

Waddow View, Clitheroe

Consultation Statement

October 2012

Section	Page
1.0 Overview	2
2.0 Planning Policy and Guidance	4
3.0 Consultation programme	6
4.0 Feedback received	8
5.0 Response to feedback	17
6.0 Conclusions	22
Appendix 1.0: Distribution map	24
Appendix 2.0: Invitation letters	26
Appendix 3.0: Media Relations	30
Appendix 4.0: Poster & Locations	34
Appendix 5.0: Photographs of Public Exhibition	37
Appendix 6.0: Exhibition Board Images	40
Appendix 7.0: Questionnaire	46
Appendix 8.0: Feedback Received – submitted as a separate document	

1.0 Overview

A consortium of local landowners, Clitheroe Auction Mart Co Ltd, The Huntroyde Estate, Mr John Taylor, Ms Sarah Howard and Ms Samantha Howard, is proposing to deliver up to 345 high quality homes on land to the West of Clitheroe Town Centre. A crèche is also proposed as part of the scheme, as well as areas of public open space linking the town centre to the Ribble Valley Way for the whole community to use and enjoy.

Lexington Communications has been appointed to undertake a public consultation exercise regarding the consortium's proposals to gain feedback from the local community. All comments submitted during this consultation process have been taken into consideration in the preparation of the planning application submitted to Ribble Valley Borough Council.

This Consultation Statement, submitted on behalf of the consortium of landowners, outlines the community engagement undertaken on the plans for the site. This report details the pre-application consultation undertaken with residents, elected members, stakeholders and local businesses. A summary of the consultation programme is outlined below:

- Letters were sent to 2,535 residents and 432 businesses within close proximity of the site to ensure those likely to be familiar with the area were informed of the proposals. The letter provided an overview of the plans, outlined details of the public exhibition, as well as advised of the community information line number for those with questions about the scheme. A map detailed the distribution area used to inform the local community can be found in **Appendix 1**.
- Letters of invitation were distributed to key members political representatives to advise of the preview and public exhibition. This included ward members, site adjacent ward members, members of the Planning and Development Committee, Leader of the Council, Nigel Evans, Member of Parliament for Ribble Valley, and members of Clitheroe Town Council. Letters were sent to other key stakeholders, such as Clitheroe Residents' Action Group, Clitheroe Chamber of Commerce and East Lancashire Chamber of Commerce. Copies of the letters issued are included in **Appendix 2**.
- A press release was issued to the local media, the Clitheroe Advertiser & Times and the Lancashire Telegraph, to ensure that information about the plans and the public exhibition would reach the wider community. The press release and the coverage generate can be viewed at **Appendix 3**.
- To ensure all those with an interest in the plans were aware of the consultation event, posters were displayed in local venues with high footfall, such as Booths supermarket,

Clitheroe Library and local churches, newsagents and pubs. A list of these locations, as well as a copy of the poster is included in **Appendix 4**.

- A public exhibition was held from 2pm to 8pm on Thursday, 6th September at St Mary's Centre in Clitheroe. A preview session was held for Borough and Town Councillors, as well as Nigel Evans MP, between 1pm to 2pm. Photographs of the exhibition can be viewed in **Appendix 5**.
- The exhibition allowed residents, businesses and stakeholders to view the draft proposals and meet with members of the development team who were on hand to listen and answer any questions about the scheme. A series of exhibition boards were displayed at the exhibition and copies are provided in **Appendix 6**.
- Questionnaires were available at the public exhibition to ascertain the views of attendees regarding the plans. The form asked a series of questions and provided a section for general comments. A copy of the questionnaire has been included at **Appendix 7**.
- A community information line, 0161 247 8417, was established to deal with any enquiries relating to the scheme and to meet requests for further information.

The consortium is committed to undertaking comprehensive and meaningful consultation with the local community, as demonstrated above. Following the submission of the application, the consortium will continue to engage with the local community and stakeholders regarding its plans.

2.0 Planning Policy and Guidance: Role of Community Involvement

Planning guidance states that pre-application consultation with local communities, local authorities and statutory consultees can bring a number of benefits to the process of determining planning applications. Against this background, the consortium has sought to consult with interested parties, in accordance with policy and guidance in relation to community involvement in the planning system.

RIBBLE VALLEY BOROUGH COUNCIL'S STATEMENT OF COMMUNITY INVOLVEMENT

Ribble Valley Borough Council's Statement of Community Involvement (SCI) was originally adopted in April 2007 to ensure that the local community is involved in the planning process, both in the preparation of planning policy and with regard to planning applications. It was later revised to take into account both changes in national planning guidance and the Council's experience. The revised SCI was formally adopted in December 2010 and in Section 4.1 the SCI encourages the applicant to undertake public consultation with the local community, stating:

'The Council believes that it is better for developers to talk to those who may be affected and refine their proposals while they are at a formative stage. Benefits of early community involvement include:

- *addressing problems before the planning application is submitted may reduce the chance of a refusal of permission;*
- *refinements to the proposals are made at an early stage, preventing abortive work;*
- *in the long run, reduces the time to reach a successful outcome.'*

In addition, Section 4.2 of the SCI provides details of how developers should consult, with suggestions including: having pre-application discussions with development control officers; making proposals available for public view at the site (e.g. drawings, photomontages & sketches); circulating a leaflet outlining their proposals to local residents; and arranging a meeting with groups in the community (e.g. Parish Council, residents' associations, interested parties; neighbours), giving sufficient advance notice. Furthermore, the SCI encourages developers to submit a consultation statement with their planning application to report its findings including:

- *techniques employed to gain stakeholder comments;*
- *summary of responses received;*
- *main points of objection;*
- *other matters raised;*
- *developer comments on the responses;*
- *amendments made to the proposals as a result.*

THE LOCALISM ACT 2011

The coalition Government has stated its intention to hand power back to communities through its ongoing legislative programme. Central to that aim is the Localism Act 2011, which received Royal Assent on 15th November 2011.

The Localism Act seeks to provide the local community with a voice throughout the planning process, highlighted in the Department for Communities and Local Government's paper, Decentralisation and Localism Bill: an essential guide, which outlines one of its principles as:

'Empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community.'

Elaborating on this, the Localism Act outlines that developers must notify the local community about its proposals to *'bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.'* It goes on to state that the publicity must explain how the developer can be contacted by those *'wishing to comment on, or collaborate...on the design of, the proposed development'* and that developer must consider the *feedback received by having 'regard to any responses to the consultation.'*

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

On 27th March 2012, the Government published its National Planning Policy Framework (NPPF). The document seeks to streamline national planning policy to promote sustainable development.

NPPF Policy 188 - Pre-application engagement and front loading, states:

'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'

Against this background, the consortium has undertaken public consultation on its proposals in line with national policy and the principles of Localism, as well as the guidance outlined by Ribble Valley Borough Council.

3.0 Consultation programme

To open up the consultation process to the local community and to seek a wide range of views on the proposals, the engagement programme consisted of a number of elements:

LEAFLET TO RESIDENTS, BUSINESSES AND STAKEHOLDERS

Letters were distributed to properties within close proximity of the site to ensure those likely to be affected were notified of the plans. The letter provided an overview of the plans and detailed the benefits that development would deliver for the area. It also included details of the public exhibition and advised of the community information line number. In total, 2,967 letters were sent out; 2,535 to local residents and 432 to local businesses. They were delivered by a specialist door-to-door distributor on Thursday 30th August. This provided the local community with one week's notice of the public exhibition.

In addition, letters were issued to ward councillors for the site, site adjacent ward members, members of the Planning and Development committee, the Leader of Ribble Valley Borough Council, Nigel Evans, Member of Parliament for Ribble Valley, and members of Clitheroe Town Council to invite them to the public exhibition and preview session. Letters were also sent to Clitheroe Residents' Action Group, Clitheroe Chamber of Commerce and East Lancashire Chamber of Commerce. Copies of the letters, including a map highlighting the catchment area used to inform local people, can be found in Appendix 1 and 2.

PUBLICITY

Press releases

A press release was issued to the local media to ensure information about the plans and public exhibition could be disseminated to the wider community. The press release was issued to Clitheroe Advertiser & Times and the Lancashire Telegraph. Coverage of the proposals and exhibition featured in the Clitheroe Advertiser & Times on Thursday, 30th August and Lancashire Telegraph on Wednesday, 29th August, ensuring that details of the public consultation were known in advance of the exhibition. The press release and coverage it generated can be viewed at Appendix 3.

