Any mature trees tend to be located on the periphery of areas to be developed and significant new planting will take place.

Structural Assessment of Listed Mill
Previously found to have suffered significant deterioration of the external elements, with water and damp penetration found to be an issue throughout the property, resulting in timber decay and rot. Emergency works have helped but long term solution required.

Heritage Considerations
Full assessment of mill proposals undertaken, with wider assessment of setting of conservation ongoing.

Ecology
It is considered that the proposal can be designed to protect and enhance habitats and protected species resulting in a net gain for biodiversity within the site.

Flood Considerations
Assessments undertaken indicate that proposed mitigation measures are effective in significantly reducing the extent of flooding and will help to alleviate flood risk elsewhere, bringing wider benefits to the village.

Ground Studies
It is considered that the risks associated with the proposed development are low-moderate with respect to contamination and are therefore not insurmountable.

Q. How can you ensure that Chipping would retain its character?

All the new builds have been designed to be thoroughly in keeping with the mill and the surrounding village's character. All alterations and new buildings will be subject to the full planning process and specialists are employed to advise the owners, particularly in respect of listed elements and relationship to the conservation areas.

Q. Does the area need additional housing?

Ribble Valley Borough Council's Draft Core Strategy has identified a need for family housing and accommodation for the over 55s in Chipping. Growth is needed to ensure the long term prosperity of the village but at the same time availability of land is very limited, so the proposals present a good opportunity to help meet some of this need. This development also fits in with the objectives of the Chipping Village Plan.

Q. How many jobs would the scheme create?

It would create approximately 100 jobs, which is more than were lost when the company entered administration. We hope that the increased footfall will have knock-on benefits for existing businesses in Chipping.

Q. How long would this scheme take to build?

If there is a positive outcome from the consultation process then it would be in the region of six months before work could start on site. There would be a further six months of enabling work and demolition followed by 12-14 months of building work.



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d

Public Consultation Exhibition here today

Have your say



e

Have your say



Name:

Address:

Telephone:

Email:

Are you in favour of the plans? Yes No

Comments

Your personal details will be used solely in connection with the consultation process, and any directly associated planning applications, to help us in understanding how individual communities view our proposals. Your comments will only be analysed by Consultation Works, or by third parties instructed to do so on our behalf. Copies might be made available, in due course, to statutory authorities so your comments can be noted. We will, however, request that your personal details are not placed on the public record. Personal details will be held securely in accordance with the Data Protection Act 1998.

APPENDIX 5

Press release and coverage

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19th April 2013

NEW LEISURE SCHEME FOR CHIPPING

A public consultation is being launched around plans for a new leisure-led scheme for Chipping in the Trough of Bowland.

A £19m investment would transform the former HJ Berry factory which has lain empty since the furniture manufacturer went into administration in 2010.

The scheme will create more than 100 jobs and includes a quality hotel with associated cottages and apartments, gym, pool and leisure facilities and family housing. A new trailhead centre will provide facilities for outdoor pursuits. Significant car parking provision will help alleviate issues for the rest of the village.

The scheme is being promoted by Stephen Chicken of investors 53N. He said: "The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping Local Plan including the provision of housing, jobs and car parking. "We are now seeking feedback from the wider community and would encourage people to come along to our drop-in sessions."

Drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow in Chipping on Thursday 25th April from 3.30pm until 7pm and on Saturday 27th April from 10am to 2pm.

Following the events the plans will also be available to view on the dedicated website at www.kirkmill.co.uk where feedback can also be logged.

ENDS

For more information please contact Sarah Whaites at ConsultationWorks on 0151 239 5000 or whaites@consultationworks.co.uk



Ribble Valley £19m hotel plan to create 100 jobs

10:00am Tuesday 23rd April 2013

By Jon Robinson

PLANS for a £19million investment to transform a former Chipping factory, creating over 100 jobs, are at the centre of a public consultation.

The former HJ Berry factory, which has lain empty since 2010 when the 170-year-old furniture manufacturer collapsed, will be transformed into cottages, apartments, a hotel, a gym and pool under the plans.

Drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow on Thursday from 3.30pm to 7pm and on Saturday from 10am to 2pm.

Stephen Chicken, of investors 53N, which is behind the plans, said: "The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping local plan including the provision of housing, jobs and car parking.

"We are now seeking feedback from the wider community and would encourage people to come along to our drop-in sessions.

"The proposals would see the site redeveloped through the creation of a mixed-use hotel and leisure-led scheme, which would create new jobs, preserve the Grade II listed Kirk Mill buildings and regenerate the area.

"We're very enthusiastic about the plans and hope that local neighbours and businesses will be too." Paul Hunt, who lives in Talbot Street, Chipping, said: "The plans look interesting and any development that brings employment back to the village should be welcomed. The only problem is that they are planning to build on a green field site. You would have thought that brown field sites would be the first to be used."

