



LEXINGTON  
COMMUNICATIONS  
NORTH

## **Barratt Homes: Higgins Brook, Longridge**

### **Statement of Community Involvement**

**April 2014**



**BARRATT**  
HOMES  
*find the one*

## Barratt Homes: Higgins Brook Consultation Statement

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## 1.0 Overview

Barratt Homes, one of the nation's leading house builders, is preparing a detailed planning application for up to 106 new homes on land east of Chipping Lane in Longridge. The scheme will deliver high-quality homes, ranging from two to four bedrooms, with 30% of the properties being affordable. These could help those struggling to get their foot on the housing ladder, including families and first time buyers, as well as those looking to downsize, such as the elderly.

The plans on which the public were consulted were twofold. The first aspect of the plans were detailed proposals for up to 106 new homes on the western edge of the site, for which Barratt Homes has now submitted a planning application. The second aspect of these plans related to the potential further residential development of the whole of the Higgins Brook site.

In preparing their plans, Barratt Homes has carefully listened to and considered the views of existing residents, stakeholders and the wider community. A thorough public consultation has been undertaken, allowing the local community to view the plans, speak with members of the development team and submit their feedback.

Barratt Homes has worked hard to ensure that the community engagement has been carried out in line with Ribble Valley Borough Council's Statement of Community Involvement, the Localism Act 2011 and the Government's National Planning Policy Framework (NPPF). A summary of the engagement activity can be found below:

- A letter was sent to 31 residential properties on Redwood Drive, Firwood Close and Willows Park Lane which are directly adjacent to the proposed Higgins Brook site. The letter notified the owners and tenants of these properties about the draft proposals and invited them to a residents' preview session ahead of the public exhibition. Details about the scheme's dedicated website [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk) and community information line telephone number were also provided in the letter. A copy of the resident letter is provided in Appendix 2.0.
- A letter was also sent to all members of Ribble Valley Borough Council to notify them about the proposed scheme and to invite them to a councillor preview session ahead of the public exhibition. The same letter was also sent to members of Longridge Town Council. Details of the dedicated website and the community information line telephone number were also provided in the letter. Prior to the exhibition, individual telephone calls were made to Longridge Borough and Town councillors to further raise their awareness of the councillor preview session. A copy of the correspondence is provided in Appendix 2.0.
- In addition, a range of local stakeholders from the public, private and voluntary sectors were

contacted by letter about the proposals. These were the North & Western Lancashire Chamber of Commerce, Lancashire Enterprise Partnership, Longridge Business Group, The Alston Arms, Longridge High School, St Cecilia's RC High School, Longridge C of E Primary School, Barnacre Road Primary School, St Wilfrid's RC Primary School, the Parish Churches of St Lawrence with St Paul Longridge, Christ Church Methodist United Reformed Church, St Wildfrid's Church, Longridge Social Enterprise Company, Longridge Golf Club, Longridge Cricket Club, Longridge Town Football Club, Longridge Gymnastics Club, Longridge Sports Centre, 1st Longridge Scouts and 143 Longridge ATC Squadron. Each stakeholder was invited to attend the wider public viewing of the exhibition. Details of the dedicated website and the community information line telephone number were also provided in the letter. A copy of the correspondence is provided in Appendix 2.0.

- To ensure the wider Longridge area were notified about the proposals, a press release was issued to the Longridge News and Advertiser on Monday 17th March 2014 which announced the public consultation and exhibition and gave details of its dedicated website and online feedback form. The press release was covered in both the 19th and 26th March weekly editions of the newspaper. A further press release was issued on Tuesday 1st April 2014 and received coverage the next day. Copies of the press releases and the coverage are provided in Appendix 3.0.
- To further ensure the wider Longridge community were kept informed of the public consultation, a poster was put up on community notice boards at high footfall locations in the town and near to the site. The posters were put at Sainsbury's Supermarket, St Wildfrid's RC Primary School, Longridge County Primary School, Alston RC Primary School, Longridge CE Junior School, Longridge High School, St Cecilia's RC High School, Berry Lane Medical Centre, Stonebridge Surgery, Drakes Dental Care Surgery, Longridge Library and The Parish Churches of St Lawrence with St Paul Longridge. A copy of the poster is provided in Appendix 4.
- Throughout the launch of the consultation, a community information line telephone number, 0844 556 3002, was available for local residents to ask any questions to members of the project team. The line was manned throughout the public consultation from Monday to Friday, 9am to 5.30pm. An answerphone facility was also available outside of these hours.
- On Friday 28th March 2014, a public exhibition was held from 3pm - 7pm in the Workstation, at the Longridge Station, Berry Lane in Longridge which is an accessible and well known community venue situated in the centre of town. The purpose of the exhibition was to allow local residents the opportunity to view draft masterplans on four large roller banners as well as ask any questions about the scheme to representatives of Barratt Homes.

- To ensure that local residents had their say, feedback forms and a comments box were also provided. The deadline for feedback was Thursday 3rd April 2014 which catered for residents who were unable to attend the public exhibition. Those residents could either return their forms by post or fill in the feedback form online at [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk).

Following the public consultation, Barratt Homes and the project team collated and reviewed all the feedback received from the local community. The information received has helped shape the final proposals for the first aspect of the Higgins Brook detailed application, known as Bowland Meadows, which include:

- A high-quality development of up to 106 new homes and a public open space in a highly sustainable location.
- Up to 32 dwellings (30%) will be affordable.
- A range of property sizes, from 2,3 and 4 bed homes, and types, including detached, semi-detached and mews properties.
- Accommodation designed for the elderly, such as those looking to downsize.
- New homes arranged to overlook the avenues, streets, lanes and open spaces.
- A sensitively designed scheme that has considered the architectural styles in Longridge.
- Public open space and play areas for new residents and the existing community.
- Preserved views towards the Forest of Bowland Area of Outstanding Natural Beauty.
- Vistas towards the spire of St. Wilfrid's Church and the tower of St. Paul's Church ensuring the sense of place and character of the settlement is protected.
- Improvements to existing ecological features to ensure these are integrated within the development and their ecological benefit enhanced.
- The creation of a public open space by enhancing existing features, such as hedgerows and trees, and providing additional landscaping.
- The use of sustainable drainage solutions (SuDS) to effectively drain the site and ensure flood risk will not increase.
- Localised junction improvements and encouraging sustainable modes of transport, such as local bus services with the upgrading and replacement of the southbound bus stop on Chipping Lane.
- Vehicular access from Chipping Lane away from existing residential streets.
- A high quality visual gateway at the Chipping Lane/Cricket Club boundary.
- A highly accessible development for pedestrians and cyclists at the southern boundary of the site, including the formation of a new pedestrian only link from the site to Sainsbury's supermarket.
- Knock-on benefits delivered in Longridge from increased spending by the new residents of the development on new leisure and retail expenditure.
- The development will provide opportunities during construction, including opportunities for

**young people through Barratt Homes' apprenticeship scheme.**

**Through careful and comprehensive public consultation, Barratt Homes has listened to the feedback from local people and where possible addressed their concerns in the final plans and submission documents. Barratt Homes remains committed to maintaining a dialogue with interested parties throughout the planning process.**

## **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, Barratt Homes has sought to consult with interested parties, in accordance with policy and guidance in relation to community involvement in the planning system.

### **2.1 Ribble Valley Borough Council's Statement of Community Involvement (SCI)**

Ribble Valley Borough Council's Statement of Community Involvement (SCI) was adopted in July 2009 and updated in 2013. The revised SCI encourages applicants to seek advice from officers, as well as undertake public consultation and report its findings. It emphasises the importance of consultation 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.'*

The SCI provides a number of options that developers should consider in order to fully inform the local community of development proposals. They include:

- Arranging meetings with groups in the community (parish councils, residents associations; interested parties, neighbours) and giving sufficient notice.
- The circulation of a leaflet or letter.
- Holding a public exhibition.
- Keeping a record of all consultation carried out, including correspondence, public notices and a record of persons attending exhibitions and meetings.

It further states that developers are encouraged to submit a consultation statement as part of their planning application including details of techniques used to gain stakeholder comments, the summary of responses received, main points of objection, other matters raised, developer comments on the responses and amendments made to the proposals as a result.

### **2.2 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 15 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.'*

### **2.3 National Planning Policy Framework (NPPF)**

On 27 March 2012, the Government published its National Planning Policy Framework (NPPF). The document seeks to streamline national planning policy to promote sustainable development. Explaining the rationale behind the Government's plan to reform the planning system, then Minister for Planning, Greg Clark MP, expressed a need to engage with local communities regarding planning matters. In the foreword to the NPPF, Clark states:

*'Yet, in recent years, planning has tended to exclude, rather than to include, people and communities ... This National Planning Policy Framework changes that. By replacing over a thousand pages of national policy with around fifty, written simply and clearly, we are allowing people and communities back into planning.'*

### **2.4 Planning Practice Guidance**

The national Planning Practice Guidance (PPG), a new online national planning guidance resource, was launched on 6 March 2014. This streamlined planning practice guidance does not replace the NPPF, but is intended to make planning guidance more accessible and easier to keep up to date.

With regard to consultation and community engagement, the PPG notes:

*'Pre-application engagement by prospective applicants offers significant potential to improve both the efficiency and effectiveness of the planning application system and improve the quality of planning applications and their likelihood of success.'*

The guidance states that this can be achieved by consulting the local planning authority, statutory and non-statutory consultees, elected members and local people, with the level of engagement



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**proportionate to the nature and scale of the proposed development.**

**Against this background, prior to the submission of a planning application, Barratt Homes has worked to ensure that a thorough consultation has been undertaken on its proposals, to allow the community to have their say and contribute to the development of the plans.**

### 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.

#### 3.1 Letters to residents

On 18th March 2014, a letter was sent to 31 properties directly adjacent to the proposed Higgins Brook site. This was to ensure that those directly affected had the opportunity to attend a resident's preview where they could meet with and provide feedback to representatives of Barratt Homes. The letters also included details of the scheme's dedicated website and online feedback forms and the community information line telephone number.

The distribution area covered properties in Redwood Drive, Firwood Close and Willows Park Lane and can be viewed in Appendix 1.0.

#### 3.2 Letters to local stakeholders

Letters were also sent to key politicians inviting them to view the proposals at a councillor preview session ahead of the public exhibition. The recipients were:

- Councillor Stuart Hirst, Leader of the Council
- Councillor Simon Hore, Deputy Leader of the Council
- Councillor Stuart Carefoot, ward member for Derby and Thornley
- Councillor Jim White, ward member for Derby and Thornley
- Councillor Kind Hind, ward member for Dilworth
- Councillor Rupert Swarbrick, ward member for Dilworth
- Councillor Bridget Hilton, Chair of the Housing and Health Committee
- Councillor Terry Hill, Chair of the Planning and Development Committee
- Councillor Susan Bibby, Vice Chair of the Planning and Development Committee
- All other members of the Planning and Development Committee
- All other members of the Borough Council
- Maria Preston, Clerk to Longridge Town Council
- Nigel Evans, Member of Parliament for Ribble Valley

Prior to the exhibition, individual telephone calls were made to Longridge Borough and Town councillors to further raise their awareness of the councillor preview session and encourage their attendance.

