APPENDIX 2



Statement of Community Involvement

Submitted as part of the Outline Planning Application for

Land to the east of Clitheroe Road (Lawsonsteads Farm), Whalley

COMMERCIAL ESTATES GROUP

Land east of Clitheroe Road (Lawsonsteads), Whalley

Statement of Community Involvement

February 2011

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Statement of Community Involvement

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1. Introduction

1.1. This Statement of Community Involvement (SCI) is submitted on behalf of Commercial Estates Group (CEG). It relates to proposals for new residential led development on land east of Clitheroe Road (otherwise known as 'Lawsonsteads'), Whalley in the Ribble Valley.

1.2. This Statement outlines the applicant's approach to pre-application consultation and identifies who has been consulted, a summary of the responses received and how the applicant has addressed the main points and issues raised in preparing proposals for the site.

1.3. It is to be read alongside the Design and Access Statement which provides further detail on how the process of community engagement has influenced the design rationale.

1.4. The consultation exercise undertaken by the applicant is compliant with the requirements of PPS1: Delivering Sustainable Development (2005) and Ribble Valley Borough Council's own SCI (2007 and 2010 Review) and is intended to supplement the formal process that the Council will undertake further to submission of the application.

1.5. The following sections of this Statement detail the extent of consultation and community engagement undertaken, having regard to the planning policy context; consultation findings; implementation; and, rationale for the proposed scheme.

2. Policy Context

2.1. Government policy and guidance encourages community engagement with the planning system, both in the context of developing local plans and informing specific development proposals.

2.2. This section provides a brief overview of key policy and guidance and how this has informed the approach to pre-application community engagement for the purpose of developing proposals for the application site.

PPS1: Delivering Sustainable Development (January 2005)

2.3. PPS1 sets out the overarching policies on the delivery of sustainable development through the planning system and sets sustainable development as "*the core principle underpinning planning*" (paragraph 3).

2.4. Paragraph 5 states that planning should facilitate sustainable development by:

- *"making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life;*
- *contributing to sustainable economic development;*
- *protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities;*
- *ensuring high quality development through good and inclusive design, and the efficient use of resources; and,*
- *ensuring that development supports existing communities and contributes to the creation of safe, sustainable, livable and mixed communities with good access to jobs and key services for all members of the community".*

2.5. Against this context, Paragraph 12 highlights the importance of pre-application discussions between local planning authorities and developers, to ensure a better mutual understanding of objectives and the constraints that exist. It states:

> *"In the course of such discussions proposals can be adapted to ensure that they better reflect community aspirations and that applications are complete and address all relevant issues. Local planning authorities and applicants should take a positive attitude towards early engagement in pre-application discussions so that formal applications can be dealt with in a more certain and speedy manner and the quality of the decisions can be better assured".*

2.6. With regard to the process of community involvement, Paragraph 40 acknowledges that this is *'vitally important to planning and the achievement of sustainable development'*. Paragraphs 41 to 44 detail how local planning authorities should engage with key stakeholders and local communities in drawing up plans and proposals.

2.7. The Government has prepared a supplementary paper "Community Involvement in Planning: The Government's Objectives" (ODPM 2004) which sets out in more detail the Government's intended approach to community involvement. Further details on this paper are set out below.

Community Involvement in Planning: The Government's Objectives (ODPM, 2004)

2.8. This paper was published alongside an earlier draft of PPS1 prior to its adoption. However, whilst the wording of PPS1 was subsequently updated, the overall aims and objectives of the approach set out and accompanying paper, remain. The adopted PPS1 continues to cross refer to the accompanying guidance note.

2.9. Paragraph 1.4 sets out the case for community involvement in planning:

> *"The views of local people have always been an integral part of the planning process and the case for the community's voice to be heard is clear:*
>
> - *Involvement leads to outcomes that better reflect the views and aspirations and meet the needs of the wider community in all its diversity;*
> - *Public involvement is valuable as a key element of a vibrant, open and participatory democracy;*
> - *Involvement improves the quality and efficiency of decisions by drawing on local knowledge and minimising unnecessary and costly conflict;*
> - *Involvement educates all participants about the needs of communities, the business sector and how local government works; and*
> - *Involvement helps promote social cohesion by making real connections with communities and offering them a tangible stake in decision making".*

2.10. Whilst there are clearly benefits in undertaking community involvement, Paragraph 1.6 identifies that 'effective community involvement is a challenge to all parties'. It states:

> *"It would be unrealistic to think that all sections of the community will be completely satisfied by all plans and planning decisions all of the time".*

2.11. Paragraph 2.10 highlights that, within any area, the 'community' is likely to be made up of many different interest groups which will come together for a variety of reasons. It states:

> *"Effective involvement cannot happen without a good understanding of the make up, needs and interests of all those different groups and their capacity to engage. An inclusive approach is needed to ensure that different groups have the opportunity to participate and are not disadvantaged in the process".*

Local growth: realising every place's potential (White Paper, October 2010)

2.12. The new Coalition Government has recently published a white paper which outlines a new approach to growth, shifting power away from central government to local communities. In particular, it outlines proposals to enable places to tailor their approach to local circumstances and provides incentives for those places that support new growth and development.

2.13. The premise of the white paper is two fold; the need to restore stability to public finances whilst also creating the right conditions that will assist businesses and help the economy to grow.

2.14. It identifies that local authorities have a critical role in supporting the economy of their area and have a wide array of mechanisms for doing so. Box 2.A identifies a number of key roles, including:

- supporting growth and development through ensuring a responsive supply of land that supports business growth and increases housing supply;
- supporting local infrastructure – transport investment, in particular is a key enabler of growth; and
- providing high quality services, such as schools and transport.

2.15. Box 3.B reaffirms the role of housing in driving growth as it can play a key role in supporting an efficient labour market, which is critical to economic growth.

2.16. With regard to planning, the Government outlines intentions to 'pass power to communities' and restore confidence in the planning system. In particular, Paragraph 3.4 states:

> *"We also need to ensure that local communities which opt for growth are able to reap the benefits from doing so, changing the culture of planning so that the default position is in favour of development. Neighbourhoods will welcome growth because they will be sharing in the gains it produces, and because they will be able to shape how economic development looks and where it happens, subject to the requirements of national policy".*

2.17. The paper encourages collaboration between local authorities, public and private bodies and for developers to consult with others and engage with the local community before submitting planning applications.