Poster

An A4 poster outlining the plans and featuring details of the public exhibition were distributed to locations expected to have high footfall, such as Booths supermarket, Clitheroe Library and local churches, newsagents and pubs. A list of these locations and a copy of the poster can be found in Appendix 4.

COMMUNITY INFORMATION LINE

A community information line, 0161 247 8417, was established at the start of the consultation programme to ensure that local residents and those interested in the proposals could speak directly to members of the development team. The number was advertised on all correspondence issued regarding the plans, published in local press coverage relating to the scheme and on the posters displayed locally. The line was staffed by members of Lexington Communications' office, Monday to Friday, 9am until 5.30pm.

PUBLIC EXHIBITION

A public exhibition was held to allow local people to view the draft proposals and meet with members of the development team who were present throughout the exhibition to answer questions regarding the plans. The exhibition was held from 2pm until 8pm at St Mary's Centre, Church Street in Clitheroe. This is a central location that was easily accessible for local people. A preview session was held between 1pm and 2pm for Borough and Town Councillors, as well as Nigel Evans MP. Over 200 people are estimated to have attended the exhibition during the course of the day.

The exhibition consisted of two sets of five boards which provided details of the site's location, outlined the proposals and the benefits the development would deliver, explained why new homes are needed in Clitheroe, highlighted the accessibility of the site to local amenities, displayed an indicative masterplan image, as well as outlined how attendees to the exhibition could have their say on the plans and contribute to the development of the proposals.

Questionnaires were available for those attending the exhibition to complete, either by completing on the day returning to Lexington Communications' office by post at a later date. During the course of the public consultation, 202 questionnaires were received. The responses provided are analysed further in the following section.

4.0 Feedback Received

This section contains a breakdown of the feedback received throughout the engagement process for the consortium's proposals.

COMMUNITY INFORMATION LINE

The community information line, 0161 247 8417, was established at the beginning of the engagement process and provided residents, stakeholders and other interested parties with a direct line of communication for enquiries regarding the proposals.

The information line received 7 calls and these are set out in the table below, with any personal details removed:

Date	Details of enquiry	Response
30 th August 2012	Caller rang to enquire about the landowner John Taylor and asked what company he was speaking with.	Advised caller that John Taylor is a local landowner. Explained that Lexington Communications is working on behalf of the consortium of landowners, which includes Mr Taylor, to deal with calls on the community information line.
30 th August 2012	A local councillor called to advise that he would be unable to attend the public exhibition. However, as a member of the Planning and Development Committee, caller requested additional information be issued via email.	Advised that the exhibition boards and masterplan could be sent following the consultation event.
30 th August 2012	Caller wanted to know the exact location of the proposed site and sought clarification regarding whether the site had recently been subject to a planning application. Advising that she had been opposed to the planning application on the adjacent site, she raised concerns regarding the plans, notably regarding the impact on traffic levels and community amenities, and stated that she objected to the proposals.	Provided caller with details of the site's location and explained that the plans are a different application to the one she was referring to. Caller ended the call before further information could be provided.

Waddow View, Clitheroe: Consultation Statement

31 st August 2012	Caller rang to ascertain the location of the site.	Provided details of the site's location, as well as advised that vehicular access would be via Kirkmoor Road and Waddington Road.
31 st August 2012	Caller rang to ascertain the location of the site and advise that she was unable to attend the exhibition.	Informed caller of the site's location, as well as explained that vehicular access would be via Kirkmoor Road and Waddington Road. Offered to issue caller with a copy of the exhibition boards following the consultation event.
5 th September 2012	As a resident of Waddington Road, caller rang to advise that she hadn't received a letter advising of the public exhibition. Caller requested details of the site's location, as well as expressed concerns regarding the proximity of the site to her property, the impact of the scheme on her view and level of traffic generated by the plans. The caller advised she was unable to attend the public exhibition.	Advised caller that she should have received a letter regarding the plans and sought to address her concerns raised, including providing details of the site's location. Caller was provided with a copy of the exhibition boards following the consultation event.
11 th September 2012	The same caller who called on 31 st August to ascertain the site's location contacted the information line again to express concern that the traffic assessment was undertaken during school holidays, thus questioning its accuracy. She also wanted to check that a copy of the exhibition boards was being sent to her.	Confirmed that the exhibition boards had been posted and advised that further information would be provided regarding the traffic counts following consultation with the transport consultant.

QUESTIONNAIRES

In total, Lexington received 202 forms from local residents. Of these, 117 were submitted on the day and the remaining 85 were sent in to Lexington Communications' office by post. Of those posted, three were letters, rather than the questionnaires provided. All comments, including those received as correspondence, have been considered in the following section.

The questionnaire contained five questions on the draft proposals and concluded with a section for additional comments. A general assessment of the overall feedback is provided below. It should be noted that although 202 questionnaires were returned, not all respondents answered every question; this is reflected by the statistics provided below. Copies of the completed questionnaires can be found in Appendix 8.0.

Despite the extensive publicity undertaken to advertise the public exhibition, such as the press release, 2,697 letters and posters distributed locally, as well as the approximately 200 attendees to the public exhibition, only 202 consultation responses were received - a response rate of around 7%. This highlights that whilst a small proportion of local residents have established a position regarding the plans, the majority of those informed about the proposals chose not to engage. This is further highlighted when it is considered that only 202 local residents engaged with the consultation from a population of 14,697 (2001 Census); a response rate of 1.4% of the total population of the Town.

Question 1 – Do you agree there is a need to deliver more homes in the area, such as high quality family housing and affordable properties?

The majority of respondents, 67.6%, did not agree that there was a need to deliver more homes in Clitheroe, whilst 28.7% indicated a need for residential development in the Borough. The remaining 3.7% of respondents appeared undecided.

The main reasons cited against the need for new homes included suggestions that there are a large number of houses for sale in the area, with several respondents stating that properties on the market are proving difficult to sell and noted difficulties for young people to obtain mortgages. Reference was also made to alternative residential developments, specifically the Standen Estate and Henthorn Road, being brought forward in the area. Against this background, these respondents questioned the need for new homes in Clitheroe, with a number of residents suggesting the scale of the development proposals at Waddow View is too large.

In response to question one, respondents also took the opportunity to express concern regarding the impact that residential development would have on the area. A number of local residents raised concerns that new homes would alter the character of Clitheroe. These respondents expressed a desire for Clitheroe to remain a market town and suggested that new homes could lead to Clitheroe becoming a dormitory town for commuters to other areas.

In addition, a number of local residents also questioned whether the site is an appropriate location for residential development due to its positioning on the other side of Clitheroe from the main access road to the Town, the A59. Elaborating on these concerns, local residents questioned the ability of the local infrastructure, notably roads, to deal with an increase in new residents in the area. Furthermore, a number of attendees to the public exhibition also raised concerns regarding the development of Green Belt or greenfield sites for new homes.

Nonetheless, despite a majority of respondents suggesting there is no need for more housing in Clitheroe, almost a third of respondents did agree new homes need to be delivered in the area, with the overwhelming majority stating that there is a need for affordable housing. A number of local residents referred to the need for affordable homes for local people, but appeared less supportive of the need for family housing or properties for the elderly; these options were less popular amongst respondents. A selection of comments in response to this question are detailed below:

“At present, I believe there are around 100 properties for sale in the Ribble Valley. I do not believe there is any need for large scale development at present.”

“There are plenty of houses in Clitheroe that are for sale and have been for a considerable time.”

“No I do not! There is a glut of unsold houses on the local market (the problem isn't the number of houses, but people's inability to borrow.)”

“Apart from some affordable housing there is no demand within Clitheroe for additional housing. There is limited employment and any non-affordable will be purchased by commuters.”

“I do not agree. The Ribble Valley does not need significant new housing. Larger populations where most employment is, such as Preston, Bury or Bolton may need more housing. People moving into such a development here would just commute to those places anyway.”

“Yes absolutely! As a young professional couple with our first child on the way, housing is something we struggle with, even though on paper it shouldn't be!”

“Yes definitely - having grown up in the area it's very difficult to get on or progress up the housing ladder and I feel that more housing is required in the Clitheroe and surrounding area.”

“Yes more housing is needed and it does have to be built somewhere. However, this is the wrong side of Clitheroe as all the extra traffic will have to come through an already busy town centre.”

Question 2 - Please tell us what you think of the draft proposals, including what you like or dislike.

In response to question one, the most frequently cited dislike was residents' opposition to the proposals due to concerns relating to traffic and access. Principally, these centred on the increase in traffic that the proposals would generate, with a number of attendees questioning whether local roads would be able to accommodate an increase in vehicle movements, as well as concerns relating to accessing the residential development.