Letters were also sent to local stakeholders in the Longridge and Lancashire area which included:

- North & Western Chamber of Commerce
- Lancashire Enterprise Partnership
- Longridge High School
- St Cecilia's RC High School Chapel Hill
- Longridge Church of England Primary School
- Barnacre Road Primary School
- St Wilfrid's RC Primary School
- The Parish of St Lawrence with St Paul Longridge
- Christ Church Methodist/URC
- St Wilfrid's Church
- Longridge Business Group
- Longridge Cricket Club
- Longridge Town Football Club
- Longridge Gymnastics Club
- Longridge Sports Centre
- 143 Longridge ATC Squadron
- The Alston Arms

A copy of the letter is provided in Appendix 2.0

### 3.3 Publicity

To help make the wider population of Longridge aware of the proposals, a press release was issued to the Longridge News and Advertiser on Tuesday 18th March 2014. The press release announced the public consultation on the proposals for Higgins Brook and gave details of the exhibition, dedicated website and the online feedback form. The announcement was printed in the 19th and 26th March editions of the paper. A further press release was issued on Tuesday 1st April 2014 to thank residents for attending the exhibition and remind those residents who hadn't yet responded to complete a feedback form online.

Further to the two press releases, posters were put up in prominent places in the town. Printed on the posters were details of the public exhibition and the community information line. The venues were:

- Sainsbury's Supermarket
- St Wilfrid's RC Primary School
- Longridge County Primary School
- Alston RC Primary School
- Longridge CE Junior School
- Longridge High School
- St Cecilia's RC High School
- Berry Lane Medical Centre
- Stonebridge Surgery
- Drakes Dental Care Surgery
- Longridge Library
- The Parish Churches of St Lawrence with St Paul Longridge Churches

A full size of the poster can be found in Appendix 4.0.

### **3.4 Website**

A dedicated website: [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk) was created for the public consultation. This was to allow those residents unable to attend the public exhibition the opportunity to view the proposals and submit their feedback online.

The site went live on Friday 28th March 2014 on the day of the public exhibition. Details of the website were also included in: the letter to residents, politicians and stakeholders and the three press releases. The website was designed to be accessible and informative to give local residents the information they needed to comment on the plans. Within the website, residents could view different pages to find out about local housing need, the site, the plans, design and benefits of the scheme. Also included within the website was an online questionnaire to allow people to submit their feedback as well as register their interest in a new home.

From the launch of the website to the end of the consultation on Thursday 3rd April 2014, the website was viewed a total of 242 times by 151 unique users who, on average, stayed on the website for 5 minutes 41 seconds and viewed an average of 4.79 pages per visit.

Screen shots of the website are provided in Appendix 5.0.

### **3.5 Community Information Line**

Throughout the consultation, a community information line, 0844 556 3002, was set up to allow local residents the opportunity to speak with a member of the project team. The community information line was publicised in the letter to residents, politicians and stakeholders, on the website, in the two press releases and on the feedback forms that were provided at the exhibition. All calls and feedback received were logged and passed onto the development team. The information line was manned Monday to Friday, from 9.00am to 5.30pm, with an answer phone facility provided outside of these hours. Three calls in total were received.

### **3.6 Public exhibition**

A public exhibition was held in the Workstation, at the Longridge Station, on Berry Lane in Longridge, on Friday 28th March 2014, from 3pm to 7pm. This was to allow local residents the opportunity to speak with members of the development team in person, view the proposals on four large roller banners and submit their feedback. Beforehand, there were separate preview sessions for politicians and local residents who live adjacent to the proposed site from 1pm to 2pm and 2pm to 3pm respectively. The venue was ideally placed as it was off the high street in the centre of Longridge, just a ten minute walk from the proposed site.

A total of 99 people attended the public exhibition which included local residents, stakeholders and politicians, such as ward members of the site and members of the Planning and Development Committee. During the exhibition, local attendees raised many questions which were addressed by members of the development team.

On Friday 28th March 2014, representatives of Barratt Homes met with ward councillors for the site at the councillor preview session ahead of the public exhibition. Councillor Stuart Carefoot, ward member for Derby and Thornley, and Councillor Ken Hind, ward member for Dilworth, attended the meeting along with Councillor David Smith, ward member for Alston and county councillor for Longridge. Later in the day, Councillor Jim White, also ward member for Derby and Thornley, attended the exhibition along with Councillor Ian Brown, ward member for Salthill, and Councillor Jim Rogerson, ward member for Alston.

During this meeting, the members appreciated the opportunity to have their say on the proposals. It also provided an opportunity for Barratt Homes to listen to and seek to address their concerns as well as explain the need for new homes in Longridge and the benefits of the scheme.

As part of the exhibition, four large roller banners were displayed around the room. These provided details of the need for new homes in Longridge, the proposed site, the draft masterplan, the numbers and size of the proposed homes and key facts and benefits relating to the site.

Copies of the boards and photographs of the exhibition can be found in Appendices 6.0 and 7.0.

### **3.7 Meetings programme**

Barratt Homes remains committed to meeting with local stakeholders including residents, politicians and community organisations following the submission of the planning application.

## 4.0 Feedback Received

This section contains a breakdown of the feedback received throughout the public consultation on Barratt Homes' proposals for Higgins Brook.

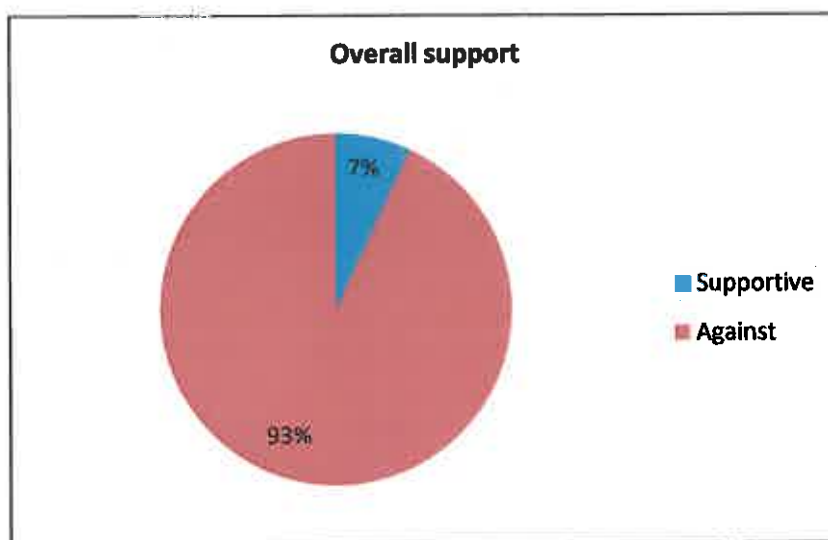
### 4.1 Summary

During the public consultation, 43 responses were received from local residents. The majority of the responses were received at the public exhibition although some residents sent their feedback online via the dedicated project website [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk), by email to [landathigginsbrook@lexcomm.co.uk](mailto:landathigginsbrook@lexcomm.co.uk) or by post to the Manchester office of Lexington Communications.

The breakdown of responses is shown below:

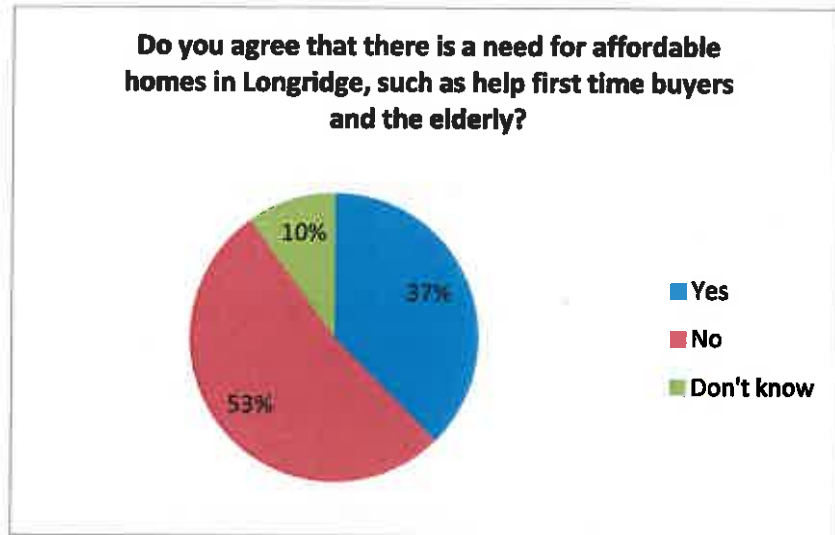
Response	
Exhibition	18
Online	12
Email	3
Post	10
	43

Out of the 43 responses, three (7%) were generally supportive of the plans, whilst 40 (93%) were against, which is shown in the chart below:

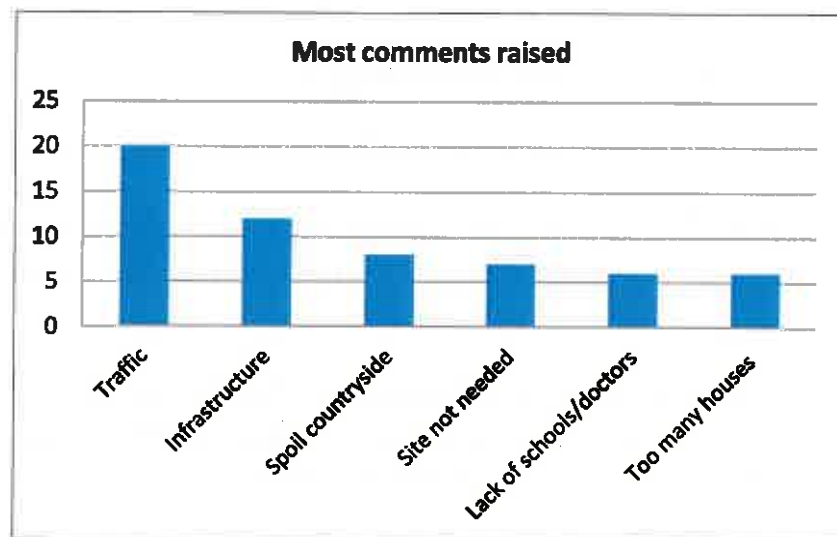


Whilst the overall support of the scheme was low, over a quarter of respondents (27%) believed there was a need for new homes in the town and 15 residents (37%) agreed that Longridge needed more affordable housing as shown in the chart overleaf.