Ribble Valley Borough Council: Statement of Community Involvement (SCI) (2007)

2.18. The Council's adopted SCI sets out how local people, organisations and key stakeholders will be involved in the planning process with regard to both the preparation of development plans and development proposals.

2.19. Section 4.2 identifies how developers can consult with the community, with reference to a number of techniques which encourage engagement in the planning process, including:

- Undertaking pre-application discussions with development control officers;
- Making detailed proposals available for public view;
- Circulating a leaflet outlining the proposals to local residents;
- Arranging meetings with groups in the community (e.g. the local Parish Council, Ward Councillors, interested parties and local residents); and
- Keeping a record of all consultation undertaken, including correspondence, public notices, a record of persons attending exhibitions and meetings.

2.20. Section 4.3 outlines the Council's consultation process which they will undertake upon receipt of planning applications and includes reference to neighbour notification; informing statutory consultees and other interested groups; the publication of press articles in local papers and use of site notices.

Ribble Valley Borough Council: Revised Statement of Community Involvement (SCI) (2010 Review)

2.21. The Council formally adopted its revised SCI on 1 December 2010.

2.22. The main changes (caused by publication of the Town and Country Planning (Local Development) (England) (Amendment) Regulations of 2008 and 2009 are:

- Removal of the preferred options stage for Development Plan Documents (DPDs) and the introduction of a more flexible participation process;
- The removal of the requirement of the SCI to be subject to independent examination; and
- The removal of the requirement for Supplementary Planning Documents (SPDs) to be subject to sustainability appraisals.

2.23. These changes do not alter the approach to community consultation set out with regard to specific planning applications and therefore the information contained within the 2007 SCI.

Summary

2.24. Community participation is a key objective of Government policy and its importance is reaffirmed through the Council's own SCI.

2.25. The following sections of this Statement provide details of the scope of consultation and community engagement undertaken prior to submission of the application and in accordance with the Government's requirements for pre-application community involvement on major planning applications.

3. Approach to Community Consultation

Background

3.1. CEG, the applicant, is committed to engaging with the community in developing proposals for the site. CEG realises the value this can add to a development and the overall planning process and has a long history and track record of working with key stakeholders and local residents on this basis.

3.2. With regard to this application, CEG has worked closely with Beattie Communications Ltd, Curtin & Co and Indigo to develop a consultation strategy that is policy compliant and based on clear objectives, the details of which are set out below.

Consultation objectives

3.3. Prior to engaging with stakeholders and the local community, the applicant devised a series of pre-application consultation objectives in order to inform the approach taken and scope of interested groups/individuals involved.

3.4. The objectives set are as follows:

- To understand the community's views on the development of the site;
- To allow adequate opportunity for the community to consider, understand and comment on the nature of the proposed scheme;
- To promote understanding of the proposals for the site;
- To allow the early resolution and solutions to any issues or concerns raised;
- To take on board or have regard to the comments provided during the consultation process in masterplanning the site; and
- To ensure the community and key stakeholders are kept informed of progress of proposals for the site.

Consultation strategy

3.5. Throughout the pre-application consultation process, the applicant has sought to actively engage with a variety of stakeholders and the local community and, where possible, respond positively to the comments and consultation responses received.

3.6. To date, the consultation process has involved:

- Meetings with officers from both Ribble Valley Borough Council and Lancashire County Council;
- Meetings with statutory consultees, including the Environment Agency and United Utilities;
- Meetings with political representatives from both Ribble Valley Borough Council (including the local Ward Councillors Joyce Holgate and Terry Hill), Lancashire County Council and Nigel Evans MP;
- Meetings with representatives from Whalley Parish Council;

- Undertaking a Public Exhibition (held on two separate dates);
- Creation of an interactive website (www.lawsonsteads.com); and
- Preparation of a newsletter providing feedback on the exhibition and timescale for submission and determination of the planning application.

3.7. Further details of this approach are set out below.

Pre-application consultation

Pre-application discussions with Ribble Valley Borough Council (RVBC)

3.8. The applicant has undertaken two formal pre-application meetings with Council officers, prior to submission of the application.

3.9. The first was held on 16 September 2010 and the purpose of this was to discuss proposals for development of the application site in the context of planning policy, and agree the approach to an application including the extent of supporting information requirements, scope of consultation and overall timescales.

3.10. This meeting was attended by representatives of the Council with regard to both planning policy and development control matters, and a representative from Lancashire County Council (LCC) (Highways).

3.11. The Council subsequently provided a letter to the applicant confirming the extent of discussion that had taken place and identifying how certain planning issues ought to be addressed through the submission (dated 28 September 2010).

3.12. A further pre-application meeting took place on 13 December 2010 and the purpose of this meeting was to discuss the progress of the application, with particular regard to feedback from the public exhibition event and how the issues raised were being addressed.

3.13. It is worth noting that the applicant had previously also met with the Council in March 2010, prior to developing proposals for the site. The purpose of this meeting was not site specific, rather, it was to discuss wider strategy issues in the Ribble Valley and opportunities in Whalley to accommodate future development. The site was referred to and CEG introduced in this regard.

Pre-application Member Briefing to RVBC Planning Committee

3.14. In advance of submission of the application, the applicant requested that they undertook a formal presentation to Members of the Planning Committee, to provide an opportunity for the Council's decision-making body to learn more about the scheme, the rationale behind the proposals and ask questions of the applicant, on a non-prejudice basis and outside the formal decision-making process.

3.15. The presentation took place on 9 February 2011 and was attended by both officers, Members, and representatives of Whalley Parish Council and Wiswell Parish Council.

Pre-application discussions with Lancashire County Council (LCC)

3.16. One of the issues arising from the meeting with Ribble Valley Borough Council was education provision and how the projected education needs of the development might be met. On the basis that LCC is responsible for providing education provision, in addition to transport and waste services, the applicant undertook a separate meeting with education officers at LCC (4 October 2010) to discuss how the proposal might mitigate its impact on education provision, in particular, the provision of primary school places.

3.17. The Council's S106 Obligations officer also attended the meeting and was able to provide advice on the scope of S106 obligations that would be sought by LCC as part of the development.

3.18. The outcome of this meeting led to the applicant incorporating provision of a site for a new primary school within the development.

3.19. Since then, the applicant has maintained an open dialogue with education officers in seeking to progress this proposal. In particular, the applicant sought a follow-on joint meeting with officers at RVBC and this took place on 26 November 2010. Whilst the applicant was not present at the meeting, discussions are ongoing between all parties to progress matters and a further meeting has been scheduled for 16 February 2011.