With regard to access from Kirkmoor Road, residents argued that existing issues of double parking along this road make it unsuitable to access a large housing development. Many also pointed to the bottle neck at the junction of Castle View and Bawdlands which was cited as a major traffic problem

already. Issues raised over access at Waddington Road were mainly due to the concerns regarding road safety and flooding, particularly in relation to the railway bridge. A few respondents also expressed concerns regarding emergency vehicle access to the site.

Residents who completed questionnaires tend to live in close proximity of the site on nearby roads and streets. In particular, nearly 28% of all respondents are residents of Waddington Road and Kirkmoor Road. As vehicular access is proposed from Waddington Road and Kirkmoor Road, it is perhaps unsurprising that these residents raised concerns regarding the impact of the plans on the local highway network; this was the most frequently cited issue during the public consultation. In addition, a number of responses were received from residents surrounding these roads, notably Castlekeep View, Milton Avenue, Buccleuch Close and Back Commons, who would be considered to be directly affected by the proposals and expected to vocalise concerns regarding the plans.

Echoing concerns raised in response to question one, a number of residents noted concerns regarding the size of the development and the impact that it would have on local services, notably schools and the health centre. Respondents argued that these services are already over stretched and that a development of this size would only exacerbate existing problems.

Many respondents also cited a loss of Green Belt or greenfield land as an issue, with residents preferring brownfield sites to be developed first. Several respondents were also worried about the loss of an area of outstanding natural beauty and the removal of walking trails around the area as a result of the Waddow View development.

However, whilst some respondents raised concerns regarding the location of the proposed development, a couple of responses praised this aspect of the plans. Of note, these responses highlighted the sustainable location of the development, referring to its proximity to Clitheroe Town Centre and local amenities. In addition, positive feedback was received regarding the design of the plans with support demonstrated for the layout of the scheme, mix of properties proposed, density of the development and provision of open space.

“It makes no sense to drive such large numbers of vehicles down Castle View and Kirkmoor Road when there is double parking and significant traffic hazards and risk to child safety.”

“The access under Waddington Road bridge is horrific through height and the flooding that has never been rectified for 100 years.”

“The immediate area cannot accommodate 345 more families as this is likely to result in 700 extra cars and 700 extra children. Waddington Road, Kirkmoor Road and Castle View are already jam-packed, it will be pure grid lock with 700 more cars.”

“The draft proposals seem to be on far too large a scale.”

“Too big for Clitheroe.”

“What I most dislike is the use of [a] greenfield site especially so close to the river - there are brownfield sites still to be used at the end of Woone Lane.”

“The area proposed is totally unsuitable for such a large number of houses. Traffic congestion is a major issue, as is the pressure on schools, doctors and other important issues.”

“Proposals look good. Laid out very well.”

“I like the proposals, especially the location being between Clitheroe and Waddington.”

Question 3 - Are there any specific issues or areas for improvement that need to be considered in the planning application?

Question three prompted a number of respondents to request that the development not go ahead or reiterate previous concerns regarding the plans, rather than providing practical suggestions for improving the proposals. The majority of comments centred on previously stated concerns relating to traffic and congestion that would be caused by additional vehicles on the roads, as well as issues relating to access from Waddington Road and Kirkmoor Road, including emphasising potential issues of parking availability for existing residents of Kirkmoor Road. As for suggestions on areas for improvement, several respondents suggested a bypass to provide the site with direct access to the A59 and traffic calming measures to minimise congestion.

A number of people questioned the ability of local services, particularly schools and medical facilities, to deal with an increase in the number of people residing in the area and instead suggested that the proposals would place increased pressures on local amenities. Echoing previous comments raised, respondents questioned the suitability of the site’s location, the proposed development on Green Belt or greenfield sites, the scale and size of the development and whether new housing is needed.

In addition, four respondents raised concerns regarding drainage of the site in light of existing issues of flooding and the site’s proximity to the river. One respondent suggested the plans would have a detrimental effect on wildlife and property prices. Suggestions were made for the barn onsite to be kept, affordable housing to be provided, the sewage system to be replaced, places for additional children provided and increased parking provision. Example comments in response to question three include:

“These houses must not be built in such a beautiful area of the countryside, destroying walking access to the Ribble Way, destroying habitats vital to the eco system of the area and ruining quiet residential streets, lowering house prices.”

“The issue of traffic is a huge concern. Kirkmoor and Castle View are already a nightmare.”

“Pack up your bags and go build your houses at Browsholme Hall land or Huntroyde land.”

“No. Leave the land as it is.”

“Clitheroe is already at breaking point regarding sufficient supply of doctors, dentists, primary school places and senior school places. The last thing needed is an influx of so many houses, thus exacerbating a chaotic situation.”

“A western bypass to Clitheroe to provide links with the A59 without using the road crossings at Waddington Road and Bawdlands.”

“Minimising road congestion. Guaranteeing low cost housing for first time buyers. 20mph speed limits (road humps) to slow traffic down. Consideration to those living on Castle View / Kirkmoor when planning highways etc. Keeping the old barn and including somehow within the scheme.”

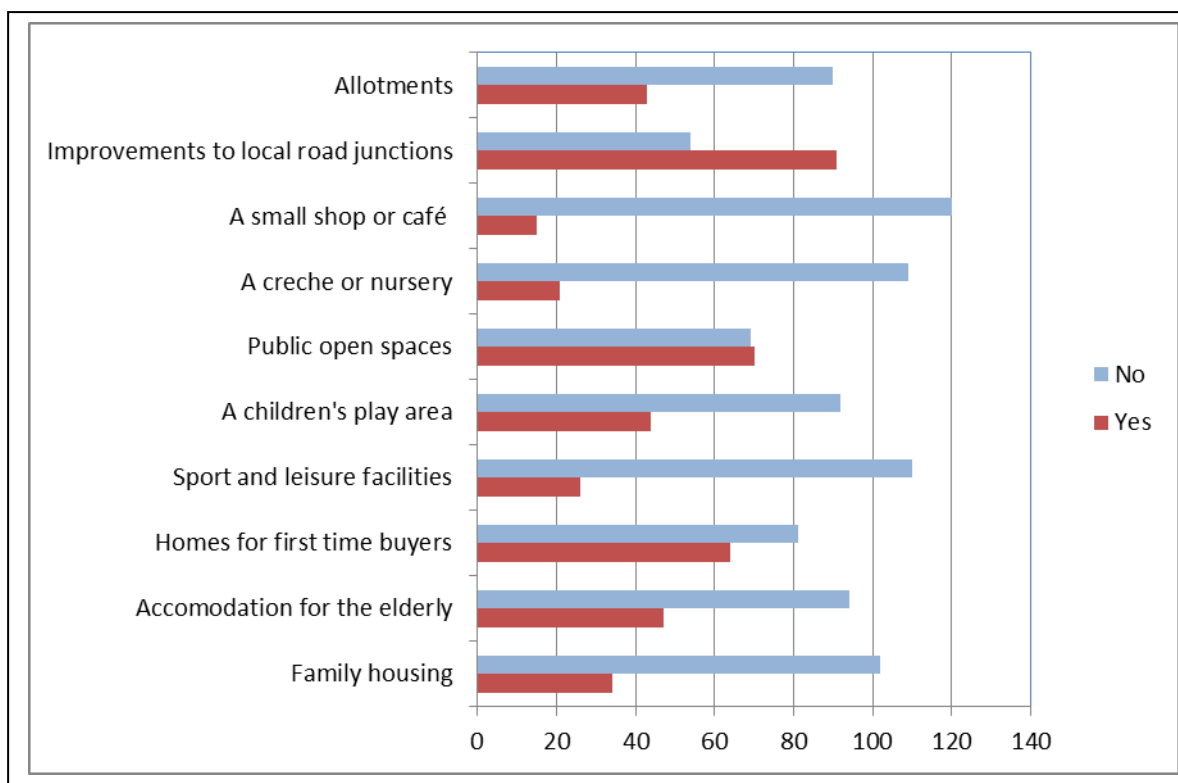
“Relocate to a more suitable non Green Belt area.”

Question 4 - Please tell us what you think the area needs. Please tick 'yes' or 'no' next to the range of potential features provided which could be included in Waddow View.