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The top six comments raised across all questions were as follows:



**Question 1 – Please tell us what you think of the proposals, including what you like, dislike or how you think the plans could be improved.**

The most frequently raised comment in this section was increased traffic levels that could be caused by the proposed development. Many respondents felt that the roads were already congested and more houses would contribute to increased traffic. Coupled with this, respondents also argued that the site would impact on Longridge's infrastructure and that it would not be able to accommodate with the extra demand of new residents. A selection of the feedback in response to this question is provided below:

*"Site too big what about the Infrastructure. Inglewhite Road is very busy takes a lot of traffic now also local services will suffer."*

*"500 extra houses in one area will mean anything up to 1000 more cars on the road. We do not have A roads or a railway station. Also concerns about impact on health care provision and local schools."*

*"I do not think the plans are feasible because of the extra traffic it will bring to an already congested area."*

In addition, seven respondents said the site was not needed, five residents felt there were too many houses proposed, five residents also felt the development would impact on the town's infrastructure and two residents felt that the town should not grow any bigger. Examples of the comments received include:

*"I think that Longridge has reached a point of maximum growth."*

*"No need for any more housing developments as there are already other ones underway which should more than meet the demands for new homes in the area."*

*"Too many houses in an already crowded village."*

*"The infrastructure in Longridge is not good enough to support another development."*

A further area of concern raised was the impact the proposed site could have on Longridge's rural areas, with four residents suggesting that the surrounding countryside would be spoiled as part of the proposals.

Positive responses were received on the local need with one resident stating that the plans were needed. Another resident called for more bungalows to be included in the first phase of the development to cater for the elderly demand for houses in the area.

*"I think the plans are in line with the need for new homes."*

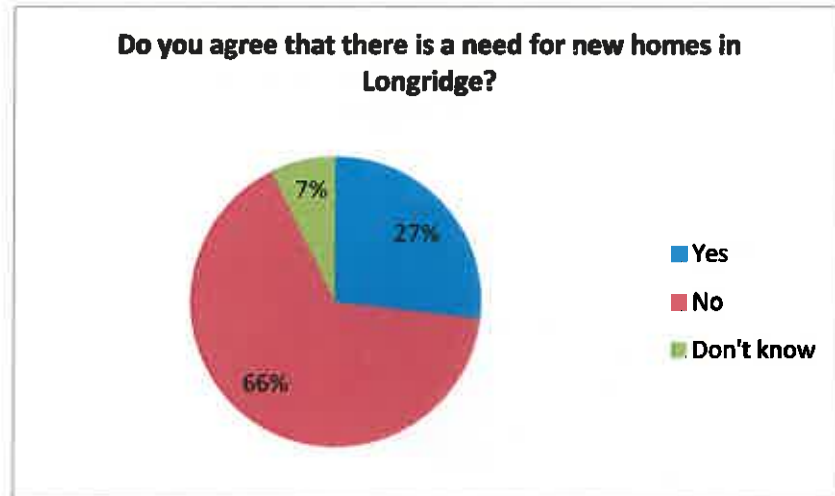
*"Why not build some more bungalows to attract older people."*

#### **Question 2 – Do you agree that there is a need for new homes in Longridge?**

The majority of responses to this question (66%) did not agree that there is a need for new homes in Longridge. However, over a quarter of all respondents (27%) agreed with this statement and 7% were unsure.

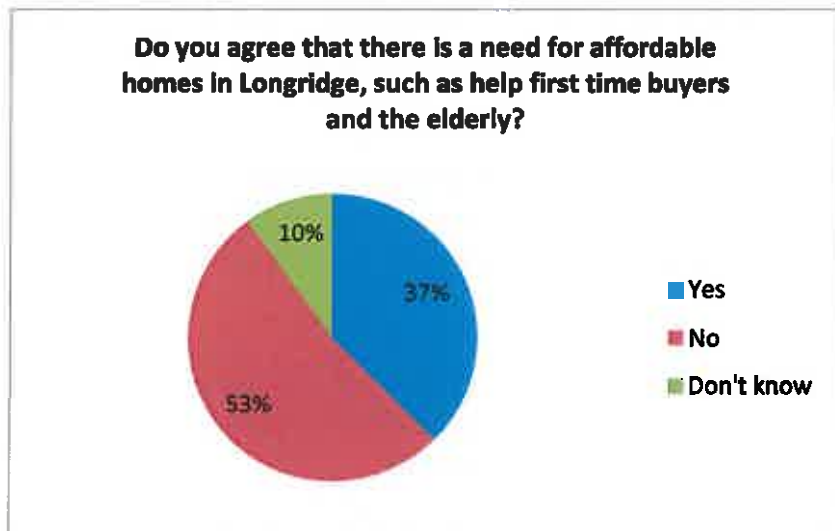


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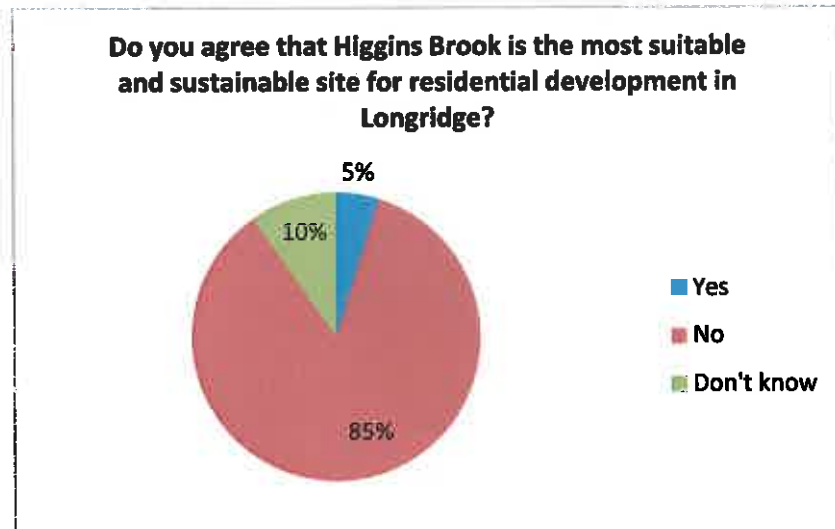
### **Question 3 – Do you agree that there is a need for affordable homes in Longridge, such as those to help first time buyers and the elderly?**

Over a third of all respondents (37%) agreed that there is a need for affordable homes in Longridge with one resident commenting later in the feedback form that more bungalows needed to be built for the elderly. Whilst 53% of respondents disagreed and 10% were unsure.



### **Question 4 – Do you agree that Higgins Brook is the most suitable and sustainable site for residential development in Longridge?**

In response to this question, the vast majority of responses (85%) did not agree that Higgins Brook is the most suitable and sustainable site for residential development in Longridge. Whilst 10% of respondents were not sure and only 5% agreed.



**Question 5 – Are there any specific issues about the plans which concern you?**

This question provided residents with six options where they could select different aspects of the plans they had concerns with. Residents could choose from the following options: highways, design, accessibility, ecology, landscaping and no concerns .

Broadly speaking, this question generated a mixed range of results. This would suggest that there were some residents with differing opinions of the scheme with no one concern dominating over another.

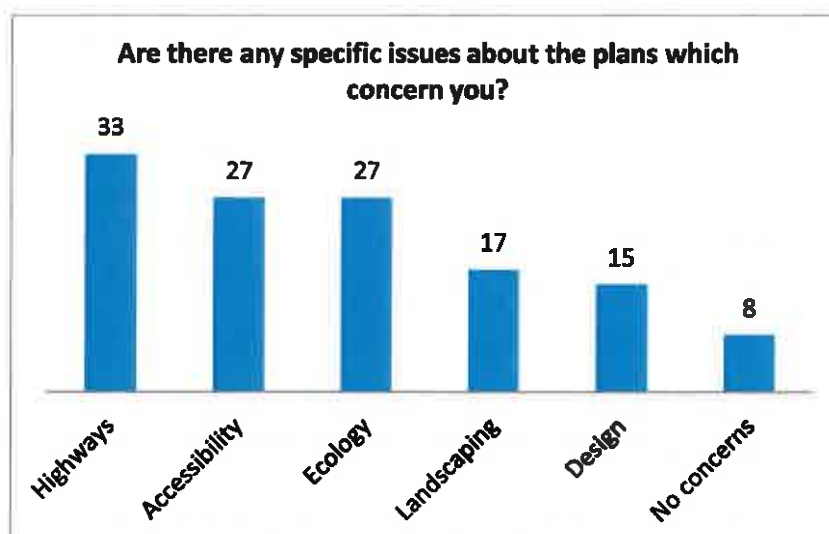
One of the highest concerns cited by 33 residents was the impact of highways of the proposed scheme. This is consistent with the feedback provided by residents in the first question where it was clear people believed that the roads in and around the site would not be able to accommodate increased traffic.

In addition, 27 residents mentioned that they were concerned about the accessibility of the site. This is supported by some respondents who said later in their feedback that there was a 'bad bend' on Chipping Lane when leaving Longridge Cricket Club.

A further 27 respondents said that they were concerned about the impact on ecology. This is supported by previous comments where some residents felt the development would spoil the environment of the village.

A much lower number of residents, (8), expressed concern over the design of the site, whilst 17 residents did not like the landscaping aspects. This suggests that overall most residents had few concerns over the layout of the proposed site.

The breakdown of residents concerns is shown overleaf.



**Question 6 – Any additional comments or suggestions about the plans**

In response to this question, 12 residents once again highlighted their concerns over increased traffic levels in Longridge. Further comments on traffic related to a ‘bad bend’ on Chipping Road when exiting Longridge Cricket Club and congested traffic on Derby Road, Inglewhite Road and Berry Lane. A selection of traffic related comments are below:

*“Traffic will overcrowd already busy roads through Longridge and on the commuter route to Preston.”*

*“Additional traffic from both volume and pollution concerns.”*

*“Because of the school in Barnacre Road, and Sainsbury's superstore, traffic in the area of Inglewhite Road from Alston Arms to the bottom of Berry Lane and on to Derby Road is heavily congested most of the day.”*

Four residents also added that the proposed development would spoil the rural feel of Longridge. Two residents were unhappy that greenfield and agricultural sites in the town such as Higgins Brook were being brought forward for development. Also given the proposed development is on the edge of the town, people were concerned that the proposals meant that Longridge would expand into the surrounding countryside. Comments included:

*“It is going to remove the whole rural feel of a beautiful town.”*

*“Spoiling the beautiful countryside, surrounding Longridge.”*

*“This is farming land and should be kept as that.”*

Moreover, five residents used the additional comments section to highlight their concerns that Longridge’s infrastructure would not be able to cope as a result of a new housing development. Whilst six residents stated that there were not enough schools in the town to accommodate this

growth. One resident also argued that some children may now be forced to go to school outside of the town in Preston, Ribchester and beyond.

There were some residents who used the additional comments section to highlight positive aspects of the scheme. One resident supported the idea that there would be no access to the Higgins Brook site from Redwood Drive as they did not want to see any additional traffic on their estate. Whilst another respondent supported the idea of a pedestrian and cycle access from Redwood Drive to the proposed site.