The plans will also be available to view at www.kirkmill.co.uk where feedback can also be logged about the plans for the site.



Public invited to view 53N's Chipping plans

23 Apr 2013, 14:18

Simon Donohue

Public consultation is being launched around plans for a new £19m leisure-led development at the site of a former furniture factory in Lancashire.

Investors 53N want to build a quality hotel with associated cottages and apartments, gym, pool and leisure facilities, and family housing, at the site of the HJ Berry factory at Chipping in the Trough of Bowland.

The factory has been empty since HJ Berry went into administration in 2010.

53N's Stephen Chicken said: "The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping Local Plan including the provision of housing, jobs and car parking.

"We are now seeking feedback from the wider community and would encourage people to come along to our drop-in sessions."

Drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow in Chipping on Thursday 25 April from 3.30pm until 7pm and on Saturday 27 April from 10am to 2pm.

£19m leisure plan for factory



Investment: An artist's impression of how the development could look

Published on **24/04/2013 06:30**

A £19M investment is set to see a new hotel and leisure development on the site of a former factory.

Kirk Mill in Chipping has lain empty since furniture makers HJ Berry and Sons went into administration in 2010 after 160 years in business.

A public consultation is being carried out for the new development, which could create more than 100 jobs if given the go-ahead.

Development company and investors 53N bought the site from administrators in 2011.

The plans will see the regeneration of the former factory site on the northern side of the village with a hotel, associated cottages and apartments, a gym, pool and leisure facilities, and family housing.

A new trailhead centre will also provide facilities for outdoor activities, and there will also be housing and car parking.

The plans include preserving mill and barn buildings and the old warehouses will be demolished.

Stephen Chicken, of investors 53N, said the company held talks with locals before putting the plans together.

He said: "The scheme has been drawn up following extensive consultation with community stakeholders and meets many of the objectives of the Chipping Local Plan including the provision of housing, jobs and car parking.

"We are now seeking feedback from the wider community and encourage people to come along to our drop-in sessions."

The drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow in Chipping on Thursday, April 25 from 3.30pm until 7pm and on Saturday, April 27 from 10am to 2pm.

Information is also available at www.kirkmill.co.uk



A public consultation is being launched around plans for a new £19m leisure-led scheme in the Trough of Bowland.

The multi-million pound investment would transform the former HJ Berry factory in Chipping which has lain empty since the furniture manufacturer went into administration in 2010.

The scheme will create more than 100 jobs and includes a quality hotel with associated cottages and apartments, gym, pool and leisure facilities and family housing. A new trail head centre will provide facilities for outdoor pursuits. Significant car parking provision will help alleviate issues for the rest of the village.

The scheme is being promoted by Stephen Chicken, of investors 53N.

He said: "The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping Local Plan including the provision of housing, jobs and car parking.

"We are now seeking feedback from the wider community and would encourage people to come along to our drop-in sessions."

Ribble Valley Borough Council's ward councillor for Chipping Coun. Simon Hore said he was very interested to hear about the plans about the HJ Berry chair works site at Kirk Mill from developers 53N. "It is over two years since they acquired the site," Coun. Hore explained.

At that time they put forward some ideas on the development of a hotel and leisure complex, but they were unclear as to their plans for housing.

"The scheme is ambitious providing the potential for good employment, the refurbishment of the grade II listed mill building, one of the few remaining Arkwright mills in the country; but along with a considerable number of additional homes.

"There is no doubt that the site needs revitalising; the issue will be the number of extra houses in a small village, and the proposed location for those homes.

"As yet no formal planning application has been submitted to Ribble Valley Borough Council, but I assume that will go in front of the planners over the next few months."

Drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow in Chipping today (Thursday) from 3-30 p.m. until 7 p.m. and on Saturday from 10 a.m. to 2 p.m.

Following the events the plans will also be available to view on the dedicated website at www.kirkmill.co.uk where feedback can also be logged.