A number of residents used this question as an opportunity to reiterate their opinion that Clitheroe does not need new homes, instead suggesting that the range of potential features which could be included in the Waddow View development already existing in Clitheroe or the surrounding area. However, of those that did respond, the vast majority said that the area needs improvements to local road junctions. In fact, this was the only potential feature that received more responses in favour of its inclusion within the scheme, than those against, as shown in the graph overleaf. This reflects the feedback of local residents in response to previous questions who refer to existing problems relating to the highway network.

It was relatively evenly split with regard to public open spaces with landscaping and trees, with 69 responses received against this provision, with residents highlighting that these are already provided in the existing greenfield, whilst 70 were in favour.

Of the remaining potential features that were listed, all features received more responses against their inclusion within the Waddow View development than in favour. However, homes for first time buyers proved more popular amongst local residents than family housing or accommodation for the elderly. The potential features that proved least popular were a small shop or café, a crèche or nursery, and sports and leisure facilities. Respondents who provided reasons for their selections cited that this was due to these amenities already existing in Clitheroe.



Question 5 – Additional comments or suggestions about the plans.

A number of respondents used the additional comments section to repeat points that they had already made in previous questions or at the public exhibition. This included residents objecting to the plans, citing concerns regarding the level of traffic that the proposals would generate and proposed access; development on greenfield sites and the need to protect existing habitats; the impact on local schools and services; and the size of the development. Nonetheless, several residents expressed support for the Waddow View development, as demonstrated by the selection of comments provided below.

“Need school places for extra children, need more doctors, dentists and hospital, need to think about water and sewage, need a ring road around town so traffic doesn’t travel through the centre which is already a bottle neck at peak times!!”

“Build off the A59 and you can provide all of the above, with ease, and no congestion at all.”

“Leave it as it should be. Green with animals on it and allow people to walk and enjoy the countryside.”

“There is no need for new housing in Clitheroe.”

“Great opportunity for creating homes for young local people and to support an influx from outside to bolster the local economy and keep things vibrant – against a national decline.”

“I think that housing is desperately needed in the area and these plans seem to be the best idea to meet these needs. A lot will depend on the type of housing actually developed.”

5.0 Response to feedback

All feedback received during the public consultation has been reviewed and this section outlines the applicants' response to the feedback respondents provided. Each issue is considered in turn.

TRAFFIC AND ACCESS

The most frequently raised issue during the public consultation was that of access to the site and the traffic that the development would create on local roads. The principal concerns centred on the ability of local roads, notably Kirkmoor Road, Castle View and Waddington Road, to accommodate the additional traffic that a development would generate. The planning application is accompanied by a Transport Assessment that has considered the impact of the development on the local highway network.

The Transport Assessment has identified the change in traffic flows associated with the proposed development on the surrounding highway network. The assessment has estimated that the proposals will generate in the region of 211 two way vehicle trips in the weekday morning and 266 in the evening peak hours. Assessments have been undertaken at the Bawdlands and Church Brow junctions and modelling indicates that each junction can accommodate the anticipated levels of traffic, although the layout may require physical measures, such as signals, to ensure conflicts do not occur. The connecting routes from the site to junctions will be traffic calmed to 20mph, as will Waddington Road from the cemetery to Clitheroe Town Centre.

The location of the site in relation to Clitheroe Town Centre will encourage non-car use and will help to limit the impact of the development on local traffic levels. The majority of the site is within a 5 minute walk of the bus and rail interchange which offers a range of services, as well as those to the market and Booths supermarket, and Clitheroe Town Centre can be accessed within an easy 6 -10 minute walk from the site by foot.

Furthermore, the site has been designed to ensure accessibility. The scheme accommodates the ability to provide a bus or shuttle route through the site to further ensure connectivity, as well as promoting accessibility for pedestrian and cyclists. Of note, the site will link with the Ribble Valley Way to ensure accessibility for local people and ramblers. In addition, the nursery/crèche will be located near to the location of the bus link to ensure accessibility.

HOUSING NEED

It is clear from the questionnaire responses that the majority of local residents who engaged with the consultation do not believe there is a need for more housing in Clitheroe. However, there is a chronic shortage of housing within the Ribble Valley and the proposals for Waddow View will help address this problem by delivering a high quality, sustainable development.

In accordance with national planning policy guidance, the Council needs to identify deliverable housing land to meet its minimum housing targets and the plans for Waddow View will assist in delivering the types of properties the area needs. The emerging Core Strategy has identified a need for 4,000 dwellings at an average annual completion rate of 200 over the period 2008 – 2028.

Whilst it has been suggested that the Borough has a 5.2 year housing supply, as required by the National Planning Policy Framework. However, this is without any detailed site adjustments for delivery. In addition, these figures do not take account of new census information and that the 5.2 year housing supply has not been justified. This site would deliver new homes in 0-5 years, unlike other larger sites, helping to address this need.

The Borough is recognised as one of the most desirable places to live in the UK, but new homes are needed to meet demand as there has been an undersupply for many years. Additionally, there is also a need to provide affordable housing and this was clearly welcomed by a number of attendees at the public exhibition. With the average house price of a property in the Borough at £211,115 and £319,007 for a detached property (January – March 2012), the proposals for Waddow View would deliver 30% of affordable properties for the elderly, first time buyers or key workers, who might otherwise be unable to afford a property in the area.

LOCATION

Several local residents suggested that the proposed site is not an appropriate location for residential development. Of note, a number of concerns were raised during the consultation regarding residential development on Green Belt and greenfields sites.

However, the site is open countryside, not Green Belt or an Area of Outstanding Natural Beauty – one of the few sites in the Borough. The design of the development has been carefully considered with the local area in mind. There will be extensive landscaping provided throughout the scheme to complement the character of the local surroundings and the creation of green open spaces for the local community to use and enjoy.

The consortium has also worked hard to ensure that the plans submitted will deliver a highly sustainable development that capitalises on the site's proximity to local amenities. As mentioned, the site is located in close proximity to the town centre, including shops, library, art gallery and castle, and benefits from with excellent public transport links. The Waddow View development will provide a rounding off of the settlement on the Western side of Clitheroe to deliver a residential scheme in line with the Government's vision to deliver sustainable development. At the heart of the National Planning Policy Framework (NPPF) is a presumption in favour of sustainable development, which *"should be seen as a golden thread running through both plan-making and decision-making."*

In addition, a number of assessments have been conducted on the site relating to ecology, drainage, flood risk, utilities, landscape, highways and ground conditions, but no major constraints have been identified that would prevent residential development on the site coming forward.

DESIGN & LAYOUT

An indicative masterplan for Waddow View was displayed at the public exhibition and prompted a number of comments regarding the design of the plans. In particular, the consortium sought the views of local people as to what else could be included, providing a number of suggestions of potential features for attendees to consider.

During the consultation, local residents suggested that the plans would destroy the existing character of Clitheroe, questioned size and density of the development, stated that the development would harm local ecology and the response to the inclusion of potential features was relatively negative, with improvements of local junctions, being the only suggestion supported by attendees.

Whilst the plans are at an outline planning stage, the consortium has sought to ensure that the plans for Waddow View have been designed to reflect the character of Clitheroe. An exhibition board was displayed at the public exhibition that provided images of the local area surrounding the site and local people were informed that the consortium's development team has extensively considering existing buildings locally in the preparation of the proposals. Details of the design of the scheme will be progressed further in a reserved matters application in due course.

Attractive landscape features are provided throughout the development, with soft edges and tree planting that will help create an attractive and inviting environment. An appraisal of the existing trees, in accordance with current Government guidance, found that over half are of moderate to high quality, and are therefore proposed for retention and incorporation into the development where practicable. The remaining trees are of low value and, where appropriate, will subsequently be considered for removal, with high quality trees of suitable species to be planted in mitigation as part of the landscaping scheme. Boundary treatments will also be carefully selected to help assimilate the buildings into the landscape setting. A children's play area for the local community to use and enjoy is also provided that will be well-connected and accessible.

With regard to the impact of the plans on the environment and existing habitats, an ecology assessment has been undertaken and found there is limited ecological value on the site and there are no significant characteristic which will impact the proposals.

Additionally, a couple of comments related to flooding and drainage issues. However, the existing watercourse poses little risk in terms of flooding. The site is identified as having a low probability of flooding on the Environment Agency Flood Map and is located in Flood Zone 1, so suitable for residential use. Instead, the watercourse will provide an attractive addition to the site and provide a

unique character to the development. Sustainable Urban Drainage Systems will be incorporated into the plans, if required, and a Flood Risk Assessment will be submitted with the planning application.