*“Happy to see that there is no through road access from Redwood Drive as this would make it a difficult position to raise a young family safely with increased traffic volumes.”*

*“If planning is granted for this development, I trust that Barratt will honour their promises to make access to the town through the existing Redwood estate for pedestrians and cyclists only.”*

#### **4.2 Community information line**

The community information line, 0844 556 3002, was established at the beginning of the engagement process and was intended to provide residents, stakeholders and other interested parties with a direct line of communication for enquiries regarding the proposals. The telephone number was also included in the letter to residents and stakeholders, in the two press releases, on the dedicated website, on the posters that were displayed in the town; and on the feedback forms at the public exhibition.

The information line received three calls from the same local resident who requested a location map of the proposed development. This was to ascertain whether the access road his house was situated on would be affected by the development. The caller was advised that the access road would not be affected and was sent a location map by post.

## 5.0 Response to feedback

Barratt Homes is grateful to all those who took the time to consider the proposals for Higgins Brook and submit their feedback. All the responses received have been fully considered by the development team and have been used to help shape the final plans for Higgins Brook before it is submitted to Ribble Valley Borough Council.

The section below outlines Barratt Homes' response to feedback and explains how the planning application responds to issues raised by the local community.

### 5.1 Traffic and access

One of the major concerns raised by local residents was an increase in traffic in the town as a result of the proposed development. Many residents felt that the roads were already congested especially during rush hour and that more road users in the area would add to this. Coupled with this, some residents mentioned that there was a bad bend when leaving Longridge Cricket Club onto Chipping Lane and that Inglewhite Road, Derby Road and Berry Lane were already congested.

As part of the proposed development, Barratt Homes has worked hard to understand the traffic issues and has submitted a comprehensive Transport Assessment with the planning application. If the planning application is approved, Barratt Homes will work with Lancashire County Council to improve traffic congestion in the local area.

Furthermore, access to the Higgins Brook site will be from Chipping Lane only. This will keep traffic away from existing residential streets such as Calder Avenue, Redwood Drive, Crumpax Avenue, Firswood Close and Willows Park Lane. Chipping Lane is also deemed, in accordance with national highways safety standards, to exceed the required visibility standards and as such the junction created will be safe and able to accommodate the anticipated levels of traffic generated by the development. A high quality gateway into the development will be installed on Chipping Lane to ensure it is easily seen by road users which would include a right turning ghost island. This is to prevent overtaking at this location and improve highway safety and junction visibility.

In addition, a 3 metre wide pedestrian and cycle access will be created from Chipping Lane along the front of the site. The footway next to the junction with Inglewhite Road and Chipping Lane will be set back in order to improve visibility. A pedestrian connection from the site to the bus stops along Chipping Lane will be provided making it easier for local residents to access public transport. The southbound bus stop on Chipping Lane will also be replaced and upgraded with a new bus stop.

Currently, a 30mph speed restriction is in force along Chipping Lane which changes into the national speed limit approximately 110 metres from Inglewhite Road. As part of the site access arrangements, it is proposed to extend the 30 mph speed limit to the north of the existing cricket club to reduce the speed limit in this location.

The conclusion of the Traffic Impact Assessment carried out by Barratt Homes is that whilst there would be an increase in pedestrian, cycle and vehicle flows at the proposed site, this can be accommodated on the local highway network without any requirement for highway improvement works.

It is important to note that the site is situated in a very sustainable location, close to local amenities and bus routes to economic centres in Preston and Clitheroe. Existing bus services are currently operating along Chipping Lane directly adjacent to the proposed site which are available for new residents to use. In the town centre which is 10 minutes way, there are other bus services that provide weekday peak hour services. In addition, Barratt Homes will create pedestrian and cycle paths through the site, to encourage residents to reduce their car use which will help link the development in a sustainable way to the village. A travel plan for Higgins Brook will also be prepared to encourage new residents to use existing bus services, car share and the cycle and pedestrian access.

## 5.2 Local infrastructure

Another area of concern raised from the consultation was the perception that the town's infrastructure would not be able to accommodate the proposed development. Specific concerns related to sewers, drains, schools and doctors surgeries not being able to deal with the increased demand. Many respondents suggested that schools and doctors were already oversubscribed.

It is a widely accepted principle that developers should contribute to the additional costs brought about by their development. As such, Barratt Homes will liaise with Ribble Valley Borough Council, Lancashire County Council and the East Lancashire Clinical Care Commissioning group, to ascertain how demand for school places or medical services, for example, will grow and what capacity there will be in the area to manage increased numbers. If appropriate, Barratt Homes will make a financial contribution to the local authority through a Section 106 agreement, if the applications are approved.

As part of the proposed development, Barratt Homes is also proposing to install SuDs on the site, which during heavy rain will retain more water and slowly discharge it into existing drains to prevent the back up of the system. This is to ensure flood risk in the vicinity does not increase. The development team has undertaken pre-application enquiries with United Utilities, who confirmed that there is sufficient capacity in the local sewer network to accommodate the number of homes proposed.

Barratt Homes also believes the Higgins Brook site is located in a sustainable location in the town being a ten minute walk away from local services such as the high street on Berry Lane, local schools and health services. There are five schools within a mile of the site which include Longridge High School, St Cecilia's RC High School, St Wildfrid's RC Primary School, Longridge County Primary School and Barnacre Road Primary School. Additionally, there are three health practices in the centre of Longridge namely the Longridge Community Hospital, Berry Lane Medical Centre and the Stonebridge Surgery. There are also two dental practices in the town.

Moreover, new homes at Higgins Brook could also deliver a range of benefits for the local community that would not otherwise be created. As such, employment opportunities could be created for local people during construction as well as opportunities for young people through the Barratt Homes apprenticeship scheme. It is also anticipated that knock on benefits in Longridge will be delivered from the increased spending of new residents from new retail and leisure expenditure.

In addition, if the application is approved, Ribble Valley Borough Council will receive an additional New Homes Bonus payment which is provided by the Government to support the building of new homes. Ribble Valley Borough Council and Lancashire County Council will also benefit from increased council tax revenues. These additional funds could help fund improvements to local services.

### **5.3 Longridge's rural character, ecology and wildlife**

Many residents commented that the Higgins Brook development would cause Longridge to lose its rural identity and that the existing wildlife and ecology of the site would be impacted upon. Barratt Homes fully appreciates people's concerns about the local environment and has worked hard to shape the final plans so that they integrate sensitively into the existing fabric of Longridge.

Prior to the submission of application, a number of environmental technical studies were carried out to assess the impact of the development on the site's ecology. As a result, careful attention will be made to ensure that any impacts upon ecology and wildlife are protected and mitigated.

It is also important to note that the landscape north of the cricket ground is more rural and open in nature. The development has responded to this by retaining the northern field parcels free from development for ecological mitigation and enhancement. A public open space will also be included in the proposed development for local residents and visitors to the town to enjoy.

As part of the plans, existing important landscape features such as field boundary hedgerows, hedgerow trees and ponds are to be largely retained and enhanced through additional planting. This is to restore the existing on-site vegetation and provide a structure to the layout of the new development.

In addition, Ribble Valley Borough Council has also advised that the Bowland Meadows site is not located in a particularly environmentally sensitive or vulnerable location and has no known archaeological significance. As such, the proposed site does not fall under the Environmental Impact Assessment Regulations 2011 as it is not likely to have significant effects on the environment.

Some residents expressed their concern that another greenfield site would be lost to development. Due to a growing population and the reduction in the availability of brownfield sites, greenfield sites such as Higgins Brook, will have to be made available for development to help Ribble Valley Borough Council meet its future housing requirements. Barratt Homes is confident that its plans to create an attractive and sustainable residential development, which includes a network of public open spaces, will compliment the town of Longridge and deliver the new homes the Borough desperately needs.

#### **5.4 The suitability and sustainability of the site**

A large number of respondents believed that the site was not the most suitable and sustainable site for residential development in Longridge. As with any residential development, Barratt Homes is committed to building on sustainable sites that add value to the local area. The land at Higgins Brook is one such site. It is ideally located on the outskirts of Longridge, as opposed to the centre of town where there is limited space to accommodate new development. Similarly, Ribble Valley Borough Council has also identified this area of land in their 2013 Strategic Housing Land Availability Assessment (SHLAA) Report as a highly sustainable site that could accommodate new homes in the future.

Within the proposals there is also an intention to make the site sustainable by creating a public open space to meet local needs, as well as support healthy lifestyles and family life. These new spaces can be enjoyed by new and existing residents as well as visitors to the town.

A further sustainable element of the scheme is the proposed improvements and enhancement of the site's existing ecological features. This will include existing ponds and water habitats to ensure that their ecological benefit is retained or be improved. It is also intended that SuDs will be built as part of the development to drain the site effectively and ensure that surface water flood risk does not increase.

In terms of access to the site, this will be from Chipping Lane. This is the most suitable access point as it is designed to divert traffic away from existing residential streets and busy roads. In addition, Higgins Brook benefits from good public transport access which will safeguard existing bus services in the area. It also enjoys close proximity to key services being within 800m away from schools and the high street and within 2 kilometres away from dentists, doctors, employment areas, two supermarkets and the majority of the town's retail facilities.

#### **5.4 Local housing need**

Many residents who responded to the consultation disagreed that new homes were needed in Longridge. A large number of people also disagreed that affordable homes for first time buyers and the elderly were needed in the town.

With a growing population, longer life expectancies and increasing numbers of people living alone, the Borough needs new homes. This has been demonstrated by the fact that a number of large housing schemes in Barrow, Whalley and Clitheroe have been recently approved. In addition, following the opening of the public examination of the Ribble Valley Core Strategy in January 2014, the Council was instructed by the Government appointed Planning Inspector to increase the number of new homes and affordable houses to be built in the Borough up to 2028 from 200 to 280 per year.

According to figures from Right Move in April 2014, the current average sold property price in Longridge is £184,522; up 10% from 2013. Consequently, many young people are struggling to get their foot on the property ladder. As part of the consultation, one resident from Fullwood in Preston registered her interest in a three bedroom family home as she wanted to be near her family who live



## **Barratt Homes: Higgins Brook Consultation Statement**

**in Longridge. The need for affordable homes is emphasised in the Ribble Valley Borough Council's emerging Core Strategy where it states that "there is a strong requirement for affordable housing in the Borough." It is important to note that almost a third of the population of the Ribble Valley is aged between 65 and over. This is supported by the Council's emerging Core Strategy where it states that providing housing for older people is a priority of the Council.**

**In addition, Ribble Valley Borough Council has identified potential development sites in the Borough to help deliver their annual housing targets up to until 2028. The Higgins Brook site in Longridge was identified by the Council in their 2013 SHLAA report as a highly sustainable location for new family homes.**

**Barratt Homes remains committed to assisting Ribble Valley Borough Council meet its annual housing targets as well as providing an attractive range of sustainable new homes of which, 30% will be affordable to meet local needs.**

## 6.0 Conclusions

In line with Ribble Valley Borough Council's Statement of Community Involvement, the Localism Act 2011 and the National Planning Policy Framework, Barratt Homes has carefully consulted the local community over its plans for 106 new homes at Higgins Brook in Longridge. Through one-to-one meetings, a public exhibition and an interactive website it has given local residents, councillors and stakeholders the opportunity to have their say on the proposals. The feedback received has been used by the development team to help shape the final plans for the site.