Meetings with Statutory Consultees

3.20. In addition to meetings with RVBC and LCC, the applicant has also met with representatives from the Environment Agency and service providers (including United Utilities) to discuss the development proposals. Their feedback has fed into the masterplanning of the site and overall design rationale, in particular, with regard to the strategy for surface water drainage; landscape/ecology; and, the need to reserve an easement through the site associated with the Haweswater Aqueduct which crosses the site east to west.

Meetings with Interested Parties

3.21. Aside from ongoing discussions with RVBC, LCC and statutory consultees, the applicant has also met with the local Ward Councillors; representatives from Whalley Parish Council; Nigel Evans MP; and Susie Charles (Education Portfolio Holder at LCC).

3.22. The main issues arising from these discussions can be summarised as follows:

- Questions about why development is being proposed in Whalley rather than elsewhere in the Ribble Valley;
- Development impacts on traffic and parking in the village;
- The impacts on drainage, in particular, surface water run-off from the site and risk of flooding in the village;
- Loss of greenfield land and views across the site;
- Impact on local schools and how the education needs of the development will be met;
- The cumulative effects of the development with other recent proposals in and around Whalley (i.e. the Co-operative Estates application Ref: 3/2010/0820); and
- Why an application was being prepared now rather than waiting for the LDF to progress.

3.23. The feedback received informed the approach to the public consultation event both in terms of its format and preparation of exhibition material. The event was held on two separate dates in different venues, including a stakeholder preview for Ward, Parish, County and other Borough Councillors. The exhibition boards identified that the applicant has been engaging with different stakeholders and listening to the issues raised, and set out how the issues were being taken into account.

3.24. Importantly, the applicant has kept an open dialogue with all parties further to the initial meetings and discussions, to keep them updated as to the progress of the proposals and consultation event.

3.25. A full schedule of formal pre-application meetings to have taken place is provided at

Appendix 1.

Pubic Consultation Event

3.26. Further to consultation with key stakeholders, the applicant has undertaken a public exhibition to seek the views of local residents and the wider community on proposals for the site. Photographs taken at the exhibition are provided at **Appendix 2**.

3.27. A flyer promoting the exhibition (held over two separate dates) was distributed throughout Whalley on 1 November 2010 (a copy is provided at **Appendix 3**). Approximately 1,000 flyers were distributed throughout the village. Every effort was made to deliver the flyer to every house on the following roads:

Clitheroe Road, Springfield Close, Maple Close, Wiswell Lane, Hayhurst Road, Limefield Avenue, Riddings Lane, Station Road, Brookes Lane, Abbey Road, Abbey Fields, Abbots Croft, Woodlands Park, King Street, George Street, Manor Fields, Accrington Road, Sydney Avenue, The Cloisters, Queen Street, Woodfield View, Calder Vale, Waters Edge, The Grove, Hayhurst Close, Viehiers Close, Chapel Close, Green Park, Church Lane, Princess Street, Manor Road, Woodlands Drive, The Arches, Cottam Close, The Sands, The Sidings.

3.28. The flyer was also placed in the following venues on this date:

Whalley Conservative Club, Whalley Police Station, Whalley Library, Springwood Children's Centre, Whalley Post Office, Family Dental Practice, Ellison & Griffiths Dental Practice, Whalley News, Spar, Parish Church of St Mary and All Saints, De Lacy Arms, The Dog Inn, Toby Jug Tea Shop, Regent House Take-away, The Friary, Whalley Medical Centre, Whalley Arms, Whalley Masonic Union Club, Monet Hair Design, The Swan Hotel, Village Notice Board (outside newsagent).

3.29. A further batch of flyers were sent to Ward Councillors, Joyce Holgate and Terry Hill and Whalley Parish Council, for distribution around the village.

3.30. A letter was issued to all stakeholders informing them about the exhibition and inviting them to a private preview event, prior to the exhibition opening to the public. A copy of this letter is provided at **Appendix 4**.

3.31. A press release promoting the exhibitions was issued in the Clitheroe Advertiser & Times, Lancashire Telegraph, Lancashire Evening Post and Burnley Express on 1 November 2010 (a copy of the press articles is provided at **Appendix 5**).

3.32. A two day event was held at the following venues:

- Monday 15 November 2010 - Whalley Abbey Conference Centre, 4pm – 8pm
- Saturday 20 November 2010 - Whalley Methodist Church Hall, 10am – 1pm

3.33. A copy of the exhibition boards presented at the event is provided at **Appendix 6**.

3.34. A total of 4 stakeholders attended the private preview event, followed by 122 residents who attended the exhibition on Monday 15 November. 187 residents attended the exhibition on Saturday 20 November although some of these had also attended the previous exhibition.

3.35. A comment form was available for visitors to complete (a copy is provided at **Appendix 7**) with a closing date of 6 December 2010, enabling sufficient time (2-3 weeks) for attendees to provide comments. Attendees were able to complete the form at the event or return it by post at a later date.

3.36. A website displaying the exhibition content and featuring an email version of the questionnaire was launched on 16 November 2010 (www.lawsonsteads.com).

3.37. A summary of consultation responses and how the applicant has responded to the issues raised is set out below.

Exhibition feedback

3.38. A total of 186 valid responses have been received both via the questionnaires provided at the event and online.

3.39. Overall, the key issues raised can be summarised as follows:

- Highways – Concern about a lack of parking in the village, how the local roads will handle development traffic and whether access to the site can be taken from the A671;
- Drainage – Concern about the impacts of surface water run-off from the site and whether development will increase the risk of flooding in King Street;
- Housing – Concern about the need for new housing in Whalley and the scale of the proposed development - the proposal is for too many houses;
- Affordable housing – There is not enough affordable housing in Whalley and new people moving into the area struggle to get onto the property ladder. Therefore, not enough affordable homes are being provided;
- Education – Concern about existing pressure on school places and whether the proposed new school will be delivered;
- Landscape – Concern about the loss of the greenfield site, changes to the landscape and impacts on trees;
- A general concern that development will mean Whalley is no longer a village and loss of sense of community.

3.40. **Appendix 8** provides a detailed analysis of the responses received from completed questionnaires. This includes both a data and comment analysis.