LOCAL INFRASTRUCTURE

A number of respondents queried whether the existing local infrastructure, specifically schools, dentists and doctors' surgeries, would be able to withstand an increase in the number of people residing in the area. In fact, the site is ideally located for residential development because of its excellent access to the shops and services new residents of Waddow View would need. There are nine schools within 3km of the site, including schools for nursery, primary and secondary levels. In addition, a nursery or crèche will be included within the scheme.

WIDER BENEFITS OF THE SCHEME

Many of the respondents failed to recognise the wider benefits of the Waddow View scheme. New residents in Clitheroe will bring more trade for local shops and businesses, which will also assist in retaining existing residents in Clitheroe. Additional jobs will be created during the construction of the development, which would help to create new full and part time jobs for local people. The House Builders Federation estimates that for every home built, 1.5 full time jobs are created, whilst twice that number are created in the supply chain.

In addition, the Government will make a contribution of up to £3.75m to the local community through the New Homes Bonus initiative. Against this background, the plans represent substantial investment in the local economy and could act as a catalyst for further investment in the area, providing an important economic boost for Clitheroe.

CHANGES TO THE SCHEME FOLLOWING CONSULTATION

The proposals for Waddow View, which were displayed at the public exhibition, prompted a range of comments regarding the scheme as detailed above. Whilst the plans are at an outline planning stage, the consortium has sought to ensure that the application for Waddow View has been designed to not only reflect the character of Clitheroe, but also take into account the comments made by local residents during the consultation.

In relation to access to the site and traffic, which was the most frequently cited issue during the public consultation, a number changes have been made to reflect residents' concerns. The proposals ensure that the connecting routes from the site to junctions will be traffic calmed to 20mph, as will Waddington Road from the cemetery to Clitheroe Town Centre. Castleview / Kirkmoor will have some limited no waiting restrictions promoted to provide corner protection to a number of junctions that reinforce the Highway Code requirement for not parking near junctions, these will double up as passing bay areas thus significantly minimising the impact on the local parking provision for the terrace properties. In addition a small number of verge areas can be strengthened to allow vehicle

overrun without damaging the grassed areas allowing additional parking in the area with little or no maintenance needed. The road layout around the crèche area has been redesigned to create a more tortuous route with urban squares / homezone features to reduce the possible increase in traffic along Milton Avenue to a minimum. And the existing PROW across the site has been incorporated into the design with no change to the route in response to comments made.

The layout of the scheme has been amended to reflect concerns raised at the public exhibition and to ensure existing adopted footpaths are maintained without need for diversion.

In addition, whilst details of the design of the scheme will be progressed further in a reserved matters application in due course, the consortium was also mindful of comments with regards to this and so attractive landscape features are provided throughout the development, with soft edges and tree planting that will help create an attractive and inviting environment.

6.0 Conclusions

The consortium of local landowners has undertaken a public consultation on its proposals for Waddow View which is in line with both national planning policy and guidance outlined by Ribble Valley Borough Council. This consultation programme gave local residents, stakeholders and political representatives the opportunity to familiarise themselves with the plans for Waddow View and provide their feedback on the draft plans in order to help shape the final proposals.

This Consultation Statement is submitted alongside the consortium's planning application and provides a record of the engagement activity undertaken, the feedback received and the applicants' response to comments made. The consultation programme consisted of various elements, including letters of invitation to local residents, businesses, stakeholders and political representatives; publicity in the local media; a public exhibition; questionnaires to allow interested parties to offer their comments and suggestions on the draft proposals; and a community information line for those who wanted to discuss the plans further.

During the course of this consultation, a number of issues were raised about the plans. These were mainly focused on the impact the development would have on traffic and the local highway network. More specifically, residents' concerns centred on the proposed access roads, Kirkmoor Road and Waddington Road, and questioned whether said roads could deal with an increase in traffic, as well as expressing concern regarding congestion and road safety in the area. Other issues highlighted by those who engaged with the consultation were the location of the site and the loss of greenfields sites; the need for housing in Clitheroe; the impact of new homes on the local infrastructure, notably schools, dentists and doctors' surgeries; the size and density of the development; and the environmental impact of the proposals. These issues have been responded to in this report and addressed further in the technical assessments supporting the planning application.

The pre-application consultation has allowed the consortium to engage with members of the local community and all feedback received during the consultation has been carefully considered in the preparation of the planning application. The consortium has welcomed the opportunity to engage with the people of Clitheroe, listen to their concerns, answer their questions and endeavoured to address concerns raised.

The plans for Waddow View will deliver up to 345 much-needed high quality homes, as well as provide a crèche and public open green spaces. The development team has extensively considered the location of the site and designed a residential development to complement existing properties and the character of the area. New homes in Clitheroe will also deliver an investment boost in the Borough's main settlement, including job creation, additional spending in the local economy, knock on benefits for local shops and services, and up to £3.75m from the Government's New Homes Bonus to be spent in the local area.

As has been demonstrated throughout the consultation programme, the consortium is committed to engaging with the local community and will continue to maintain dialogue with consultees during the planning process.

APPENDIX 1.0
Distribution Map


Distribution Map



APPENDIX 2.0

Invitation Letters

Letter to councillors


Clitheroe Auction Mart
www.auctionmart.co.uk
Auctioneers and valuers of breeding, store and prime livestock

Councillor «First_Name» «Last_Names»
«Address_1»
«Address_2»
«Address_3»
«Address_4» «Postcode»

29th August 2012

Dear Councillor «Last_Names»,

Waddow View, Clitheroe

A consortium of local landowners (Clitheroe Auction Mart, the Huntroyde Estate and John Taylor) is preparing an outline planning application for a residential development on land to the West of Clitheroe Town Centre. The plans will deliver up to 345 much-needed high quality homes, including affordable properties that will cater for local needs, such as the elderly, first time buyers of key workers. A crèche is also proposed as part of the scheme, as well as areas of public open space linking the town centre to the Ribble Valley Way for the whole community to use and enjoy.

The development, "Waddow View", will offer an attractive residential community that has been designed to reflect the character of the area and existing properties in Clitheroe, with extensive landscaping provided throughout the scheme. Waddow View is ideally located to deliver a highly sustainable development, benefiting from being close to existing local shops and services in Clitheroe Town Centre, as well as excellent public transport links. To ensure accessibility, the scheme has been designed to accommodate a bus/shuttle route through the site and pedestrian and cycleways, whilst vehicular access to the new development will be via Kirkmoor Moor and Waddington Road.

New homes in Clitheroe will also deliver benefits for the wider community. The site's new residents will bring more trade for shops and services, creating knock-on benefits for the local economy. Employment opportunities will also be created during the construction of the development and at the crèche, and approximately £3.75million will be provided from the New Homes Bonus, a Government Incentive to communities for building new homes, which is to be spent in the local community.

Ahead of submitting a planning application to Ribble Valley Borough Council, the consortium wants to hear the views of the local community to help finalise the proposals. A public exhibition has been arranged to allow the people of Clitheroe to view the initial proposals and discuss the scheme with members of the development team who will be available to answer any questions about the plans.

As (e.g. a ward member for the site/Council Leader/Member of Parliament for Ribble Valley) we would welcome the opportunity to meet with you to discuss the proposals further and will call your office shortly to see if a meeting can be arranged. In addition, a preview of the plans has been arranged ahead of the opening of the exhibition to the public on Thursday, 6th September between 1pm and 2pm at St Mary's Centre on Church Street, Clitheroe, BB7 2DG.

Clitheroe Auction Mart Co Ltd
Rabbiesdale Centre, Lincoln Way, Clitheroe, Lancashire BB7 1QD
Telephone: 01200 423325 Facsimile: 01200 429263 Email: info@auctionmart.co.uk
www.auctionmart.co.uk

Reg No 54139 England V33 No. 174 4767 33
Also trading as Silverwoods Antiques, Auctioneers, Valuers and Property Agents.



Clitheroe Auction Mart

www.auctionmart.co.uk

Auctioneers and valuers of breeding, store and prime livestock

We hope you are able to join us at this time and look forward to meeting you. If you are unable to attend the preview session, the exhibition will be held between 2pm and 8pm at St Mary's Centre.

If you are able to attend the preview, I would be most grateful if you could let me know by calling our community information line number on 0161 247 8417 (Monday to Friday, 9am – 5.30pm). Additionally, should you require any further information or have any questions, please do not hesitate to contact us via the community information line.