The engagement programme that was carried out included a letter that was issued to: residents who live adjacent to the proposed site; all Ribble Valley Borough councillors including the Conservative Group leadership team and the ward councillors for Derby and Thornley and Dilworth; Longridge Town Council; and key stakeholder groups such as local schools, businesses and community organisations. Included within the letter were details of the public consultation and exhibition as well as the designated website where residents and local stakeholders could view the plans and submit their feedback online. To help make the wider community aware of the proposals, three press releases were also issued to the Longridge News and Advertiser and posters were put up in areas of high footfall in the town. A community information line was also provided for local residents to speak with a member of the project team. As well as online and at the exhibition, local residents were also given the opportunity to provide their feedback by email or post.

Barratt Homes is grateful to all those who have provided feedback. All feedback received has been useful in understanding the concerns of Longridge residents. Overall, these included increased traffic and highways concerns, infrastructure impacts, the number of houses proposed and the loss of countryside and ecology. Whilst there was a significant number of people who were not supportive, over a quarter of all respondents (27%) believed that new homes were needed in Longridge and over a third (37%) said that affordable homes for first time buyers or the elderly were also needed in the town.

Barratt Homes remains committed to helping meet Ribble Valley Borough Council's meet its housing shortfall by delivering sustainable and attractive new homes at Higgins Brook. As such, the first phase of the plans for Higgins Brook, Bowland Meadows, will deliver up to 106 high-quality homes, ranging from two to five bedrooms, with 30% of the properties being affordable. In addition, a new open space will be created for new residents and visitors to enjoy. Improvements to existing ecological features are also being proposed within the development to ensure the existing ecological benefit of the site is retained. It is further anticipated that the scheme will create knock-on-benefits for Longridge from increased spending by the new residents of the development. If the new homes are built, Ribble Valley Borough Council is also set to benefit from the government's new homes bonus as well as increased council tax revenues. These new monies could provide increased funds to spend on local services.

As a responsible house builder, Barratt Homes has carefully consulted local residents to ensure the proposals for Higgins Brook scheme meet the needs of the Longridge community and remains committed to engaging with the local community throughout the planning process.

## **Appendix 1.0**

### **Letter distribution map**

Letter distribution area



## **Appendix 2.0**

### **Letters of invitation**

Letter to residents



To the Occupier  
8 Redwood Drive  
Longridge  
PR3 3HA

18<sup>th</sup> March 2014

Dear Resident,

**Proposals for new homes at Higgins Brook, off Chipping Lane, Longridge**

Barratt Homes, one of the nation’s leading house builders, is preparing a planning application for up to 500 much-needed new homes on land at Higgins Brook, off Chipping Lane in Longridge. The scheme will deliver high-quality homes, ranging from two to five bedrooms, with 30% of the properties being affordable. These could help those struggling to get their foot on the housing ladder, including families and first time buyers, as well as those looking to downsize, such as the elderly.

The proposals will be sensitively designed to be in keeping with the character of Longridge and the surrounding area, as well as provide public open spaces and play areas for the local community to use and enjoy. The plans will deliver an attractive place for new residents to live and assist the Council in meeting its housing targets by delivering the range of new homes that the Borough desperately needs in a highly sustainable location.

Ahead of submitting a planning application to Ribbles Valley Borough Council, Barratt Homes is committed to consulting with the people of Longridge about the proposals to hear the views of the community. As a site adjacent resident, we would welcome an opportunity to meet with you to discuss the proposals further and have arranged for residents to meet with members of the development team ahead of the opening of the exhibition to the public. At this residents’ preview you will be able to have one-to-one discussions with members of the team regarding the plans and ask any questions you may have as a nearby resident.

A **residents’ preview** will be held ahead of the opening of the exhibition to the public on **Friday, 28<sup>th</sup> March** between **2pm and 3pm** in the **Workstation at Longridge Station on Berry Lane, Longridge, PR3 3JP**. I hope you are able to join us at this time. If you are unable to join us at this time, the public exhibition will be held on **Friday, 28<sup>th</sup> March** from **3pm to 7pm** in the Workstation. Feedback forms

## Barratt Homes: Land at Higgins Brook, Longridge

will also be available to complete and all comments will be reviewed by the team and help inform the development of the final plans prior to the submission of the application.

A draft masterplan will be displayed at the public exhibition and provide further details of what the plans could deliver, including:

- New homes and public open space in a **highly sustainable location** in close proximity to local amenities, such as shops and services in Longridge
- A **high-quality development** of up to 500 new homes in response to local housing needs
- Up to **150 affordable properties** for those struggling to get their foot on the property ladder or looking to **downsize**
- A **sensitively designed** scheme that has consider the character of Longridge to ensure it is in keeping with the local area
- **Accessible public open space and play areas** for new residents, as well as existing residents of Longridge
- A **maintained view from the site** towards the spire of St.Wilfred's Church and the tower of St.Paul's Church ensuring the sense of place and character of the settlement is protected
- Improvements to existing **ecological features** to ensure these are integrated within the development and their ecological benefit retained
- **Extensive landscaping** and enhancement of existing features, such as hedgerows and trees
- **Localised junction improvements** and promotion of sustainable modes of transport, such as local bus services
- Significant funds from the **Government's New Homes Bonus** to be spent in the Borough for the benefit of its residents
- Benefits for local shops and services in Longridge from **increased spending by the new residents** of the development
- **Employment opportunities**, with jobs provided during construction, including opportunities for young people through Barratt's apprenticeship scheme

If you have any questions regarding the proposals, please do not hesitate to contact us via our community information line on 0844 556 3002 (Monday to Friday, 9am – 5.30pm). Further details about the scheme will also be available via the project website on the day of the exhibition at: [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk)

Yours sincerely,

p.p 

Andrew Brown  
Senior Land Manager, Barratt Homes

Letter to politicians



Councillor Stuart Hirst  
Leader of the Council  
29 The Hazels  
Wiltshire  
BB1 9HZ

18<sup>th</sup> March 2014

Dear Councillor Hirst

**Proposals for new homes at Higgins Brook, off Chipping Lane, Longridge**

Barratt Homes, one of the nation's leading house builders, is preparing a planning application for up to 500 much-needed new homes on land at Higgins Brook, off Chipping Lane in Longridge. The scheme will deliver high-quality homes, ranging from two to five bedrooms, with 30% of the properties being affordable. These could help those struggling to get their foot on the housing ladder, including families, first time buyers or key workers, as well as those looking to downsize, such as the elderly.

The proposals will be sensitively designed to be in keeping with the character of Longridge and the surrounding area, as well as provide public open spaces and play areas for the local community to use and enjoy. The plans will deliver an attractive place for new residents to live and assist the Council in meeting its housing targets by delivering the range of new homes that the Borough desperately needs in a highly sustainable location.

Ahead of submitting a planning application to Ribble Valley Borough Council, Barratt Homes is committed to consulting with the people of Longridge about the proposals to hear the views of the community. As Leader of the Council, we would welcome an opportunity to meet with you to discuss the proposals further and I will call your office shortly to see if a meeting can be arranged.

Local people will also have an opportunity to view the proposals and speak with members of the development team at a public exhibition later this month. Feedback forms will also be available for members of the public to complete, with those unable to attend the exhibition able to submit their comments via the project website, [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk), which will launch the day of the exhibition. All comments will be reviewed by the team and help inform the development of the final plans prior to the submission of the application.

A **councillor preview** will be held ahead of the opening of the exhibition to the public on **Friday, 28<sup>th</sup> March** between **1pm** and **2pm** in the **Workstation** at **Longridge Station** on **Berry Lane, Longridge, PR3 3JP**. I hope you are able to join us at this time. If you are unable to join us at this time, the public exhibition will be held on **Friday, 28<sup>th</sup> March** from **3pm** to **7pm** in the **Workstation**.



## Barratt Homes: Land at Higgins Brook, Longridge

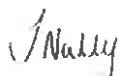
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- Significant funds from the **Government's New Homes Bonus** to be spent in the Borough for the benefit of its residents
- Benefits for local shops and services in Longridge from **increased spending by the new residents** of the development
- **Employment opportunities**, with jobs provided during construction, including opportunities for young people through Barratt's apprenticeship scheme

If you are able to attend the councillor session, I would be grateful if you could let me know by calling our community information line number on 0844 556 3002 (Monday to Friday, 9am – 5.30pm). Similarly, if you have any questions regarding the proposals, please do not hesitate to contact us via the community information line.

Yours sincerely

p.p.



Andrew Brown

Senior Land Manager, Barratt Homes

Letter to stakeholders



Ms Babs Murphy  
Chief Executive  
North & Western Lancashire Chamber of Commerce  
9-10 Eastway Business Village  
Olivers Place  
Preston  
PR2 9WT

18<sup>th</sup> March 2014

Dear Ms Murphy

**Proposals for new homes at Higgins Brook, off Chipping Lane, Longridge**

Barratt Homes, one of the nation's leading house builders, is preparing a planning application for up to 500 much-needed new homes on land at Higgins Brook, off Chipping Lane in Longridge. The scheme will deliver high-quality homes, ranging from two to five bedrooms, with 30% of the properties being affordable. These could help those struggling to get their foot on the housing ladder, including families and first time buyers, as well as those looking to downsize, such as the elderly.

The proposals will be sensitively designed to be in keeping with the character of Longridge and the surrounding area, as well as provide public open spaces and play areas for the local community to use and enjoy. The plans will deliver an attractive place for new residents to live and assist the Council in meeting its housing targets by delivering the range of new homes that the Borough desperately needs in a highly sustainable location.

Ahead of submitting a planning application to Ribble Valley Borough Council, Barratt Homes is committed to consulting with the people of Longridge about the proposals to hear the views of the community. As a local stakeholder, we would like to invite you to our public exhibition on **Friday, 28<sup>th</sup> March** between 3pm and 7pm in the **Workstation at Longridge Station on Berry Lane, Longridge, PR3 3JP.**

The exhibition will provide an opportunity for you to view the proposals and speak with members of the development team. Feedback forms will also be available to complete and all comments will be reviewed by the team and help inform the development of the final plans prior to the submission of the application.

## Barratt Homes: Land at Higgins Brook, Longridge

A draft masterplan will be displayed at the public exhibition and provide further details of what the plans could deliver, including:

- New homes and public open space in a **highly sustainable location** in close proximity to local amenities, such as shops and services in Longridge
- A **high-quality development** of up to 500 new homes in response to local housing needs
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- Significant funds from the **Government's New Homes Bonus** to be spent in the Borough for the benefit of its residents
- Benefits for **local shops and services** in Longridge from **increased spending by the new residents** of the development
- **Employment opportunities**, with jobs provided during construction, including opportunities for young people through Barratt's apprenticeship scheme

If you have any questions regarding the proposals, please do not hesitate to contact us via our community information line on 0844 556 3002 (Monday to Friday, 9am – 5.30pm). Further details about the scheme will also be available via the project website on the day of the exhibition at: [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk).