3.41. Specifically, the key points to note are:

- Of the 186 responses received, 81% of respondents are against any new housing in Whalley;
- When asked whether the application site was suitable for some new housing, 88% of respondents are against any new development. The primary reasons cited include concerns over use of greenfield land; traffic/parking concerns; flooding/drainage concerns; and, loss of village status/character;
- However, when asked whether there is a problem with housing affordability in Whalley, 37% recognised that there is;
- With regard to the draft masterplan presented at the exhibition, respondents were asked to comment on the proposed scheme and make any additional comments, concerns or put forward suggested ways in which the plans could be improved. 37% of respondents supported the provision of a new primary school whilst other comments reiterated concerns raised about the principle of development and infrastructure provision.

3.42. Further information on how these comments have been taken into consideration in finalising the development proposal is set out in **Section 4**.

Newsletter update

3.43. Further to the public consultation event and consideration of the responses received, the applicant prepared a newsletter which provided a summary of the issues raised as part of the consultation exercise and set out where changes had been incorporated into the masterplan.

3.44. The newsletter was issued to all of the stakeholders and every household in Whalley (a copy is provided at **Appendix 9**). This was distributed in the same way that the public exhibition was published, with distribution throughout Whalley on 16 December 2010. Every effort was made to deliver the flyer to every house on the following roads:

Clitheroe Road, Springfield Close, Maple Close, Wiswell Lane, Hayhurst Road, Limefield Avenue, Riddings Lane, Station Road, Brookes Lane, Abbey Road, Abbey Fields, Abbots Croft, Woodlands Park, King Street, George Street, Manor Fields, Accrington Road, Sydney Avenue, The Cloisters, Queen Street, Woodfield View, Calder Vale, Waters Edge, The Grove, Hayhurst Close, Viehiers Close, Chapel Close, Green Park, Church Lane, Princess Street, Manor Road, Woodlands Drive, The Arches, Cottam Close, The Sands, The Sidings.

3.45. The newsletter was also made available to download on the Lawsonsteads website (www.lawsonsteads.com) from 21 January 2011.

Other

3.46. Aside from implementation of the pre-application consultation strategy outlined above, the applicant has also considered setting up a liaison group forum as a further tool to keep local residents updated. This would comprise representatives from the local community including a small number of local residents; a Parish Councillor; a Ward Councillor and any other interested party/group.

3.47. This concept was discussed at the initial pre-application meetings with the Council, Ward Councillor's and Parish Council. However, none of these parties expressed a firm interest in the approach and were sceptical of its benefits and therefore, whilst the applicant remains willing to set up such a forum in the future, this approach has not been implemented to date.

3.48. The applicant has also sought to engage with the local Whalley action group 'Save Whalley Village' that has recently formed. They have raised an objection to the principle of any further development in Whalley, including on the application site.

3.49. Whilst representatives of the action group have attended the exhibitions and sought additional support from local residents for their campaign at the event, they have not sought to directly engage with the applicant to discuss their concerns.

Summary

3.50. It is evident that the pre-application consultation strategy undertaken fully accords with the requirements of PPS1, accompanying guidance and the Government's latest white paper outlining proposals for further community engagement and localism in the planning process.

3.51. The applicant has provided a series of pre-application consultation opportunities for key stakeholders and local residents to engage in the planning process and inform proposals for the site.

3.52. The following section sets out how the feedback received has influenced the application proposals.

4. Implementation of Consultation Findings

Background

4.1. Section 3 identified the scope of issues raised by stakeholders including RVBC, LCC, the MP, local Ward Councillors, the Parish Council and local residents. This section sets out how these issues have been addressed in finalising proposals for the site.

4.2. Before setting out the details of the proposal, it is worth noting the strength of feeling amongst those residents and stakeholders attending the exhibition, against the principle of any development on the site or indeed anywhere else in Whalley.

4.3. However, this should be seen in the context that the views of those attending the exhibition may not be necessarily reflective of the wider community and Ribble Valley as a whole and there is clearly a mismatch between the views of the community and technical planning requirements.

4.4. The exhibition event was advertised in the local press and welcomed interest from across the Borough. However, the feedback received is only representative of this particular settlement and not the wider area. This was highlighted with particular regard to the issue of affordable housing where local residents generally do not consider there to be a need for affordable homes in this area. This is contrary to the Council's own evidence base and the technical case put forward in the Planning Statement.

4.5. The role of local community engagement is clearly important in planning for future growth and development but it must be considered in the context of planning policy.

4.6. It is against this wider context that the scheme proposals have been re-evaluated, prior to submission of the application.

Summary of Issues

4.7. To recap, the main issues arising from the consultation can be summarised as follows:

- Questions about why development is being proposed in Whalley rather than elsewhere in the Ribble Valley;
- Development impacts on traffic and parking in the village;
- The impacts on drainage, in particular, surface water run-off from the site and risk of flooding in the village;
- Impact on local schools and how the education needs of the development will be met;
- Loss of greenfield land and views across the site;
- The cumulative effects of the development with other recent proposals in and around Whalley (i.e. the Co-operative Estates application Ref: 3/2010/0820); and
- Why an application was being prepared now rather than waiting for the LDF to progress.

Applicant's Response to Issues

Housing

4.8. There is clearly concern amongst local residents that the proposal for up to 300 new homes on the site is too many.

4.9. As a general point, the amount of housing proposed is needed at the site in order to address future housing needs in Whalley and those of the wider RVBC. The technical case for this level of provision is set out in detail in the Planning Statement and therefore the overall amount of housing proposed remains unchanged (see Section 5 of Planning Statement).

4.10. During our initial discussions with the Council, the proposal was based on a development of 450+ homes and did not include a nursing home or school. However, based on the outcome of our early meetings and a further assessment of the site and its constraints (including the need to retain a 13m easement associated with the Haweswater Aqueduct across the site east to west), the proposal has been scaled back to 300 homes which are likely to be delivered over a period of between 3 to 6 years.

4.11. The masterplan has also been revised to include provision of a 50 bed nursing home reflecting on the need to provide an overall mix of house types and meet growing demographic and housing needs.

4.12. With regard to the issue of affordable housing provision, some people are concerned that insufficient affordable housing is provided whilst others are against provision of any affordable homes.

4.13. The scheme will provide 30% affordable housing in accordance with the Council's policy requirements. Whilst the applicant is not seeking detailed layout at this stage, it will comprise a mix of house types and sizes and promote affordable market housing in order to adequately address local needs. Given other development obligations associated with the site, the applicant is not proposing to provide more than 30% provision.

Traffic, Transport and Access

4.14. Concerns have been raised about the impact of development traffic on the village centre, parking provision and wider access considerations.