Yours sincerely

Robert Parker
Chairman, Clitheroe Auction Mart


Clitheroe Auction Mart Co Ltd

Redmoss Lane Centre, Lincoln Way, Clitheroe, Lancashire BB7 1QD
Telephone: 01200 423325 Facsimile: 01200 429263 Email: info@auctionmart.co.uk
www.auctionmart.co.uk

Reg No 54188 England V.O.E No. 174476733

Also trading as Silverdale Antiques Auctioneers, Valuers and Property Agents.

Letter to residents


Clitheroe Auction Mart
www.auctionmart.co.uk
Auctioneers and valuers of breeding, store and prime livestock

30th August 2012

Dear Resident,

Waddow View, Clitheroe

A consortium of local landowners (Clitheroe Auction Mart, the Huntroyde Estate and John Taylor) is preparing an outline planning application for a residential development on land to the West of Clitheroe Town Centre. The plans will deliver up to 345 much-needed high quality homes, including affordable properties that will cater for local needs, such as the elderly, first time buyers of key workers. A crèche is also proposed as part of the scheme, as well as areas of public open space linking the town centre to the Ribble Valley Way for the whole community to use and enjoy.

The development, 'Waddow View', will offer an attractive residential community that has been designed to reflect the character of the area and existing properties in Clitheroe, with extensive landscaping provided throughout the scheme. Waddow View is ideally located to deliver a highly sustainable development, benefiting from being close to existing local shops and services in Clitheroe Town Centre, as well as excellent public transport links. To ensure accessibility, the scheme has been designed to accommodate a bus/shuttle route through the site and pedestrian and cycleways, whilst vehicular access to the new development will be via Kirkmoor Moor and Waddington Road.

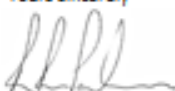
New homes in Clitheroe will also deliver benefits for the wider community. The site's new residents will bring more trade for shops and services, creating knock-on benefits for the local economy. Employment opportunities will also be created during the construction of the development and at the crèche, and approximately £3.75million will be provided from the New Homes Bonus, a Government incentive to communities for building new homes, which is to be spent in the local community.

Ahead of submitting a planning application to Ribble Valley Borough Council, the consortium wants to hear the views of the local community to help finalise the proposals. A public exhibition has been arranged to allow the people of Clitheroe to view the initial proposals and discuss the scheme with members of the development team who will be available to answer any questions about the plans.

The public exhibition will be held on Thursday, 6th September between 2pm and 8pm at St Mary's Centre on Church Street, Clitheroe, BB7 2DG. Feedback forms will be available for members of the public to complete and all comments will be considered in the preparation of the application. This is your opportunity to let us know what you think about the proposals and what you would like to see included within the development. Whether you would like the plans to include family homes, accommodation for the elderly, a children's play park, public open spaces or even a small shop, we would like to know, so please come along and have your say.

If you have any questions regarding the proposals, please call our community information line number on 0161 247 8417 (Monday to Friday, 9am – 5.30pm).

Yours sincerely



Robert Parker
Chairman, Clitheroe Auction Mart

Clitheroe Auction Mart Co Ltd
Ribbleside Centre, Lincoln Way, Clitheroe, Lancashire BB7 1QD
Telephone: 01200 423325 Facsimile: 01200 429263 Email: info@auctionmart.co.uk
www.auctionmart.co.uk

Reg No 54139 England V.O.I No. 1744767 33
Also trading as Silverwoods Antiques, Auctioneers, Valuers and Property Agents.

APPENDIX 3.0

Media Relations

Press Release



PRESS RELEASE

DATE: 28th August 2012

RESIDENTS TO HAVE THEIR SAY ON PLANS FOR NEW HOMES IN CLITHEROE

A consortium of local landowners has announced its proposals to deliver new homes in Clitheroe and is inviting local people to an exhibition to find out more about the plans.

Clitheroe Auction Mart, The Huntroyde Estate and John Taylor are bringing forward plans for up to 345 new homes on land to the West of Clitheroe Town Centre. The high quality homes will include affordable properties that will cater for local needs, such as the elderly, first time buyers of key workers. A crèche is also proposed as part of the scheme, as well as areas of public open space linking the town centre to the Ribble Valley Way for the whole community to use and enjoy.

The development, 'Waddow View', will offer an attractive residential community that has been designed to reflect the character of the area and existing properties in Clitheroe, with extensive landscaping provided throughout the scheme. Waddow View is ideally located to deliver a highly sustainable development, benefiting from being close to existing local shops and services in Clitheroe Town Centre, as well as excellent public transport links. To ensure accessibility, the scheme has been designed to accommodate a bus/shuttle route through the site and pedestrian and cycleways, whilst vehicular access to the new development will be via Kirkmoor Moor and Waddington Road.

Ahead of submitting an outline planning application to Ribble Valley Borough Council, the consortium wants to hear the views of local people regarding its proposals and has arranged a public exhibition to allow the community to find out more about the plans. The public exhibition will be held on Thursday, 6th September between 2pm and 8pm at St Mary's Centre on Church Street, Clitheroe, BB7 2DG. This will allow the people of Clitheroe to view the initial proposals and discuss the scheme with members of the development team who will be available to answer any questions



about the plans. Feedback forms will be available for members of the public to complete and all comments will be considered in the preparation of the application.

Robert Parker from Clitheroe Auction Mart, on behalf of the consortium, said:

"Our plans for Waddow View represent substantial investment in Clitheroe and will deliver a high quality residential development that will assist in providing the new homes that the Borough needs. We are committed to engaging with the local community and want to know what people think about our initial proposals. Only by working with the people of Clitheroe will we be able to develop our plans and ensure that the best scheme is delivered, both for existing and future residents. This is a chance for the community to really contribute to development in their area and we look forward to speaking with local people at our exhibition."

New homes in Clitheroe will also deliver benefits for the wider community. The site's new residents will bring more trade for shops and services, creating knock-on benefits for the local economy. Employment opportunities will also be created during the construction of the development and at the crèche, and approximately £3.75million will be provided from the New Homes Bonus, a Government incentive to communities for building new homes, which is to be spent in the local community.

A dedicated community information line is also available for those who want to discuss the plans on 0161 247 8417.

- Ends -

For more information contact:

Jeckie Nally, Lexington Communications

T: 0161 247 8410

E: jeckie.nally@lexcomm.co.uk

Media coverage of exhibition

Lancashire Telegraph, 29th August 2012

345 homes mooted for Clitheroe

PROPOSALS for up to 345 new houses and a crèche in Clitheroe are to be discussed at a public exhibition.

A consortium of land-owners, including Clitheroe Auction Mart, the Huntroyde Estate and John Taylor, is bringing forward plans for the Waddow View development, which would be located on land to the west of the town, just off Waddington Road.

Robert Parker, from Clitheroe Auction Mart, said the group wanted to get reaction to the initial proposals before a formal application was submitted to Ribble Valley Council.

He said: "Our plans for Waddow View represent substantial investment in Clitheroe and will deliver a

Residents set to object to latest estate plan

By JESSICA CREE
jessica.cree@nqmw.co.uk

high quality residential development that will assist in providing the new homes that the borough needs.

"Only by working with the people of Clitheroe will we be able to develop our plans and ensure that the best scheme is delivered, both for existing and future residents."

But Steve Rush, chairman of

the Clitheroe Residents' Action Group, said the society would be opposing more houses in the Ribble Valley and encouraged people living near the proposed site to go to the meeting.

He said: "The problem we have got is that these things are coming so thick and fast.

"People in the Clitheroe area have got to go to this meeting to lodge their objections. "We are being told that once

the core strategy for 4,000 houses is in place this won't continue, but we cannot understand why the word minimum has been put in it, because there is now nothing to protect the council from getting outlandish, scattered proposals from all over the place."

The exhibition is at St Mary's Centre, Church Street, Clitheroe, from 2pm to 8pm on September 6.

Clitheroe Advertiser & Times, 30th August 2012

Plan for up to 345 new homes in town

Residents are urged to have their say on consortium's plan

by Duncan Smith

RESIDENTS are being urged to have their say on a plan to build up to 345 new houses on land to the west of Clitheroe town centre.

A consortium of local land-owners has announced its proposals to deliver the new homes and is inviting local people to an exhibition to find out more about the plans.

Clitheroe Auction Mart, The Huntroyde Estate and John Taylor are bringing forward the plans, the latest in a series of major housing developments proposed in the Ribble Valley. The consortium's proposed high quality homes will include affordable properties that will cater for local needs, such as the elderly, first time buyers or key workers. A crèche is also proposed as part of the scheme, as well as areas of public open space linking the town centre to the Ribble Valley Way.