Yours sincerely

P.p.



Andrew Brown  
Senior Land Manager, Barratt Homes

## **Appendix 3.0**

### **Press releases and press coverage**



**PRESS RELEASE**

**DATE: 18<sup>th</sup> March 2014**

**RESIDENTS INVITED TO HAVE THEIR SAY ON PLANS FOR HIGGINS BROOK**

One of the nation's leading house builders is encouraging local residents to have their say on plans to deliver much-needed new homes in Longridge as it announces it will be holding a public exhibition next week.

Barratt Homes is bringing forward plans for up to 500 new homes and public open space on land at Higgins Brook, off Chipping Lane in Longridge, but wants to know what local people have to say on the draft proposals prior to submitting an application to the Council.

The plans will deliver high-quality homes, offering a range of housing types and sizes, from two to five bedrooms. This will include 30% affordable housing to respond to identified local needs, such as the elderly, key workers, such as teachers or nurses, as well as first time buyers and families struggling to get their foot on the property ladder.

The Higgins Brook site is an ideal location to deliver the new homes that the Borough desperately needs in a highly sustainable location. Benefiting from being within walking distances of local shops and services, as well as good public transport access, the site is well placed to accommodate new housing, particularly compared to other sites that the Council has considered for residential development.

Barratt Homes recognises the unique character of Longridge and has designed its draft proposals to complement the character of the town and integrate with the surrounding area. This includes the creation of new public open spaces that can be used by existing residents of Longridge, as well as future residents of the development. The proposals will also enhance the ecological environment by creating new habitats for local wildlife, as well as provide extensive landscaping, with the retention of onsite trees and hedgerows throughout the development.

The plans will deliver substantial benefits for the existing community, as new residents will provide additional spend locally, creating spin-off benefits for local shops and services in Longridge. The scheme will also deliver a package of financial contributions to provide local improvements, such as to local roads, and generate significant funds from the Government's New Homes Bonus scheme.

## Barratt Homes: Land at Higgins Brook, Longridge

Andrew Brown, Senior Land Manager for Barratt Homes said:

"We're facing a severe housing shortage in Ribble Valley that we simply cannot ignore – new homes need to be built, but it's vital they are built in the right place. We believe the right place for Longridge is at Higgins Brook, which was considered a suitable and sustainable location for housing development by the Council when it identified potential land for new homes in its Strategic Housing Land Availability Assessment (SHLAA). Our plans will not only help to address the lack of housing, particularly affordable housing, faced by the Borough, but do so by delivering new homes in a highly sustainable location.

"In preparing our plans we've paid careful attention to the local area and designed a scheme that is sympathetic to its surroundings, but it is now time for the residents of Longridge to let us know what they think about our initial ideas. We want to show local people that the plans are not just about new homes, but about designing a development which can deliver wider benefits for Longridge, the surrounding area and beyond."

The plans will be displayed on Friday, 28<sup>th</sup> March at the Workstation at Longridge Station on Berry Lane in Longridge from 3pm to 7pm. Members of the development team will be available to talk people through the plans, listen to the views of the community and answer questions about the proposals. Feedback forms will also be available for local residents to complete and let their views be known to the developers.

Those unable to attend the exhibition will be able to find out more via the project website, [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk), which will launch the day of the exhibition, or by calling a dedicated community information line on 0844 556 3002 (Monday to Friday, 9am – 5.30pm).

- Ends-

### Notes to Editors:

#### Barratt Homes

- 1) The Barratt Group sold 11,171 homes in the last financial year, making it the biggest house builder by volume in Britain.
- 2) Barratt Group was named Housebuilder of the Year at the Housebuilder Awards 2012.
- 3) Barratt Group was awarded a maximum five star rating for the fourth consecutive year in the Home Builders Federation Customer Satisfaction Survey.
- 4) In 2011, site managers working for Barratt Group won the highest number of NHBC Pride in the Job Quality Awards for a record seventh consecutive year.
- 5) Barratt Group is the only housebuilder to guarantee the fixtures and fittings in place at the time of purchase of its new homes for five years.
- 6) Images of a selection of developments are available to the media at <http://www.barrattdevelopments.co.uk/barratt/en/media/mediakit/lib>

### For more information contact:

Jackie Nally T: 0161 711 0300 E: [Jackie.nally@lexcomm.co.uk](mailto:Jackie.nally@lexcomm.co.uk)

2 of 2

Longridge News and Advertiser, Wednesday 19<sup>th</sup> March 2014

## Barratt Homes to exhibit future plans

Barratt Homes wants residents views on draft proposals for 500 homes off Chipping Road which will be exhibited at the Old Station on Friday, March 28, from 3pm to 7pm.

Longridge News and Advertiser, Wednesday 26<sup>th</sup> March 2014

## Plans to be displayed

People can have their say on the proposals for 500 homes on land known as Higgins Brook off Chipping Road, Longridge. Details from the developers will be on display at Longridge Heritage Centre this Friday.

Page 5

# Chance to have your say on plan for 500 homes

## Developer consults over Higgins Brook

By GILLIAN WHELAN

Five hundred homes could be built on land known as Higgins Brook off Chipping Road in Longridge - and developers Barratt Homes wants to know what local people think of its plans.

Details are to be displayed at Longridge Heritage Centre this coming Friday, March 28, from 3pm to 7pm, when Barratt team members will be on hand to talk people through what they are planning. Listen to views and answer questions.

Feedback forms will also be available for local residents to complete and let their views be known.

Those unable to attend can find out more via the project website - [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk), which will

launch the day of the exhibition, or by calling a dedicated community information line on 0844 566 3002 on Monday to Friday, 9am to 5.30pm.

The exhibition of the draft proposals and obtaining local comments is prior to Barratt Homes submitting an application for the site to Ribbles Valley Council.

The firm states that the plans will deliver high-quality homes, offering a range of housing types and sizes, from two to five bedrooms.

"This will include 30 per cent affordable housing to respond to identified local needs, such as the elderly, key workers, such as teachers or nurses, as well as first-time buyers and families struggling to get their foot on the property ladder," the company states.

It feels the Higgins Brook site is an ideal location to de-

liver the new homes that the borough needs and it recognises the unique character of Longridge and has designed its draft proposals to complement the character of the town and integrate with the surrounding area.

New public spaces will be created, the ecological environment enhanced by creating new habitats for local wildlife, extensive landscaping provided with trees and hedgerows retained throughout.

Andrew Brown, senior land manager for Barratt Homes, said it was vital new homes were built in the right place.

He added: "We believe the right place for Longridge is at Higgins Brook, which was considered a suitable and sustainable location for housing development by the council when it identified potential land for new homes."



**PRESS RELEASE**

**DATE: 1<sup>st</sup> April 2014**

**LOCAL RESIDENTS ENCOURAGED TO PROVIDE FEEDBACK  
FOLLOWING PUBLIC EXHIBITION FOR HIGGINS BROOK**

Local residents are being encouraged to provide feedback on the proposals for up to 500 new homes and public open space on land at Higgins Brook, off Chipping Lane in Longridge.

On Friday, Barratt Homes held a public exhibition at the Workstation at Longridge Station to allow the local community to find out more about the proposals. Around 100 people, including local residents, politicians and stakeholders, attended the exhibition and were able to view a series of exhibition banners that provided an overview of the plans.

Members of the development team were available throughout the exhibition, including staff from planning and transport disciplines, alongside representatives of Barratt Homes, to listen to the views of attendees and answer questions raised about the plans for Higgins Brook.

Barratt Homes is committed to listening to the people of Longridge about the proposals and questionnaires were available at the exhibition to capture feedback. This provided an opportunity for the local community to offer their thoughts, comments and ideas about the draft proposals, which will be reviewed before finalising the plans ahead of submitting the planning applications in the next few weeks.

Andrew Brown, Senior Land Manager for Barratt Homes said:

“We welcomed the opportunity to speak with all those who attended our exhibition and I’d like to thank everyone who took the time to visit to find out more. Engaging with the local community is really important to us, as we want to ensure our plans respond to local needs.

“We are now reviewing all the feedback received, but there is still an opportunity for local people to submit their views as part of our consultation. Our website contains all the information that was displayed at the event, as well as an online version of the questionnaire, so we hope to receive more feedback, including from those who were unable to attend the public exhibition, over the next few days.”



## Barratt Homes: Land at Higgins Brook, Longridge

Local people can find out more about the plans at [www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk), along with an online version of the feedback form. All completed forms should be submitted, either by post or via the website, by Thursday, 3rd April. Further information can be obtained by calling our community information line on 0844 556 3002.

- Ends -

### Notes to Editors:

#### Barratt Homes

- 1) The Barratt Group sold 11,171 homes in the last financial year, making it the biggest house builder by volume in Britain.
- 2) Barratt Group was named Housebuilder of the Year at the Housebuilder Awards 2012.
- 3) Barratt Group was awarded a maximum five star rating for the fourth consecutive year in the Home Builders Federation Customer Satisfaction Survey.
- 4) In 2011, site managers working for Barratt Group won the highest number of NHBC Pride in the Job Quality Awards for a record seventh consecutive year.
- 5) Barratt Group is the only housebuilder to guarantee the fixtures and fittings in place at the time of purchase of its new homes for five years.
- 6) Images of a selection of developments are available to the media at <http://www.barrattdevelopments.co.uk/barratt/en/media/mediakit/lib>

#### For more information contact:

Jackie Nally    T:    0161 711 0300            E:    Jackie.nally@lexcomm.co.uk

Longridge News and Advertiser, Wednesday 2nd April 2014

## Residents have a say

More than 100 residents turned out to a public meeting share their views on plans for new rural developments

Barratt Homes executives met with borough and town councillors before the firm's event in Chipping

Page 3

# Barratts need more feedback on Higson site

But campaign continues against 500 houses

By GILLIAN WHEATLEY  
gillian.wheatley@longridge-news.co.uk  
@GillianWheatley

Developers proposing up to 500 new homes in Longridge attracted around 100 people to an exhibition of their plans for green fields at Higson Brook off Chipping Lane

Barratt Homes executives met with borough and town councillors before the firm's display last Friday at the Old Station, when members of the Save Longridge group, lobbying against the plans, gained almost 100 new supporters to their campaign.

Barratt's senior land manager Andrew Brown said: "We welcomed the opportunity to speak with all those who attended. Engaging with the local community is really im-

portant to us, as we want to ensure our plans respond to local needs."

He requested further feedback online or via 0844 5563002, comments to be reviewed "before finalising the plans ahead of submitting the planning applications in the next few weeks."

However, local councillors' concerns following the pre-exhibition meeting with Barratts have been set out by Coun Ken Hind. He said: "We asked a number of pointed questions. The answers revealed Barratts will go ahead irrespective of the Longridge Neighbourhood Plan, will utilise the new planning laws and the loopholes and weaknesses of Ribbles Valley Development Plan or Core Strategy."

"They will argue in their application and on appeal that they are helping to provide

what they claim is a shortfall in our available development land over the next five years to justify the building of homes on their site."