4.15. The application is accompanied by a comprehensive Transport Assessment (TA) which provides an assessment of the existing highway network, existing and predicted flows and the impact traffic from development of the site will have on the network's safe and efficient operation. The assessment demonstrates that traffic from the development can be adequately accommodated within the local highway network.

4.16. The TA is accompanied by a Green Travel Plan which sets out measures for encouraging sustainable travel patterns including the provision of improved pedestrian and cycle links between the site, village centre and bus and train stations.

4.17. In addition, further to complaints from local residents about parking issues in the village, the applicant has undertaken detailed parking surveys to assess the level of existing parking provision available in the village, how this is utilised and existing parking patterns including on adjacent residential streets.

4.18. The survey results show that, overall, there is not a shortage of parking within the village, however, the surveys have shown that a significant proportion of parking exceeds two hours and this results in a perceived shortfall of spaces for shoppers.

4.19. The applicant proposes to enter into discussions with the Local Highway Authority (Lancashire County Council) regarding the potential for the introduction of two hour on-street

parking restrictions in the village centre. The intention is that this will release more than sufficient short stay spaces to satisfy the shopping demands of both existing and new residents and will therefore increase the attractiveness of local shops.

4.20. In terms of access into the site, based on initial discussions with LCC, the initial proposal was to have a single access to/from the site fronting onto Clitheroe Road which can be accommodated in capacity terms. However, the consultation feedback indicated a local preference for providing an access directly off the A671 to the east of the site.

4.21. In response, further topographical survey work has been undertaken and the applicant's highway consultant has assessed this option in terms of traffic impacts. Having been satisfied that this is indeed a feasible option in highway terms, the proposal now incorporates a second access onto the A671. The existing proposed access onto Clitheroe Road remains, in order to provide a direct link between the site and the village centre.

4.22. There are a number of benefits in providing a second access onto the A671. Primarily, this will reduce the need for new residents to travel through the village. By creating a second access point, there will be the opportunity for a through bus service within the site, which would significantly increase the site's accessibility by bus. The creation of the new route may also reduce existing traffic flows on Wiswell Lane. The highway improvements proposed on Clitheroe Road and the A671 will help to reduce the potential for future accidents on these roads by reducing vehicles speeds and improving street lighting respectively.

Drainage

4.23. Surface water run-off from the site and existing drainage and flooding problems in Brookes Lane and King Street have been frequently raised as issues. The fear is that development could exacerbate this problem.

4.24. The applicant has therefore undertaken detailed discussions with the Environment Agency with regard to existing flooding problems in Whalley and whether the development of the application site might create additional problems.

4.25. A detailed Flood Risk Assessment has been prepared and is submitted in support of the application. This identifies the pattern of existing surface water drainage on site and models the impacts of the development on future surface water run-off. It demonstrates that discharge of surface water run-off from the site can be accommodated within the existing drainage network with discharge rates from the site better managed. This will ensure that drainage along King Street is not adversely affected by the proposal. Further details are contained in the accompanying Flood Risk Assessment.

4.26. The overall design of the masterplan has taken into account existing sensitive areas of the site and its surrounds in terms of drainage and makes provision for incorporation of measures to attenuate surface water run-off on site.

Education

4.27. Previous developments in the Ribble Valley have left local residents and the community sceptical as to whether the proposal will result in provision of a new primary school and this was raised as an issue by a number of stakeholders and local residents.

4.28. The initial proposal did not make any provision for a school on site, rather, the applicant was to provide a commuted sum payment only to LCC to provide new school places at existing schools. However, further to discussions with the local community and LCC regarding constraints on existing school sites and requirement for a new primary school in Whalley associated with this proposal and other recent developments, the masterplan was revised to incorporate provision for a new school.

4.29. The applicant will ensure that the land for a primary school at the site is reserved and then transferred to the local education authority alongside a financial contribution towards the build cost. This arrangement will be secured by way of a S106 agreement and as set out in Section 3, the applicant is actively engaging with both LCC and RVBC to ensure the new school can be promoted, funded and delivered.

Landscape

4.30. Local residents raised concerns regarding the impact of the development on the visual amenity of nearby residents and the potential loss of key views of the site. Concerns were raised over the potential loss of trees on the site as a result of the development.

4.31. A full tree survey and assessment of existing features on site has informed preparation of the masterplan. It is proposed to keep tree removal to a minimum other than where this is necessary to accommodate the development. Conversely, the proposed scheme makes provision for supplementary landscaping and protection of key views and pedestrian routes across the site thereby seeking to minimise the visual impacts of both within the development and of the site as a whole.

4.32. Development will inevitably lead to changes in the landscape when viewed by adjoining local residents, however, the masterplan seeks to minimise visual impacts where possible. In any event, the overall benefits of the development outweigh any localised change and perceived loss of views. This loss is in itself not a material planning consideration.

Overall Impact

4.33. A number of residents raised concern about the impacts development would have on the community and village life. In particular, comments were made suggesting that the development would result in urbanisation of Whalley to the extent that it becomes a town.

4.34. The application proposals have been prepared to respect and maintain the character of the village and its wider environment. Delivery of a comprehensive scheme will ensure that development is accompanied by an appropriate level of infrastructure. In the long term, the proposal will ensure a critical mass of residents in the village to sustain and enhance the vitality and viability of existing services including public transport provision.

4.35. The masterplan promotes a reasonable level of development and sets parameters reflecting on the need to respect the site's wider context and environment. The proposal will add positively to the village and further strengthen the community by way of a carefully managed and phased development.

Other

4.36. The consultation responses also raised a number of other issues, relating to:

- the effect of development on the village's tourism potential;
- the scale of development being too large;
- the potential for a supermarket to be provided;
- there not being a need for affordable housing in Whalley;
- the need for new community spaces to be provided;
- the need for retirements homes and bungalows; and
- a general distrust in developers.

4.37. These issues are addressed throughout the application submission, in particular, through the Planning Statement and Design & Access Statement.

5. Summary

5.1. The pre-application consultation strategy that has been implemented has sought to be inclusive and take account of the different interests in the proposals for the site, whilst taking account of any limitations and scope for change through the process. The level of pre-application consultation with the local community has exceeded the requirements of national and local policy and guidance.

5.2. The process has allowed the views of local people to be taken into consideration and informed the planning application proposals for the site.

5.3. The masterplan has been revised to reflect concerns relating to traffic and access and, in design terms seeks to maintain the overall character of the village by carefully set parameters for development which respect the site's immediate constraints and wider environment.