A statement issued by the consortium this week said:

"The development, 'Waddow View', will offer an attractive residential community that has been designed to reflect the character of the area and existing properties in Clitheroe, with extensive landscaping provided throughout the scheme.

"Waddow View is ideally located to deliver a highly sustainable development, benefiting from being close to existing local shops and services in Clitheroe Town Centre, as well as excellent public transport links. To ensure accessibility, the scheme has been designed to accommodate a bus/shuttle route through the site and pedestrian and cycleways, whilst vehicular access to the new development will be via Kirkmoor Moor and Waddington Road."

Ahead of submitting its outline planning application to Ribble Valley Borough Council, the consortium now wants to hear the views of local people regarding its proposals and has arranged a public exhibition to allow the community to find out more about

the plans. It will be held next Thursday, September 6th, between 2 p.m. and 8 p.m. at the St Mary's Centre, Church Street, Clitheroe, BB7 2DG.

The exhibition will allow people to view the initial proposals and discuss the scheme with members of the development team who will be available to answer any questions. Feedback forms will be available for members of the public to complete and all comments will be considered in the preparation of the application.

Robert Parker, from Clitheroe Auction Mart, speaking on behalf of the consortium, said: "Our plans for Waddow View represent substantial investment in Clitheroe and will deliver a high quality residential development that will assist in providing the new homes that the Borough needs.

"We are committed to engaging with the local community and want to know what people think about our initial proposals. Only by working with the people of Clitheroe will we be able to develop our

plans and ensure that the best scheme is delivered, both for existing and future residents. This is a chance for the community to really contribute to development in their area and we look forward to speaking with local people at our exhibition."

A dedicated community information line is also available for those who want to discuss the plans on 0161 247 8417.

● Meanwhile, residents in and around Whalley are being urged to attend a meeting tonight (August 30th) about other major housing developments proposed for the area.

Organised by the Save Whalley Village Campaign, the meeting takes place at 7-30 p.m. in the Methodist Hall, King Street, Whalley. Under discussion will be general housing issues in the village and in particular the application to build off Mitton Road, Whalley.

A presentation will be given by the Save Whalley Village team and local councillors will be present. All are welcome.

APPENDIX 4.0 Poster & Locations

Poster

**Waddow View
Clitheroe**

HAVE YOUR SAY ON PLANS FOR NEW HOMES IN CLITHEROE

A consortium of local landowners (Clitheroe Auction Mart, The Huntroyde Estate and John Taylor) is preparing a planning application to deliver up to 345 high quality homes on land to the West of Clitheroe Town Centre.

The plans for Waddow View will assist in delivering the types of new homes the Borough needs, including affordable properties for the elderly, first time buyers or key workers. The scheme will also include a crèche, as well as areas of public open space for the whole community to use and enjoy.

Come along to our public exhibition to find out more about the plans and let us know what you think about our initial proposals.

The public exhibition will be held on Thursday, 6th September from 2pm to 8pm at St Mary's Centre on Church Street, Clitheroe, BB7 2DG.

If you have any questions regarding the proposals, please call our community information line on 0161 247 8417 (Monday to Friday, 9am – 5.30pm).

Poster locations

Booths	Station Road
Clitheroe Library	Church Street
St Michael & St John the Evangelist	Presbytery
St Paul's Church	Edisford Road
Banana News	26 Castle Street
Mearleys	1 Woone Lane
The Swan & Royal Hotel	26 Castle Street
The Horseshoe Inn	Bawdlands

APPENDIX 5.0

Photographs of the Exhibition

Waddow View, Clitheroe: Consultation Statement



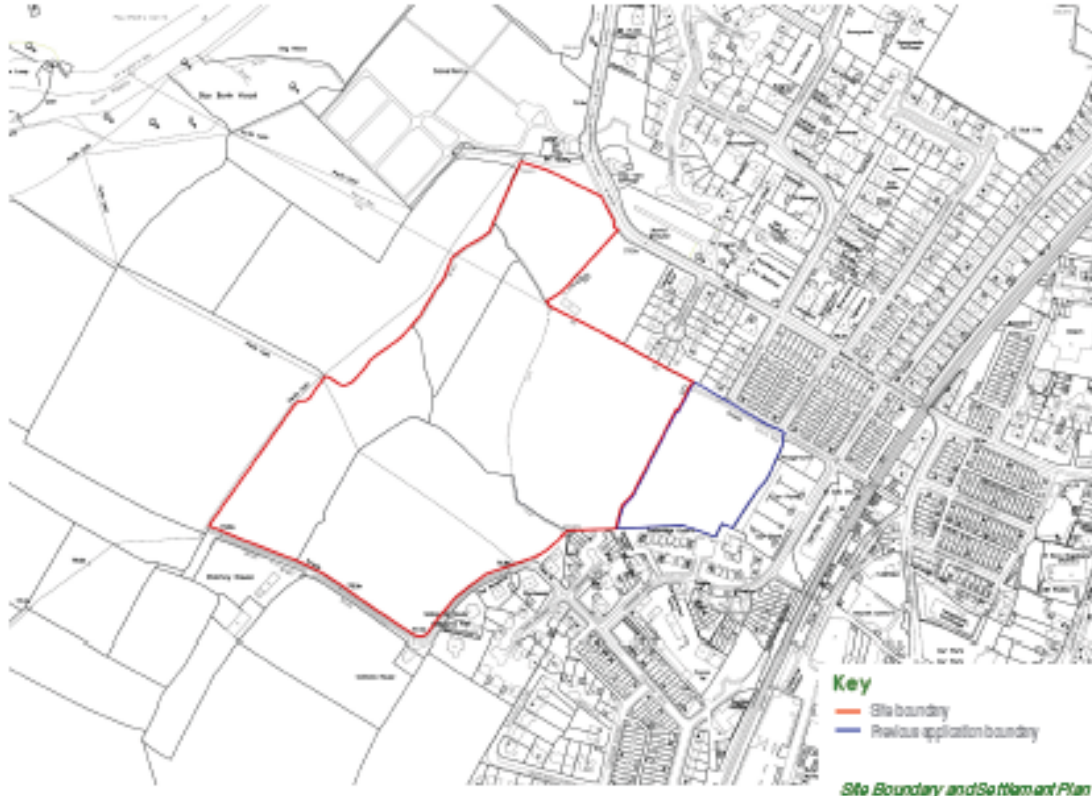
Waddow View, Clitheroe: Consultation Statement



APPENDIX 6.0

Exhibition Boards

Waddow View Clitheroe



Welcome

Thank you for taking the time to attend this public exhibition to discuss the plans for the development 'Waddow View'

This is your opportunity to let us know what you think about the proposals and what you would like to see included within the development. Whether you would like the plans to include family homes, accommodation for the elderly, a children's play park, public open spaces or even a small shop, we would like to know.

Members of the development team are on hand today to listen to your feedback and answer any questions you may have about the plans. We also have feedback forms available and would appreciate if you could take a few minutes to complete one - your views really do count, so let us know what you think!

Let us know your views!

The Proposals

A consortium of local landowners (Clitheroe Auction Mart, the Huntroyde Estate and John Taylor) is preparing an outline planning application for up to 345 new homes on land to the West of Clitheroe Town Centre.

The plans will deliver much-needed new homes that will cater for local needs, as well as a crèche and areas of public open space linking the town centre to the Ribbles Valley Way for the whole community to use and enjoy.

The development will offer an attractive residential community that has been designed to reflect the character of the area and existing properties in Clitheroe, with extensive landscaping provided throughout the scheme.

The scheme will provide a rounding off of the settlement on the Western site of Clitheroe and benefit the existing town centre businesses.

But what do you think?

Welcome

Waddow View Clitheroe



Why are new homes needed?

The proposals for Waddow View will deliver up to 345 high quality homes to cater for local needs. A proportion of these homes will be affordable, designed to help those struggling to get on to the housing ladder, such as key workers and first time buyers.

Nationally, there is a chronic need for new homes, as the UK is seeing the lowest level of house building since 1923. The average age for first time buyers is currently 35 years old and the National Housing Federation warns this will increase further to 43 for today's younger generation.

