



Persimmon Homes

LAND TO THE EAST OF SALESBURY VIEW, WILPSHIRE

Statement of Community Engagement (SCE)



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Statement of Community Engagement (SCE)

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1 INTRODUCTION

- 1.1.1. This Statement of Community Engagement (SCE) has been prepared by WSP on behalf of Persimmon Homes to support the full planning application for the development of 80 new homes on land of Salesbury View, Wilpshire.
- 1.1.2. In February 2022, Persimmon Homes submitted a planning application to Ribble Valley Borough Council (RVBC) for 99no. dwellings at the above site (application reference: 3/2022/0115). Following lengthy discussions with the Council, Persimmon Homes withdrew the application prior to its determination.
- 1.1.3. A subsequent amended application was submitted in July 2023, which incorporated the Council's feedback including reducing the number of dwellings to 84 and amending the layout (application reference: 3/2023/0614), unfortunately despite no consultees raising any objection to the proposal RVBC refused the application in September 2024 citing concerns about design, layout and landscape and visual impact.
- 1.1.4. Persimmon Homes appealed the Council's decision (appeal ref: APP/T2350/W/24/3352614) in September 2024, the Planning Inspector dismissed the decision but did note that the principle of development on the site was acceptable. The current application for 80 new homes directly responds to the Inspectors comments surrounding layout, design and landscape.
- 1.1.5. Both WSP and Persimmon Homes are committed to public consultation and believe that the quality of development is enhanced through working with the local community.
- 1.1.6. The comprehensive pre-application process undertaken by the applicant and the project team has taken account of relevant national and local policy and guidance. Prior to the submission of the current application, the applicant team met with the council to gain their feedback on the proposal. The Council raised no significant concerns about the current scheme.
- 1.1.7. Paragraph 41 of the National Planning Policy Framework (NPPF) states local authorities encourage any applicants who are not already required to do so by law to engage with the local community and where relevant, with statutory and non-statutory consultees, before submitting their applications.
- 1.1.8. Ribble Valley's Statement of Community Involvement (SCI), October 2021 was referenced when WSP prepared the strategy for consultation. The Council encourages applicants to consult with local communities ahead of the submission of a planning application.
- 1.1.9. The project team has fully taken into account both national and local guidelines on pre-application engagement before creating a bespoke strategy as detailed in this document.
- 1.1.10. WSP were appointed to advice and work with the team on the planning application, and this included stakeholder and community support.
- 1.1.11. A consultation strategy was delivered that focused on engaging with stakeholders and the local community. This included the distribution of a consultation letter and emails to key stakeholders.

2 BACKGROUND AND PROPOSALS

- 2.1.1. The application site is a greenfield area of land located to the East of Salesbury View of approximately 4.98 ha.
- 2.1.2. The site is located in close proximity to sustainable forms of transport including bus and rail services. A site location plan is included below:

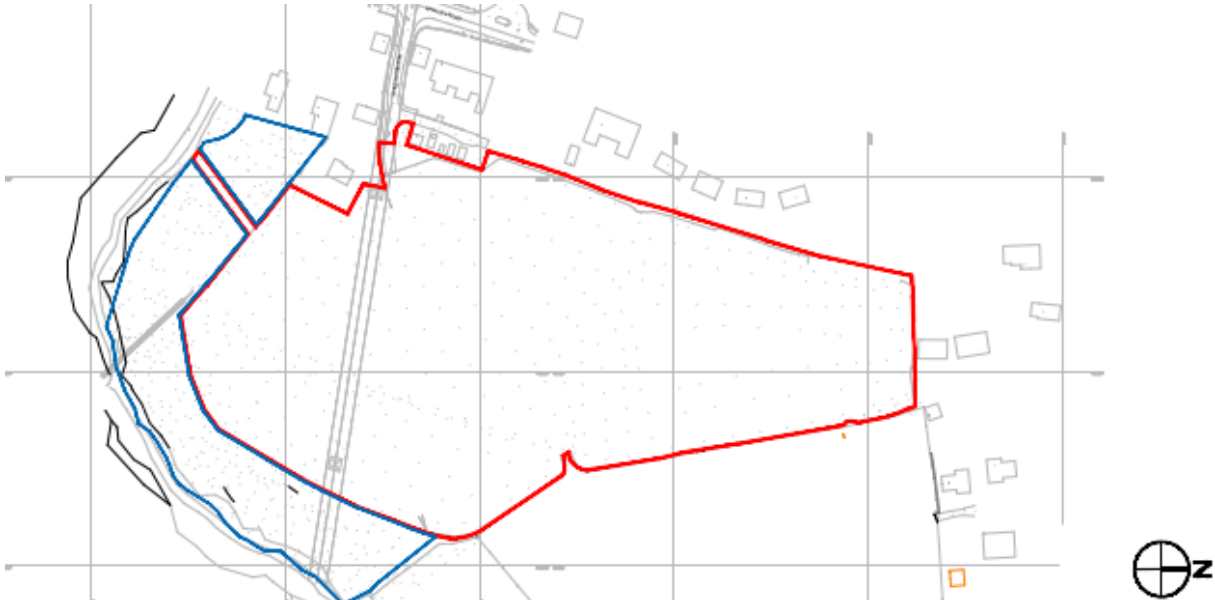


Figure 2 – 1 Site Location Plan (site outlined in red)

- 2.1.3. The site is allocated for a housing within Ribble Valley's Development Plan Document (DPD Policy HAL2: Land at Wilpshire). In the 2025 Report the proposal site at Salesbury View (site ref: HAL 2) the site is allocated for a minimum of 75 dwellings, which contribute to the council's 5 year supply.
- 2.1.4. The planning application seeks full planning application for the erection of 80no. Dwellings with new vehicular access, landscaping and other associated works on an allocated housing site off Salesbury View, Wilpshire.
- 2.1.5. The proposed development comprises a total of 6 2-bed houses, 38 3-bed houses, 37 4-bed houses and 3 5-bed houses. 25 dwellings on the site will be affordable homes which making up 30% of the overall development.
- 2.1.6. The proposed development is mostly 2-storey dwellings with some 2.5 storey split level houses to the northern section of the site.
- 2.1.7. The proposals will be complemented by new landscaping and a new access will be created to provide vehicle and pedestrian access to the site from Salesbury View, which is accessed off Whalley Road.

3 CONSULTATION ACTIVITY

- 3.1.1. Persimmon Homes undertook community and stakeholder in relation to the proposals in line with relevant guidelines.
- 3.1.2. The project team has engaged in the following ways:
- Pre-application discussions with the Council
 - Technical consultation with statutory stakeholders
 - Consultation emails to key local stakeholders
 - Consultation leaflets issued to 374 properties

Consultation emails to key stakeholders

- 3.1.3. Consultation emails were issued to a list of identified local stakeholders, listed below:
- Councillor Susan Bibby
 - Councillor Stuart Hirst
 - Ramsgrave Parish Council
 - Wilpshire Parish Council
- 3.1.4. The emails contained an attached letter with details of the proposed development, including a plan outlining key changes to the scheme. A copy of the stakeholder letter is included in Appendix A.
- 3.1.5. The only response to the stakeholder emails, was from Wilpshire Parish Council, who noted a meeting was held 6 August 2025 and it was felt by councillors that there was insufficient detail to make a substantive comment at this stage on the application.

Consultation leaflet to residents

- 3.1.6. To inform the wider community of the updated proposals, a consultation letter was issued to 374 residents and local businesses. The letter also provided details as to how the public can make comment on the proposals, as well as a plan outlining key changes to the scheme. A copy of the letter is included in Appendix B.

Consultation email address

- 3.1.7. A consultation email address was advertised on the letter as a means for people to provide comments directly to the project team.