5.4. The proposed mix of uses addresses the needs identified by the Council, stakeholders and local residents, in particular with regard to the provision of affordable housing and a new primary school on site.

5.5. Not all of the concerns raised can be addressed as there are technical planning reasons (the significant need for more homes in the Ribble Valley) why the development proposal is coming forward at this time and in the proposed form.

5.6. A key aim of the applicant is to continue to involve the community at all stages of the planning and development process. In this regard, a database has now been created of all stakeholders and interested parties (including those who attended the exhibition event) so that they can be kept informed throughout the process. This will be supplemented by further meetings with officers and Councillors of RVBC and LCC and other local stakeholders as necessary.

5.7. Following the submission of the application, CEG will monitor any responses which are made to RVBC during the statutory consultation process and will continue in its efforts to address these where possible.

APPENDIX 1

Appendix 1 – Schedule of pre-application Meetings

Date	Attendees	Purpose of Meeting
31 March 2010	Colin Hirst – Head of Development Control, Ribble Valley Dianne Cafferty – Planning Policy Officer, Ribble Valley David Hodgson – Commercial Estates Group Steve McBurney – Commercial Estates Group Bill Davidson – Indigo Planning Ltd	To better understand the Council's approach to strategic housing land delivery, the direction of travel in the LDF and to understand if there are any substantial issues in Whalley that could affect the promotion of the site.
22 June 2010	Cllr Joyce Holgate – Whalley Ward Councillor Cllr Terry Hill – Whalley Ward Councillor David Hodgson, Commercial Estates Group Steve McBurney, Commercial Estates Group Gary Hoerty, Gary Hoerty Associates	To formally introduce Commercial Estates Group to the Ward Councillors and their aspirations for development in Whalley.
16 September 2010	John Macholc - Head of Development Control, Ribble Valley Phil Dagnall - Planning Policy Officer, Ribble Valley Sarah Westwood - Planning Officer, Ribble Valley Diane Cafferty - Planning Policy Officer, Ribble Valley Dave Hewitt - Landscape/Countryside Officer, Ribble Valley Martin Nugent - Lancashire County Council (LCC) (Highways) Steve McBurney - Commercial Estates Group Gary Hoerty - Gary Hoerty Associates David Pearson - Bryan G Hall Sarah Williams - Indigo Planning Ltd	To discuss proposals for development of the site in the context of planning policy, and agree the approach to an application including the extent of supporting in formation requirements, scope of consultation and overall timescales.
17 September 2010	Colin Worswick – Development and Flood Risk Officer, Environment Agency Claire Cornmell – Weetwood	To discuss potential implications of proposed development on the site in terms of flood risk and ecology and to discuss potential mitigation measures.
4 October 2010	Lynne Mapin - LCC (Education) – Capitol and Provision Planning Maxine Smith - LCC (Education) – Forecasting Kate Grimshaw - LCC (S106 Officer) Steve McBurney - Commercial Estates Group Sarah Williams - Indigo Planning Ltd	To understand the implications of the proposed development in terms of education provision and how any S106 obligations may be calculated and subsequently secured.

Appendix 1 – Schedule of pre-application Meetings

8 October 2010	Cllr Joyce Holgate – Whalley Ward Councillor Cllr Terry Hill – Whalley Ward Councillor Steve McBurney – Commercial Estates Group Sarah Williams – Indigo Planning Ltd Victoria Walker – Beattie Communications Antony Calvert – Curtin & Co Gary Hoerty, Gary Hoerty Associates	For Commercial Estates Group to update the Ward Councillors, further to a letter sent to them from Curtin & Co, regarding their intentions for and timing of promotion of the Lawsonsteads Farm site.
3 November 2010	Martin Highton – (Chair) Whalley Parish Council Steve Barker – Whalley Parish Council Steve McBurney – Commercial Estates Group Sarah Williams – Indigo Planning Ltd	To formally introduce Commercial Estates Group to the Parish Council, further to initial discussions with Curtin & Co, and to set out Commercial Estates Group's intentions for promotion of the Lawsonsteads Farm site.
15 November 2010	Susie Charles – Lancashire County Council (Education Portfolio Holder) Steve McBurney – Commercial Estates Group Anthony Calvert – Curtin & Co	To formally introduce Commercial Estates Group and to set out their intentions for development of the site.
19 November 2010	Geoff Waite – Weetwood Claire Cornmell – Weetwood Femi Sodipo – WwTW Process Expert Liz Cornelius – United Utilities Paul McKeown – United Utilities John Lunt – United Utilities	To discuss the potential implications of the proposed development on the capacity of the existing assets within the catchment area and to identify actions going forwards.
13 December 2010	Sarah Westwood – Planning Officer, Ribble Valley Dianne Cafferty – Planning Policy Officer, Ribble Valley Steve McBurney – Commercial Estates Group Sarah Williams – Indigo Planning Ltd	To discuss further the details of the application submission pack and to agree on the timescales for submission.
9 February 2011	Sarah Williams – Indigo Planning Ltd Bill Davidson - Indigo Planning Ltd	To present the application proposals to the Council's decision-making body on a non-prejudicial basis.

Appendix 1 – Schedule of pre-application Meetings

	Steve McBurney – Commercial Estates Group John Kenny – Commercial Estates Group Adam Thornton – 5plus Architects David Pearson – Bryan G Hall RVBC Planning Officers RVBC Planning Committee Whalley Parish Council Wiswell Parish Council	

APPENDIX 2


Son of
God






God
love's
pure
light

APPENDIX 3



LAWSONSTEADS FARM - LAND TO THE EAST OF CLITHEROE ROAD, WHALLEY



Public Consultation – November 2010

We need your views...

Developer Commercial Estates Group (CEG) is holding a public consultation event to seek local people's views on a proposed housing development at Lawsonsteads Farm - land to the east of Clitheroe Road, Whalley.

CEG wants to involve the local community at an early stage to help guide the development proposals for the site.

So, before a site masterplan has been finalised, we are inviting local people to an exhibition to meet the project team and to give your thoughts and ideas.