There were no plans in the first phase for new arterial roads to relieve the traffic congestion, no bungalows or sheltered accommodation for the elderly or one bedroom flats for young people, no plans for a health centre, job creation measures, school or play area for 1,200 on the site.

"Barratts are encouraging us to be a dormitory 'drive out to work' community," said Coun Hind.

Ward councillors and Save Longridge campaigners are now planning a public meeting. Coun Hind added: "We are not against housing but we want to meet local needs, address infrastructure needs and be proportionate."

## Appendix 4.0 Poster



## HAVE YOUR SAY ON PLANS FOR NEW HOMES IN LONGRIDGE

Barratt Homes is preparing a planning application to deliver up to 500 much-needed new homes on land at Higgins Brook, off Chipping Lane in Longridge.

The plans for Higgins Brook will assist in delivering the types of new homes the Borough needs, including 30% affordable properties that could help those struggling to get their foot on the housing ladder, including families and first time buyers, as well as those looking to downsize, such as the elderly.

The plans will also provide public open spaces and play areas for the local community to use and enjoy.

**Please 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 **Friday, 28<sup>th</sup> March** from **3pm to 7pm** in the **Workstation at Longridge Station on Berry Lane, Longridge, PR3 3JP**.

If you have any questions regarding the proposals, please call our community information line on **0844 556 3002** (Monday to Friday, 9am -- 5.30pm).

## Appendix 5.0 Website

Home page

**BARRATT HOMES** Higgins Brook | Longridge

Click here to explore your preferred view of Higgins Brook Longridge

Home Longridge The Site The Plans Design Details Your Area Contact Us

## WELCOME TO LONGRIDGE

### Building Communities Together

Barratt Homes wants to create communities where people aspire to live and is in the process of preparing plans for new family homes on land at Higgins Brook, off Chipping Lane in Longridge. However, such places cannot be created without consulting and engaging with local people. We want to listen to the community and consider the views of existing residents as we prepare our plans.

#### Getting Involved


Getting involved to let us know what you think is simple. A public exhibition has been arranged for the community to view the plans and speak with members of the development team from 3pm until 7pm on Friday, 28th March, in the Workstation at Longridge Station on Berry Lane. The exhibition is your chance to ask questions or raise any concerns that you may have about the plans.

You can also find out more about our plans on this website, including why Higgins Brook is an ideal location to deliver the new homes that are needed locally and how the community can benefit from the scheme. You can get involved and provide feedback on our initial proposal by completing our online feedback form. We want to consider all views in the preparation of the final plans.

As a resident of Longridge, it's only right that you have a say in how your town is developed and we look forward to hearing your views!

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Longridge




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HOMES. *Just the way.*

Higgins Brook | Longridge

Discover the quality and innovation in our homes at Higgins Brook Longridge

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### Delivering Homes for Longridge


Everyone understands that there is a need for new homes and Ribbles Valley Borough Council is currently determining where these should go. The Council has identified Longridge as a location where the majority of new housing development will be concentrated and it is expected that at least 500 new homes will need to be delivered before 2026.

Perhaps you, or someone you know, is looking for a new home in Longridge, but can't find anything suitable? Have your children grown up in Longridge and want to stay in the town, but can't afford a property? Are you currently trying to save for a deposit, but are having difficulty getting your first foot on the property ladder? Have you lived in the town all your life and want to stay in Longridge, but would prefer to downsize to a smaller property?

If so, you're not alone. However, our plans for Higgins Brook could deliver the new homes the Borough needs in a desirable and sustainable location, as well as provide wider benefits for the local community.



3D Architectural



3D Architectural

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The site



A Sustainable and Accessible Site for New Homes

The Higgins Brook site is within walking distances of local shops and services, and has good public transport links. It is well placed for new housing, particularly compared to other sites that the Council has considered for residential development in Longridge. Indeed, Ribble Valley Borough Council (RVBC) has identified Higgins Brook as a highly sustainable location for new family homes (RV&C SH\_AA 2013).

We support the Council's assessment and believe that the site represents a natural extension to the newer housing developments along Redwood Drive and Willows Park Lane. The plans capitalise on the site's location and a series of footpaths and cycleways will connect the development to these neighbourhoods and the wider area. This will allow future residents to access the range of facilities offered locally, such as Sainsbury's supermarket and Longridge Town Centre, which is less than 5 minutes away. Local facilities include primary schools, churches and a medical centre.

The site also benefits from good public transport connections, with regular bus services to provide residents with easy access to nearby towns and cities, such as Preston and Clitheroe. To encourage future residents to walk, cycle and use public transport, a Travel Plan Framework will be submitted with the application.

Longridge needs new homes, but it is vital they are built in the right place. We believe the right place for Longridge is at Higgins Brook.



The site location, Higgins Brook, Longridge. Click to enlarge.



The local context plan Higgins Brook, Longridge. Click to enlarge.





# Barratt Homes: Land at Higgins Brook, Longridge

## The plans



### An Evolving Masterplan

The proposals for Higgins Brook will be prepared by two planning applications which will be submitted in parallel. The first is an outline planning application that seeks to establish the principle of development across the site. The second is a full, detailed planning application for the first phase of the development, although it is capable of being delivered in isolation. The detailed application is for 106 new homes on the western side of the site, while the outline application will be for up to 500 homes across the whole of the site.

#### Creating the Structure



[higginsbrook.longridge.planningapplications/2016-11-16-enough](#)

In preparing the draft proposals, careful consideration has been given to the site's existing features and constraints. This process identified key local factors, such as open spaces, hedgerows, ponds and watercourses, as well as the site's access points. Click on the image on the left to view the local factors that have been taken into consideration in preparing the proposals.

#### Illustrative Masterplan

A detailed illustrative masterplan has been prepared for the whole site which offers:



[higginsbrook.longridge.masterplan/masterplan/2016-11-16-enough](#)

- New homes and public open space in a highly sustainable location
- A high-quality development of up to 500 new homes
- Up to 150 (30%) affordable properties
- A range of property types and sizes, including 2, 3, and 4 bed homes
- Accommodation designed for the elderly, such as those looking to downsize
- New homes arranged to overlook the avenues, streets, lanes and open spaces
- A sensitively designed scheme that has considered the architectural styles in Longridge
- Village greens and paddock areas providing public open space and play areas for new residents and the existing community
- Preserving views towards the Forest of Bowland Area of Outstanding Natural Beauty
- Views towards the spire of St. Wifred's Church and the tower of St. Paul's Church ensuring the sense of place and character of the settlement is protected

## Barratt Homes: Land at Higgins Brook, Longridge

- Improvements to existing ecological features to ensure these are integrated within the development and their ecological benefit retained
- The creation of a network of green spaces by enhancing existing features, such as hedgerows and trees, and providing additional landscaping
- The use of SuDS (Sustainable Drainage Solutions) to effectively drain the site and ensure flood risk will not increase
- Localised junction improvements and encouraging sustainable modes of transport, such as local bus services
- Vehicular access from Chipping Lane away from existing quiet residential streets
- A high quality visual gateway at the Chipping Lane/Cricket Club boundary
- A highly accessible development for pedestrians and cyclists at the southern boundary of the site

We're keen to know what local people think about the plans, so please let us know and provide feedback to help influence our proposals.

## Design



CLICK HERE TO VISUALISE THE DEVELOPMENT WITH AN INTERACTIVE 3D TOUR



### Creating Great Places to Live

Barratt Homes is committed to creating great places to live that recognise local priorities and local architectural styles. To inform the development of the plans, a study of Longridge's character and unique sense of place, as well as that of Grimsargh, has been carried out to understand why the settlements have evolved in the ways they have.

Local characteristics have been considered to assess how the town has developed over time: what construction materials have been used; and how streets, public realm and open spaces have been created, as well as their relationship to the rest of Longridge.

This local context has been used to influence the development of the proposals, such as the housing density, property heights, materials used on building elevations and the hierarchy of streets and spaces. This will ensure the proposals will create an attractive residential development that will complement the surrounding area.

The full, detailed planning application for the first phase of the development will deliver 106 new family homes on the western side of the site. A range of property sizes, from two to four bedroom homes, and types, including detached, semi-detached and mews properties, are proposed. Up to 32 (30%) of all homes proposed for Phase 1 will be affordable and the scheme has been designed to ensure accessibility, provide attractive landscaping and deliver new green spaces.

Click on the image to view the detailed layout to show how Phase 1 has been designed, as well as how the existing ecological and wildlife features have influenced the development of the plans.



Higgins Brook Longridge: aerial view and surrounding area (2013)



Higgins Brook Longridge: aerial view and surrounding area (2013)



Benefits


Higgins Brook | Longridge

CLICK HERE TO VISIT OUR WEBSITE AT [www.barratthomes.co.uk](http://www.barratthomes.co.uk)

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### Delivering more than just new homes

New homes can deliver a range of benefits for the local community, including:

- **Direct Jobs** - The construction industry accounts for approximately 7.6% of all employment in the UK and this sector has been particularly affected by the economic downturn. However, the development will provide opportunities during construction, including opportunities for young people through Barratt Homes' apprenticeship scheme.
- **Indirect Jobs** - As a result of the housing development and its contribution to the local economy, further indirect jobs will also be created.
- **Economic Output** - The construction sector continues to be a vital sector of the nation's economy and contributes 6.9% of gross economic output in the UK.
- **New Homes Bonus** - Significant funds will be provided to Ribbles Valley Borough Council through the Government's New Homes Bonus scheme. This is a grant paid by central Government to local councils for increasing the number of homes and is to be spent in the Borough to benefit existing residents.
- **Additional Spend** - Knock-benefits in Longridge will be delivered from increased spending by the new residents of the development. New leisure and retail expenditure of approximately £7m per annum will be generated in the local area by the future homeowners.
- **Homes for All** - New homes that are affordable provide an opportunity for young families and first-time buyers to get on the housing ladder.
- **Sustainable Development** - Delivering new homes in sustainable locations reduces reliance on the car, thereby reducing carbon emissions and the effects of a growing population on climate change and the wider environment.





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# Barratt Homes: Land at Higgins Brook, Longridge

## Your views



### We're Listening So Tell Us What You Think!

Before we finalise the planning application we want to know what you think.

There are a number of ways to have your say:

- Attend our public exhibition on Friday 24th March between 3pm and 7pm
- Complete the feedback form below to tell us your views
- Call us on our community information line 0844 556 3002 (Monday to Friday, 9.00am - 5.30pm)
- Email us at [longridge@barratthomes.co.uk](mailto:longridge@barratthomes.co.uk)
- Write to us at Land at Higgins Brook c/o Lexington Communications, First Floor, The Zenith Building, 26 Spring Gardens, Manchester M2 1AB

Remember you can also contact us online through our feedback channels by Thursday 30th April 2014 to ensure your comments are taken into consideration at the planning application.

### Feedback form

Please tell us what you think of the proposals, including what you like, dislike or how you think the plan could be improved.

Do you agree that there is a need for new homes in Longridge?