4 FEEDBACK AND APPLICANTS' RESPONSE

4.1.1. During the consultation, seven comments were received by residents.

4.1.2. The table below lists the key themes that emerged, alongside a response from the project team.

Key themes	Applicant response
Lack of social and environmental benefits	The scheme will provide numerous social and environmental benefits, such as: • Contribute to housing need identified for Wilpshire and Ribble Valley; • Provision of much needed affordable housing; • Provision of housing for older people; • Investment in local infrastructure from agreed planning contributions; • Opportunities to create ecological habitats on a low value site and; • Provision of open space for use by future occupiers and neighbouring properties.
Noise	The comment notes that there is noise from the existing overhead electricity cable. No concerns have been raised by the council as LPA, Environmental Health or the Planning Inspector and it is considered that there is no significant harm to future occupiers of the development from the existing overhead electricity cables.
Impact on local infrastructure and services	The application will be subject to planning obligations which will ensure the development is acceptable in planning terms and supports local infrastructure. Persimmon Homes are committed to paying proportionate Planning Obligations. It should also be noted that in the Planning Committee Report for the previous application the LPA raised no concerns regarding the impact on local infrastructure provided that contributions were made as well as suitable planning conditions. The Planning Inspector also raised no objection to the impact on local infrastructure and services within their decision. There will also be an increase in council tax arising from the scheme which will support some local infrastructure.
No provision of play area	The proposal has also sought to utilise areas of open space to provide high quality recreational use for all, encouraging residents to take advantage of outdoor space. This includes a play space located

	to the southern end of the site which is open to future occupiers and existing residents alike.
Flooding and drainage	The proposal is located in a low-risk flood zone. Previously the Lead Local Flood Authority had no objections conditions being attached to any grant of approval. The submitted Flood Risk Assessment (FRA) concludes that development of the site will not increase the flood risk to any other property. Likewise, Construction of the proposed development will not increase flood risk on or off the site. Drainage design is also submitted in support the application and it is considered that subject to suitably worded conditions the proposal would be acceptable in relation to flooding and drainage. Given that the Council previously did not refuse the application on flooding grounds, this was not assessed by the Inspector.
Environment and biodiversity	On site mitigation is included in the Masterplan, which seeks to maximise the ecological value of the site. The applicant is committed to providing a 10% net gain in biodiversity and is exploring options for the enhancement of off-site habitats to compensate for the loss of units associated with the proposed development, where this is not feasible or practicable the application would seek to agree a biodiversity payment for the loss of habitat units associated with the site with a habitat bank or other similar provider. An Arboricultural Method Statement (AMS) and Tree Protection Plan have been submitted to ensure that retained trees are protected during the construction process. The protection measures for these trees can be secured via planning condition, which Persimmon Homes would willingly accept. A comment notes that the application should show the number of additional trees that will be planted; this information will be provided at the submission stage. The submitted Preliminary Ecological Assessment concludes that the site will provide an opportunity to secure ecological enhancement for fauna typically associated with residential areas such as breeding birds and roosting bats It goes on to state that the ecological assessment has demonstrated that a residential development at the site is feasible and acceptable in accordance with ecological considerations and the National Planning Policy Framework. Therefore, having regard for the above subject to suitably worded conditions the proposal would provide an ecological enhancement for the site. Given that the Council previously did not refuse the application on wildlife and biodiversity grounds, this was not assessed by the Inspector. There were no objections raised from the ecology officer during the previous application.
Five year housing land supply	The Council's five year housing land supply is partially made up of allocated sites, given the proposed site is allocated for residential development the site contributes to the Council's overall housing land supply.