The events will be held on:

Monday 15th November 2010 from 4:00pm until 8:00pm
at Whalley Abbey Conference Centre, The Sands, Whalley

Saturday 20th November 2010 from 10:00am until 1:00pm
at Whalley Methodist Church Hall, King Street, Whalley

If you would like any further information, please call Beattie Communications on 0844 8425 270 or e-mail: ceg@beattiegroup.com

COMMERCIAL ESTATES GROUP

APPENDIX 4

Cllr Joyce Holgate
11 Abbeyfields
Whalley
Clitheroe
BB7 9RS
1st November 2010

Re: Public consultation for proposed housing development in Whalley

Dear Cllr Holgate,

Thank you for our meeting on Friday 8th October.

As you are already aware, Commercial Estates Group (CEG) is promoting the 14.6 hectare site to the east of Clitheroe Road known as Lawnsonsteads Farm.

Our initial proposals for the site aim to tackle the Ribble Valley's housing shortfall by delivering approximately 300 new homes, including affordable housing, as well as enhancing local services with the potential provision of a 50-bed nursing home and a one form entry primary school.

In order to gather local people's views on our emerging proposals for the site we will be hosting two public consultation events in November. I would like to invite you to a private stakeholder preview of the exhibition at the Whalley Abbey Conference Centre on Monday 15th November between 2.30pm to 3.30pm.

The preview will be followed by the public exhibition which takes place from 4pm to 8pm and will be repeated between 10am to 1pm on Saturday 20th November at the Whalley Methodist Church Hall. Attendees will be encouraged to provide feedback on the emerging proposals and raise any issues with the development team.

I have enclosed a number of leaflets which are currently being distributed throughout Whalley to notify residents about the public consultation. If you have access to any public notice boards or areas, I would appreciate it if you could display the leaflets in a prominent position to ensure that local people have access to the information.

I would also be grateful if you could confirm your attendance at the stakeholder preview event by contacting Kathryn Chitty or Victoria Walker on 0844 8425 270 or ceg@beattiegroup.com.

Please don't hesitate to contact me if you require any further information or would like to arrange a further meeting.

Yours sincerely

Steve McBurney

Development Planner
Commercial Estates Group

Cllr Terry Hill
57 Woodlands Park
Whalley
Clitheroe
BB7 9UG
1st November 2010

Re: Public consultation for proposed housing development in Whalley

Dear Cllr Hill,

Thank you for our meeting on Friday 8th October.

As you are already aware, Commercial Estates Group (CEG) is promoting the 14.6 hectare site to the east of Clitheroe Road known as Lawnsonsteads Farm.

Our initial proposals for the site aim to tackle the Ribble Valley's housing shortfall by delivering approximately 300 new homes, including affordable housing, as well as enhancing local services with the potential provision of a 50-bed nursing home and a one form entry primary school.

In order to gather local people's views on our emerging proposals for the site we will be hosting two public consultation events in November. I would like to invite you to a private stakeholder preview of the exhibition at the Whalley Abbey Conference Centre on Monday 15th November between 2.30pm to 3.30pm.

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Please don't hesitate to contact me if you require any further information or would like to arrange a further meeting.

Yours sincerely



Steve McBurney

Development Planner
Commercial Estates Group

APPENDIX 5

COMMERCIAL ESTATES GROUP

NEWS RELEASE

1st November 2010

DEVELOPER ANNOUNCES DATES FOR PUBLIC CONSULTATION EVENTS

Developer Commercial Estates Group (CEG) has confirmed the dates of its public consultation events designed to gather local people's views on a proposed housing development and new school in Whalley.

The company is promoting the 14.6 hectare site to the east of Clitheroe Road (known as Lawsonsteads Farm) and is keen to talk to local residents and stakeholders about the delivery of a high quality, sustainable scheme.

The proposals aim to tackle the Ribble Valley's housing shortfall by the phased delivery of approximately 300 new homes, including affordable housing, as well as enhancing local services with the potential provision of a one form entry primary school and 50-bed nursing home.

The first public exhibition will take place between the hours of 4pm and 8pm on Monday 15th November at the Whalley Abbey Conference Centre and will be repeated between 10am and 1pm on Saturday 20th November at the Whalley Methodist Church Hall. The drop-in exhibitions will allow residents the opportunity to review information about the proposals and meet the project team as well as providing feedback on the emerging proposals.

Steve McBurney, Development Planner from CEG, explains: "We are keen to meet with the local community to understand their views and involve them from the outset.

"Whalley has seen small piecemeal developments over the years which do not deliver real benefit to the local community. We believe a larger well-designed scheme – with inputs from the community – will deliver genuine and comprehensive benefits to the village.

"We will be seeking to identify and resolve any issues as well as incorporating ideas from local residents. We also want to establish what people would like to see delivered as part of the scheme, such as open space, drainage, access and highways improvements.

"We appreciate that local people are concerned about preserving the identity of their local community and ensuring that the necessary on-site and off-site infrastructure is all in place to support new homes. We are taking steps to ensure that the Whalley community is at the heart of this process in order to deliver a high quality development which will be valued by existing and future generations."

Ribble Valley Borough Council has a housing shortfall and has recently undertaken public consultation as part of its emerging Local Development Framework. Whalley has been identified as a potential area for development as part of a number of options for providing the new homes required to meet local housing needs.

Further information about the public exhibitions can be obtained by calling 0844 8425 270 or emailing ceg@beattiegroup.com

Ends

Issued by Beattie Communications. Further media information is available from Victoria Walker or Kathryn Chitty on 0844 8425270 email: ceg@beattiegroup.com

Note to Editors

Commercial Estates Group was established in 1989 and employs property, development and financial specialists in its London and Harrogate offices. Commercial Estates Group specialises in property management, investment, regeneration and development.

Consultation on Ribble Valley Borough Council's Core Strategy: Draft for Consultation was held between 25th August 2010 and 20th October 2010. The document sets out three options for distributing new housing across the Borough including between 225 dwellings and 450 dwellings in Whalley. When adopted, the

Core Strategy will form the central component of the Local Development Framework, which will replace the Ribble Valley Districtwide Local Plan.

APPENDIX 6

Welcome, Who is CEG?



Developer Commercial Estates Group (CEG) is promoting land at Lawsonsteads Farm, east of Clitheroe Road for a sustainable and high quality residential led development.

CEG wants to involve the local community at an early stage to help guide the development proposals for the site.

The purpose of this consultation event is to seek local views prior to finalising a masterplan and submission of a planning application.

The project team is here today to discuss the proposals in more detail. A comment form has also been provided so that you can submit your views on the draft masterplan we have exhibited.



Commercial Estates Group (CEG) is a company active throughout the UK in a number of property sectors including residential, office, retail and mixed use schemes.