- Yes
- No
- Don't know

Do you agree that there is a need for affordable homes in Longridge, such as to help first time buyers and the elderly?

- Yes
- No
- Don't know

## Barratt Homes: Land at Higgins Brook, Longridge

Do you agree that Higgins Brook is the most suitable and sustainable site for residential development in Longridge?\*

- Yes  
 No

Are there any specific issues about the plans which concern you?\*

- Design  
 Highways  
 Accessibility  
 Ecology  
 Landscaping  
 No Concerns

Any additional comments or suggestions about the plans.

Name:

Address:

Telephone:

Email:

[Send Message](#)

The information you provide will only be used for the purpose of this consultation exercise. The data will be held securely in accordance with the Data Protection Act 1998 and subsequent revisions.

Barratt Homes



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One of the Nation's Largest Housebuilders

The Barratt Group has been creating communities where people aspire to live for more than 50 years. In that time, the company has grown to become one of the nation's largest housebuilders with more than 4,000 direct employees and 25 divisions throughout Britain.

The Company operates two strong national brands for house building: Barratt Homes and David Wilson Homes. In London, the company operates as Barratt London and in Kent and the South East, Ware Homes has a strong regional brand. The commercial property development business, Wilson Bowden Developments, is focused on retail, leisure, office, industrial and mixed-use schemes.

Award-winning New Homes

We aim to provide the highest standard of design, construction and customer service in the business, resulting in a host of major industry awards in recent years.

5 Stars, 5 Years in a Row

Barratt Developments has achieved the maximum 5 star housebuilder rating in an annual customer satisfaction survey, run by the Home Builders Federation (HBF) for the fifth year running – the only major national housebuilder to do so.

To find out more about Barratt Homes, please view our website

[www.barratthomes.co.uk](http://www.barratthomes.co.uk)



**BARRATT**  
HOMES  
*find the one*



## **Appendix 6.0**

### **Exhibition Roller Banners**



# Barratt Homes: Land at Higgins Brook, Longridge

1



## Higgins Brook Longridge

### Introduction & Welcome

Barratt Homes is submitting this public consultation document to present to you a proposal for a new housing development in Longridge. As a Barratt Homes, we intend to submit planning applications for the development to North Valley Borough Council, but before finalising the proposals we are keen to hear the views of local people.

The Site lies to the North of Longridge, between Cloughing Lane and the canal ground to the west, and between Farm buildings to the east. The Site has the potential to deliver in the region of 600 highly new homes, of which approximately 180 homes will be affordable, together with significant public open spaces and ecological enhancements.

The Site is strategically north of a range of local amenities, community facilities and Longridge town centre on foot, by bicycle, by car and by bus.

Two planning applications will be submitted in parallel. The first is an outline planning application, which seeks to establish the acceptability of the principle of development across the whole Site. The second is a full, detailed planning application for the first phase of the development, which it is possible it may be delivered in outline. This detailed application is for 100 dwellings on the western side of the Site.



Site Location

### The Need for New Homes

North Valley Borough Council is currently in the process of producing its Core Strategy, which will determine the scale and distribution of new homes across the Borough up to 2030. The emerging Core Strategy identifies Longridge as a Principal Settlement within the Borough and a location where the capacity for new housing development will be considerable. The reason for this is because Longridge is seen as a sustainable settlement, where people have good access to shops, services, education and employment opportunities.

While the Core Strategy is yet to be finalised, common indications are that Longridge will need to deliver at least 900 homes before 2030.



**BARRATT**  
HOUSING GROUP



**BARTON  
WILLMORE**



**e\*SCAPE**



**TG**



**RSK**



**Vectris**

2

## Higgins Brook Longridge

### Using the Local Context

**Local Context**


The proposals developed in this evidence have been influenced by the existing local context and its features.

Higgins Brook sits against the northern urban settlement edge of Longridge, immediately adjacent to the town's residential and surrounding economic neighbourhood.




The site borders the current settlement edge to the south. To the west it adjoins Clipping Lane and the Cragsy Park site, to the north and east it borders the water main easement.

The site is just under 400 metres from the town centre, less than a 5 minute walk. Facilities include Primary School, Church, Medical Centre, a variety of shops and other services as well as direct access to public transport in the form of a variety of local and regional bus services.

Longridge sits in a rural landscape of agricultural features, woodlands and watercourses. A number of existing green corridors link this surrounding rural landscape with the town. These corridors are part of the Green Infrastructure Network and are shown below, a number of which cross the site.



**Local Vernacular**


A vernacular study of Longridge's character and its unique sense of place, as well as that of Longridge has been undertaken to appreciate and understand why the settlements have evolved in the ways they have.

An analysis of local vernacular features undertaken assessing how the varied character of development in the town relate to each other, periods of history, what materials and detailing have been used in their construction, and how the streets, public realm and open spaces have been created and their relationship to the rest of the local built environment.


The contextual appreciation and vernacular study has been used to inform the proposals for the site from details of form, hierarchy of spaces and spaces, building heights and indeed the materials used in the exterior of the buildings.


**Site Constraints & Opportunities**


All identified here the existing topography, heritage, trees, watercourses and ponds have all influenced the proposals. Many of the hedgerows are to be retained and used to create a network of green corridors which cross the site and link the town and countryside together, forming wildlife corridors and local green spaces.





Two water courses have been identified, one, right with St Lawrence & St Peter's Church, runs along the site with St Wilfrid's Church site.














3

## Higgins Brook Longridge

### An Evolving Masterplan

**Creating the Structure**

Using the existing site features has led to the evolution of the masterplan. Working with the local community, an emphasis is being placed upon the creation of a structure in the form of a Temporary Masterplan to guide the work.

The location of key spaces and gateways, relating to existing landscape features or access points is clear. The retention of the hedgerows, ponds and watercourses and the incorporation of a network of connected green spaces creates a block which provides a high quality space for new residents and the existing community alike, as well as creating important habitat for local wildlife.

The importance and variety of Steves Lane and Puddingstone within the site, their connections back into Longridge and how they relate to the existing adjoining neighbourhoods and protected green spaces is also illustrated in the drawing.

The two views of the Church Lane and 200m can also be seen within the street diagram.

**Illustrative Masterplan**

Once the overall structure for the wider site is fixed a more detailed Illustrative Masterplan can be developed for the Outline Planning Application.

Homes are arranged to provide front gardens, Streets, Lanes and Open Spaces. Circles, Squares, Squares and Miles are positioned to create additional interest within the Public Realm and are surrounded and accessed with footways, street trees, new woodland, ponds, ponds and wetlands.

The existing and proposed wetland network are part of an integrated sustainable urban drainage system (SUDS) which drains the site whilst taking water in a series of ponds and swales, before slowly discharging water at low greenfield rates into the surrounding watercourses.

The main and only vehicular access is off Chipping Lane. A series of footpaths and cycleways run through the and around the site and connect into the existing neighbourhood of service points along Redwood Drive and Wilton Park Lane, ensuring the site is permeable and accessible from the existing northern neighbourhoods of the town.

This new neighbourhood is located in a natural location for sustainable growth. Higgins Brook is adjacent to some of the most recently developed neighbourhoods and lives with the natural features and contours of the site, making an urban extension which is part of the landscape in which it sits, grounded in its context.





**BARRATT**  
HOMES



**BARTON  
WILLMORE**




**e\*SCAPE**



**TG** Tilt Group



**RSK**



**VENTO**

4

Higgins Brook  
Longridge

Adding the Detail

Developing Phase 1

The proposals for the development aim to meet an ambitious residential development that will complement the surrounding area and offer a range of benefits for both existing and new residents, including the following:

- Up to 100 new high quality family homes
- A mix of 2, 3 & 4 bedroomed detached and semi-detached and main properties
- 10% of the proposed development will be affordable homes
- New family housing
- A new main road which has been designed to encourage green and encourage interaction between neighbours and attractive public spaces
- Provision of footpaths and cycleways links to integrate the site to its surroundings
- Attractive landscaping and tree green spaces which will be accessible to local community to enjoy
- Retention and enhancement of the existing historic including original red brick, stone and masonry work



Key Facts & Benefits

The development proposals presented to the local community today are the outcome of many months of careful planning and the consideration of various technical inputs, resulting in the following key benefits of the scheme:

- Preserving views out towards the Forest of Bowland AONB and the creation of vistas from within the site towards the prominent spire of St Wilfred's Church and the tower of St Paul's
- Creation of a large naturalistic area of open space
- Retention and enhancement of existing field boundaries for visual and ecological benefits and retention of the best quality trees
- Designing a sensitive, high quality visual gateway at the Chepping Lane/Inchkerrie Cliff boundary
- Exploiting key linkages along the southern boundary from the site to the town and local facilities
- Creating the main point of vehicular access from existing local residential streets

The benefits that housing development brings are universally accepted, this includes:

- **Direct Employment** - The construction work accounts for approximately 7.8% of all employment in the UK - the development will provide opportunities for employment for local people over a number of years
- **Indirect Employment** - Indirect jobs are created as a result of housing development and its contribution to the local economy
- **Economic Output** - the construction sector contributes 5.9% of gross economic output in the UK
- **Additional Capital Expenditure** - additional income and investment in the local economy
- **Additional Environmental Expenditure** - additional income and investment in the local economy
- **Affordable housing** provides an opportunity for young families and families to get on the housing ladder
- Delivering to sustainable locations reduces reliance on the private car, benefits reducing carbon emissions and the effects of a growing population on climate change and the wider environment

## **Appendix 7.0**

### **Exhibition photos**

Councillor preview session



Residents directly adjacent to the site preview session



## Barratt Homes: Land at Higgins Brook, Longridge

### Public exhibition



### Comments box



## Appendix 8.0 Feedback form



**Barratt Homes: Land at Higgins Brook, Longridge**



Before we finalise the planning application, Barratt Homes wants to listen to the community and consider the views of all residents as we prepare our plans. It's only right that you have a say in how your town is developed and we look forward to hearing your views!

**Please tell us what you think of the proposals, including what you like, dislike or how you think the plans could be improved.**

.....  
.....  
.....  
.....

**Do you agree that there is a need for new homes in Longridge?**

Yes                       No                       Don't know

**Do you agree that there is a need for affordable homes in Longridge, such as to help first time buyers and the elderly?**

Yes                       No                       Don't know

**Do you agree that Higgins Brook is the most suitable and sustainable site for residential development in Longridge?**

Yes                       No

[continues]

Are there any specific issues about the plans which concern you?

- Design
- Highways
- Accessibility
- Ecology
- Landscaping
- No concerns

Any additional comments or suggestions 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 .....

Email .....

Signature .....

Please place your completed comment form in the box provided or return to Barratt Homes Longridge c/o Lexington Communications, First Floor, The Zenith Building, 26 Spring Gardens, Manchester, M2 1AB. All completed forms should be sent back to the above address no later than

Thursday, 3<sup>rd</sup> April 2014. You can contact us on 0844 556 3002 or visit

[www.landathigginsbrook.co.uk](http://www.landathigginsbrook.co.uk)