Proposed site access	Within the previous planning application, LCC Highways confirmed that the proposal is acceptable in principle subject to appropriate contributions and conditions. The site access is the same as the previous application. Therefore, we expect that the site access will be acceptable subject to appropriate conditions and mitigation. The submitted Transport Assessment (TA), Swept Path Analysis and Travel Plan conclude that the development is acceptable in Highways.
Density	The placement of dwellings and their density has been carefully considered in relation to the existing urban grain with lower density on the outside of the site in the south and north and to mid-density being placed to the west of the site. This is in line with feedback from the council which stated that higher density housing should be kept to the internal part of the site. However, it should be noted that the Inspector deemed the scale and density across the site to be acceptable.
Footpaths	The proposed access will be designed to meet typical residential standards with a 5.5m wide and a 2.0m wide footway along both sides of carriageway. There are well surfaced and street-lit footways along the A666 which provide a continuous link to the local facilities located between Wilpshire and Roe Lee. In order to further assist pedestrians, LCC have requested that a signalised pedestrian crossing is provided on the A666 in the vicinity of Salesbury View. LCC Highways also require off-site highway improvements, including the installation of tactile paving on both sides of the footway at the junction to the right of the access serving the parking facilities for the dwellings fronting Whalley Road, as well as on both sides of the footway at the access to Salesbury View In addition, FP25 which runs along the eastern boundary of the site will be retained and provide pedestrian access between the application site and Hollowhead Avenue to the north.
Traffic	The submitted Transport Assessment confirms that the impact of the traffic arising from the scheme has been tested in detail at the following local junctions:- - Salesbury View / A666 / Showley Brook Close priority staggered crossroads; - A666/Parsonage Road / Ramsgreave Road signalised crossroads; and - A666 / Ribchester Road / Hollowhead Road staggered signalised crossroads.

	The assessments show that the junctions have sufficient capacity to accommodate the full proposed development. Within the previous planning application, LCC Highways confirmed that the proposal is acceptable in principle subject to appropriate contributions and conditions.
Parking	The parking provided at the site aligns with the Council's parking standards.

- 4.1.4. A comment was received noting that their neighbours had not received letters. Whilst the properties were in the original catchment area and a consultation letter should have been received, an additional letter was issued to both properties.
- 4.1.5. The comments also note that people do have objections to the proposal. The applicant appreciates that objections have been received from residents, the comment within the consultation letter was only in relation to consultees not raising any objections.

5 CONCLUSION

- 5.1.1. The engagement programme undertaken has met the requirements of the national planning policies and the general principles set out in Ribble Valley's Statement of Community Involvement (SCI).
- 5.1.2. To engage on the scheme, the development team delivered a pre-application engagement programme, which included engagement with identified local stakeholders, the local community and statutory consultees.
- 5.1.3. The main objective of the public consultation was to provide key stakeholders and residents with information on the proposals and provide an easy and convenient methods to provide feedback.
- 5.1.4. During the pre-application process, consultation leaflets were issued to 374 local properties and 7 responses were received.
- 5.1.1. Feedback provided has been considered and through the development proposals, mitigation measures will be incorporated into the scheme to address some of the feedback comments.

Appendix A

LETTER TO STAKEHOLDERS





Our Ref: UK0042238.5433

24 July 2025

BY EMAIL ONLY

Dear

**PROPOSED HOUSING DEVELOPMENT – RESUBMISSION OF PLANNING APPLICATION
LAND OFF SALESBURY VIEW, WILPSHIRE**

WSP are providing planning advisory services to Persimmon Homes on a new planning application for residential development at the above site. We are writing on behalf of Persimmon Homes to inform you of the proposals and to offer you the opportunity to provide your feedback ahead of the submission of the planning application.

ABOUT PERSIMMON

Persimmon have invested significantly in both build quality and customer service over recent years. Last year Persimmon achieved HBF 5-star status for the first time, something that they have retained this year. 5-star status is only awarded to those housebuilders where over 90% of customers would recommend them to friends and family.

The average selling price in 2024 was over 20% lower than the UK national average, widening the opportunity for home ownership to thousands of families and young people. Around 50% of Persimmon's private sales over the last two years have been to first-time buyers. In 2022 they also transferred over 2,600 homes to housing associations with a value of over £400 million.

BACKGROUND AND PROPOSALS

You may be aware that in February 2022, Persimmon Homes submitted a planning application to Ribble Valley Borough Council (RVBC) for 99no. dwellings at the above site (application reference: 3/2022/0115). Following lengthy discussions with the Council, Persimmon Homes withdrew the application prior to its determination.

A subsequent amended application was submitted in July 2023, which incorporated the Council's feedback including reducing the number of dwellings to 84 and amending the layout (application reference: 3/2023/0614), unfortunately despite no consultees raising any objection to the proposal RVBC refused the application in September 2024 citing concerns about design, layout and landscape and visual impact.