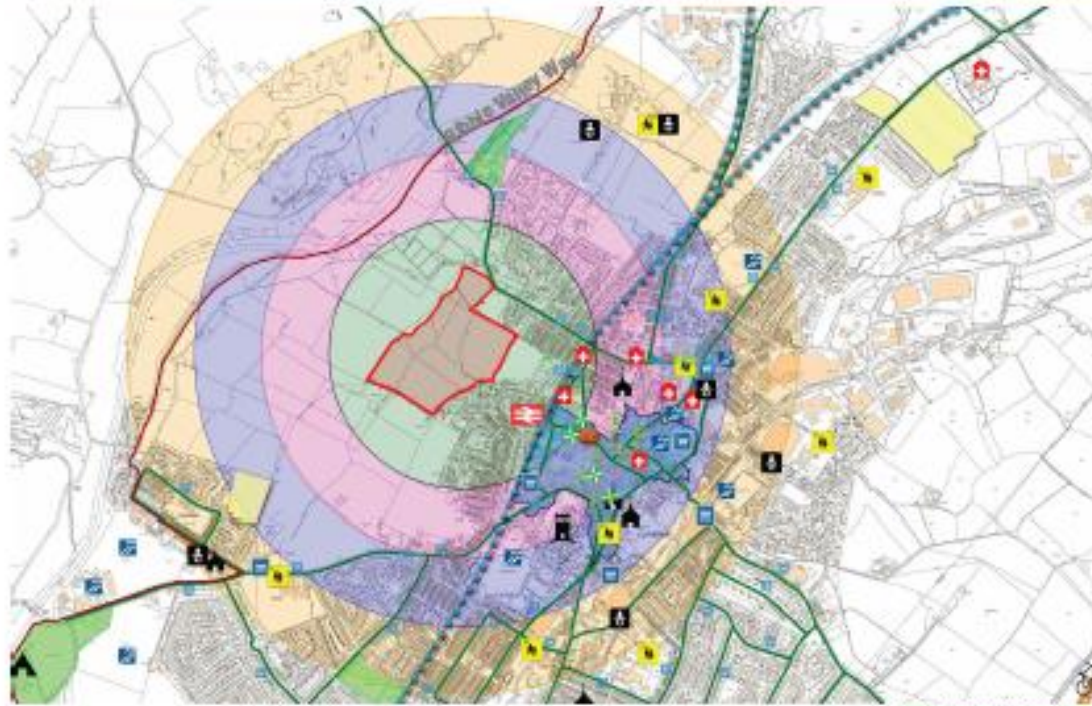
The Council also needs to identify deliverable housing land to meet its minimum housing targets and the plans for Waddow View will assist in delivering the types of properties the area needs. The Borough is recognised as one of the most desirable places to live in the UK, but new homes are needed to meet demand as there has been an under supply for many years.

What will the proposals offer?

- The plans for Waddow View will deliver:
- o Up to 345 high quality homes designed with the local area in mind
 - o A nursery/crèche to accommodate approximate 50 children
 - o New homes, including 30% of affordable properties, to meet local needs and demands
 - o An investment boost into the Borough's main settlement and local area through housing construction
 - o Employment opportunities, both full and part time, during the construction phase
 - o Additional spending in the local economy every year, providing knock on benefits for existing local shops and services
 - o Up to £3.75m from the Government's New Homes Bonus to be spent in the local area
 - o Improvements to the highway network and promotion of sustainable travel
 - o The creation of open green spaces, accessible to the local community
 - o Post construction employment opportunities.

Constraints Plan

Waddow View Clitheroe



Why here?

Waddow View is ideally located to deliver a highly sustainable development, benefiting from being close to existing local shops and services in Clitheroe Town Centre, as well as excellent public transport links.

The site's highly sustainable location means that the following amenities and places of employment are located within a maximum 30 minute walk from the site.

Zone 1 - 400m/5minutes walk - bus and rail stations, food store, 2 doctors/dentist/health care and 15% of the town centre area

Zone 2 - 600m/7minutes walk - market, post office, 55% of town centre, 3 banks/building societies, place of worship and 3 pharmacies, doctors/dentist/health care

Zone 3 - 800m/9.5minutes walk - 3 doctors/dentist/health care, 2 places of worship, 2 nurseries, 4 sport facilities, 3 food stores, 3 primary schools, 1 senior school and all of town centre

Zone 4 - 1000m/15minutes walk - 4 nurseries, 1 food store, 3 primary schools, place of worship, senior school and 2 sports facilities

Zone 5 - 2km/30minute walk - all of Clitheroe, including employment sites.

To ensure accessibility, the scheme has been designed to accommodate bus/shuttle route through the site and pedestrian and cycleways, whilst vehicular access to the new development will be via Kirkmoor Road and Waddington Road. Please note there will be no link through between Kirkmoor and Waddington for private cars.

A number of assessments have been conducted on the site relating to ecology, drainage, flood risk, utilities, landscape, highways and ground conditions, but no major constraints have been identified that would prevent the development on the site coming forward.

Development
Concept

Waddow View Clitheroe



What will Waddow View look like?

The development team has extensively considered the existing buildings in Clitheroe and this has influenced the development of the outline planning application.

Whilst the design of the scheme has not yet been fixed, Waddow View has been sensitively designed to reflect and complement the character of the area to create an attractive place for new residents to live.

If the outline planning application is approved, detailed plans will need to be prepared and submitted to the Council. This would include detailed information, such as housing design and materials to be used.

But what else would you like to see included with the scheme?

We are at an early stage in the design of Waddow View, so **please tell us what you think** the area needs. We've provided a few suggestions, but please give us some ideas of your own.

- o Family housing?
- o Accommodation for the elderly?
- o Homes for the young, such as first time buyers?
- o Sport and leisure facilities?
- o A children's play park?
- o Public open spaces?
- o A small shop or cafe?
- o Pre-school facilities?
- o Ecological features?
- o Improvements to local road junctions?
- o Green spaces with landscaping and trees.
- o New public artwork?

Existing Areas

Waddow View Clitheroe



Site boundary Existing buildings Proposed development/plot lines Proposed plot lines Indicative landscaping Central parkland New cycle link Hard landscaping (new area) Proposed Green Space

The Indicative Masterplan

The indicative masterplan above shows how the scheme could look. This is only an illustrative plan and may change following comments received during the consultation process.

Help shape the plans for Waddow View and let us know what you think about our initial plans, as well as what you think the area needs.

Have Your Say

All comments received from today's public exhibition will be reviewed and considered in preparing the plans for the site. It is expected that an outline application will be submitted to Ribbles Valley Borough Council in early autumn.

The development team is committed to working in partnership with the local community to ensure the development is beneficial to the residents of Clitheroe, but we can only do this with your help.

Members of the development team are on hand to listen to your comments and answer your questions. Feedback forms are available to register your comments and a community information line, 0161 247 8417, has also been established to listen to what local people have to say.

Thank you for attending today's public exhibition. We look forward to hearing your views.

Indicative
Layout

APPENDIX 7.0

Questionnaire

Waddow View Clitheroe

Before submitting a planning application to Ribble Valley Borough Council, we want to know your views on the proposals for a residential development at Waddow View. All comments will be considered by the consortium as the plans progress and will help shape the final scheme.

Do you agree there is a need to deliver more homes in the area, such as high quality family housing and affordable properties?

.....

.....

.....

.....

.....

Please tell us what you think of the draft proposals, including what you like or dislike.

.....

.....

.....

.....

.....

Are there any specific issues or areas for improvement that need to be considered in the planning application?

.....

.....

.....

.....

.....

We are at an early stage in the design process, so please tell us what you think the area needs. Please tick 'yes' or 'no' next to the range of potential features provided overleaf which could be included in Waddow View. At the end, please provide other suggestions of your own and make any comments in the space provided.

Waddow View, Clitheroe: Consultation Statement

	Yes	No
Family housing?		
Accommodation for the elderly?		
Homes for first time buyers?		
Sport and leisure facilities?		
A children's play area?		
Public open spaces with landscaping and trees?		
A crèche / nursery?		
A small shop or café?		
Improvements to local road junctions?		
Allotments?		

Please use the space below for any additional comments or suggestions you may have about the plans.

.....

.....

.....

.....

.....

Personal Details:

Your name and address are optional, but are requested to support your comments. Copies may be made available to the relevant planning authority so it can note your comments. We will request that your personal details are not placed on the public record. Under the Data Protection Act 2000, we have a legal duty to protect any personal information we collect from you and will not pass your details to any third parties. Please sign below to confirm you agree to your comments and personal details being forwarded to Ribbles Valley Borough Council.

Name

Address

.....

..... Postcode

Telephone

Signature

Please place your completed comment form in the box provided or return to Waddow View c/o Lexington Communications, Barnett House, 53 Fountain Street, Manchester, M2 2AN. All completed forms should be sent back to the above address no later than Friday, 14th September