APPENDIX 6

Excel spreadsheet of all feedback received

Name	In favour of plans Yes/No	Comments
Shard	No	Too many houses are empty in the village and we do not need more. The hotel complex may work.
Peter Freeman	No	Chipping is a village and already has 11 new houses, unsold! I feel this is enough. Another 50 would be detrimental. Primary school too small to have a lot more children.
Mrs M. Jackson	No	Too many houses, when they are having trouble selling the new builds on old village hall site. The narrow roads into the village and past kirk cottages. Cannot take any more traffic. School will not cope with all the extra families.
Eileen Howarth	No	I think the plans are going to nearly double the size of the village. So many houses are totally unnecessary. Plus the roads could not cope with the influx of traffic. Can the schools take the children, Brabins is already full.
David Marsden	No	Poor consultation. Not been to us as promised. No real plan on elevation to homes + worried about traffic + schools
Amanda Webster	Yes	The proposed development will, if well constructed and managed, provide a crucial injection into the economic and social fabric of the village. It is good to see the mix of housing provision that is proposed which will benefit both the existing community and attract young people as well.
Mr & Mrs Metcalf	Yes	Living across from the development. The only thing we are worried about is the traffic, amount off.
Mr David Paterson	Yes	Concerns are: Traffic in/out, need for secure gate with padlock to prevent gypsis etc, noise at night from the ()house, property damage from (?)alls
Rev John Scott	Yes (with reservations)	Environment; link with Chipping in bloom, Transport; parking should help, extra delivery vehicles will cause serious problems in Windy St, Church Raike and Talbot St; Housing - More 1st time buyers than 'every 55th housing.' You will need young people to fill the new jobs. Consider leaving quiet areas N. of pond rather than public access - Wildlife meets peace not loads of people walking through
Karl Catham	Yes	Would be very been if lesiure facility was of a good standard with resonable pool, jacuzi, steamroom etc. Jobs would be good and obviously housing would need to go with this.

Diane Glover	Yes	As a local business, 'Glovers swim school was set up in 1983.' Providing quality swimming tuition for local children and adults from Chipping and surrounding areas. Since the early days, my daughter and son are now partners in the business as well as being a source of local employment. We have outstanding swin school of the year on three occasions. We provide tuition to all ages, abilities, schools and disabled groups. Please consider us to potentially use your pool to boost your revenue and provide a valuable, friendly service to the local community. We would be delighted to do business with you in the future
Mr W. Glover	Yes	We have been impressed with the proposals we have seen today, however we do have concerns about the impact of traffic on the area. Another concern we have is the effect this project will have on other local businesses like the pubs and cafes in the village.
C McWilliam	Yes	It needs doing
R.M. Harrison	Yes	It would seem an excellent use of the site, creating jobs etc for young people to remain in the area. Also being an 'oldie' glad to see provision of sheltered housing etc. Only concern would be increased traffic on already difficult road situations. Sure all this development requires supply of MAINS GAS.
A Stoker (Ann-Marie)	Yes	Should be provision for bungalows. Wildlife should be undisturbed. Area where you envisage allotments is important for deer and barn owls - to name but two. Bats have been seen in the mill independent ecological surveys funded by 53N but controlled by the parish council should be carried out. Worried about traffic.
Andrew Stoker	Yes	There should be targets for local employment - penalties if not met. Ecological surveys imperative as wildlife rich area. Investment in local schools + businesses.
Kathy	Yes	Hotel looks outstanding
Cath Lee	Yes	Looks really good, would bring life back into the village
Mrs M. Burrows	Yes	I think we have too many houses, which can't be sold and the parking just gets worse
Mrs J Bradford	Yes	The hotel is OK. But we do not need any more houses.
Mr & Mrs Joyce	Yes	An excellent plan - well thought out. Whole heartedly soupport for your endeavour.
Mrs Doreen Watts	Yes	A wonderful project bringing new jobs and new life to the village. Parking? During alterations to the mill

APPENDIX 7

Photography from public events

B. Lucas	Yes	Overall in favour of plans. Road into Chipping havoc now. Would locals have access to leisure facilities.
J + K Towers	Yes	Appears to be ather ambitious. Not sure that Church Raite + the narrow junction by cobbled corner could really cope with the possible usage
Sarah Holden	Yes	Just concerns over actual number of houses at 'the Hive'.
Christine Freeman	Yes (with reservations)	Concerned with the number of houses proposed to be built on the cricket field. The road from Church Raite up to Old Hive is very bad in the winter as there is water draining from the cricket field and runs across the road. During freezing conditions it is so bad that it is shot ice and difficult to walk across. Will this be better or worse if the housing goes ahead???
William & Margaret Nugent	Yes	Would be interested in one of the self build plots, or possibly shared ownership. Yes, we do agree with all your plans, good for the village.
Dewhurst	-	We are in favour of Sewelsbury/The Old Chain works. But not in favour of building anymore housing as 15 have been built recently. People don't leave the village because there are no houses but because there is no work. No more houses please.
Sue Dutta	Not sure yet	55 houses as 'The Hive' is too many. Along with new housing already underway this could mean almost 80 households arriving in the village. New life is needed for the village, however such a large increase all at once could be detrimental. Ensure to use 'Narnia' light - be aware of light pollution
John Shard		It is totally unrealistic to build so many houses without including facilities - particularly a doctors surgery. The doctors surgeries in Longridge are already overfull and Longridge itself is developing large numbers of additional housing. The situation will become untenable. Similar comments apply to the schools.
Freeman		Too many houses and no accomadations for old people, flats or small houses - otherwise good
H McCabe	-	No. of houses - Village plan for 50 over 5 years, already approx. 25 plans granted. In favour of hotel and surrounding amenities. Wish you well. Why not any bungalows for older people.