Persimmon Homes appealed the Council's decision (appeal ref: APP/T2350/W/24/3352614) in September 2024, the Planning Inspector dismissed the decision outlining the following concerns:

- The impact of overbearing retaining structures
- Concerns about landscape buffer not being effective in mitigating landscape and visual impact

- The impact of extensive earthworks required to re-profile the land
- Concerns regarding layout of western part of the site

Whilst the appeal was dismissed, the Inspector noted in their decision that the principle of residential development on this site was acceptable including the proposed scale and density of the development. The inspector also noted that split level dwellings were acceptable in this location. They also agreed that there would be no harm to the adjacent Green Belt.

Following the appeal decision Persimmon Homes have undertaken pre-application discussions with RVBC who raise no significant concerns about the proposal. The amended proposal directly responds to the points raised in the Inspectors decision and now provides 80 dwellings. Whilst not mentioned by the Inspector, the proposals are also looking to amend the layout of the northern end of the site to provide a more organic layout which addresses RVBC's comments regarding this section.

The proposed scheme represents sustainable development with economic, environmental and social benefits for the local area, and will contribute positively to meeting local housing needs on an allocated residential site. It should also be noted that RVBC's 5 Year Housing Land Supply Report 2025 has allocated the proposed site for a minimum of 75 dwellings.

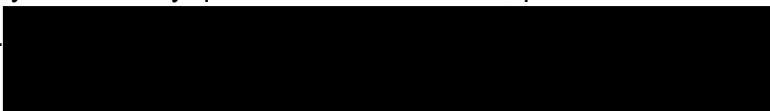
The detailed design of the scheme is still being progressed, and we would welcome your comments/feedback at this time.

PUBLIC CONSULTATION

We will shortly be contacting local residents to provide them with an update on the amended scheme ahead of the submission of the new application. A copy of this correspondence will be passed to you also.

Should you have any queries in the meantime, please don't hesitate to get in touch:

Email -



Yours faithfully



Roisin McFeely
Principal Planner- Planning Consultancy



Total 80 units

Northern area
- Amended to more organic road and block structure

Western area
- Plots revised in this area
- Increased buffer
- Circa 10m to boundary
Turning head arrangement and access revised to mitigate retaining structures in this location

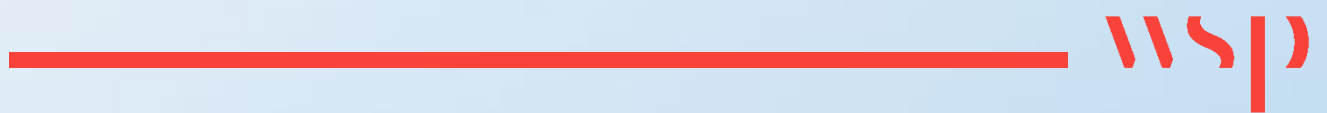
Eastern edge
- Landscape buffer increased circa 14m
- Landscape slope rather than retaining structure
Plots revised in this location

Southern area
- Plots amended in this area
- Semi-detached 2.5 storey suggested



Appendix B

CONSULTATION LEAFLET





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24 July 2025

Dear Sir/Madam,

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The proposed scheme represents sustainable development with economic, environmental and social benefits for the local area, and will contribute positively to meeting local housing needs on an allocated residential site. It should also be noted that RVBC's 5 Year Housing Land Supply Report 2025 has allocated the proposed site for a minimum of 75 dwellings.

The detailed design of the scheme is still being progressed, and we would welcome your comments/feedback at this time.

PUBLIC CONSULTATION

We are currently seeking feedback or comments on the proposal ahead of the submission of the application. Key changes to the proposal described above are also outlined in the plan included in this letter.

Please provide your feedback via email at [REDACTED]

Your feedback is welcomed and will be incorporated into the proposals where possible before they are finalised.

Should you have any queries in the meantime, please don't hesitate to get in touch.

Yours faithfully



Roisin McFeely
Principal Planner- Planning Consultancy



Total 80 units

Northern area
- Amended to more organic road and block structure

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- Plots revised in this area
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