The company invests, develops and manages land and buildings throughout the UK, delivering private enterprise and investments to create schemes which integrate and provide facilities for current as well as future residents.

CEG's position as a long term investor enables it to develop schemes which best suit a site and its local context and therefore the quality of any development and its management is of key importance to the company.









COMMERCIAL ESTATES GROUP

Aspirations for the site











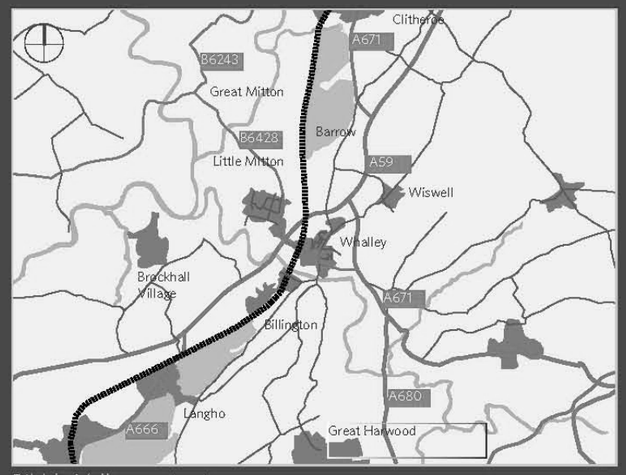


Development at Lawsonsteads Farm can help deliver benefits to the surrounding area.

Overall, CEG considers that this site provides the best opportunity to:

- address Whalley's future housing requirement with a high quality design-led development;
- provide a mix of housing types including a significant number of starter/affordable homes on-site which respect the existing character of the village ;
- facilitate delivery of a new one-form Entry (210 pupil) primary school to address current and future education requirements in Whalley;
- provide a new nursing care facility to meet future forecasted growth in the elderly population;
- provide new on-site open space and amenity play areas;
- retain and improve the existing footpath links to Spring Wood and beyond;
- promote sustainable development which makes best use of existing services, facilities and local transport links; and
- deliver a comprehensive scheme which addresses the infrastructure requirements of Whalley through phased development, which further supports and sustains the vitality and viability of the village.

Development Rationale

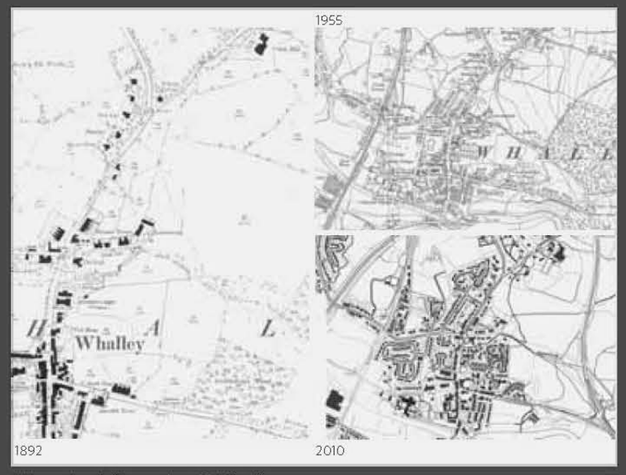


Ribble Valley context

National Housing Requirements

There is a shortage of homes across the UK due to population increase, the fact we are living longer, the decrease in household sizes and net migration. In addition, the national average age for a first time buyer has increased to 38, compounding the need for more housing to be delivered to decrease the affordability gap.

Economically whilst the housing market is still struggling, the need for new homes hasn't diminished. This scheme is therefore planning for today's and future generation's housing needs.

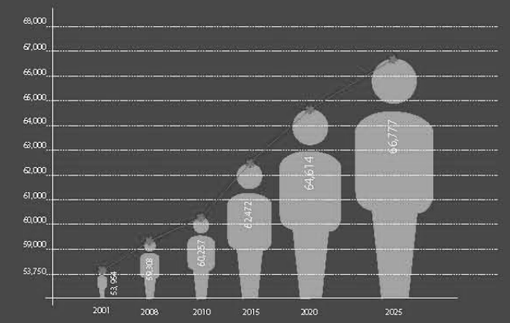


Historical Growth of Whalley

The Growth of Whalley

Whalley sits on the banks of the River Calder at the heart of the Ribble Valley and is one of Lancashire's most attractive and fascinating areas. The village emerged as early as the 600's and has gradually expanded and today has a population of more than 3,000. It has a range of supporting services, facilities and community infrastructure.

As with all villages, there is pressure for further growth, in particular the provision of new homes to support employment opportunities in the wider area. We recognise that any development in Whalley must be accompanied by investment into infrastructure and facilities and be design led to ensure that the character of the village is protected.



Projected Population Growth of Ribble Valley to 2025

Population Growth

The Government monitors population growth in planning for provision of new homes. This is done at a national, regional and local level and information collected from census surveys and other sources is used to inform a wide range of issues, including future planning policies. The latest Census (2001) indicates that the total resident population of the Ribble Valley is 53,954. By 2008, this is estimated to have increased to 59,303.

The diagram adjacent sets out future projections to 2025 and estimates an increase in population to 67, 867.



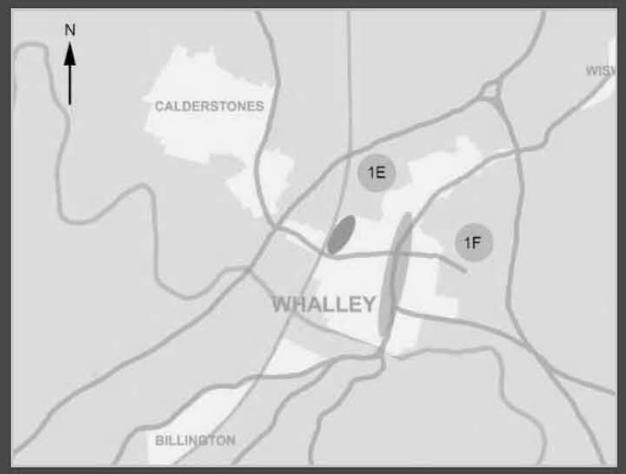
Existing Housing Context of Whalley

Existing Housing Provision in Whalley

New housing is required to meet local housing needs. The Council has historically undertaken housing needs surveys across the Borough, assessing individual settlement areas/villages. The last survey undertaken in Whalley (November 2006) identified a number of key issues:

- there is a lack of affordable housing stock in Whalley compared to Ribble Valley and Lancashire as a whole;
- there is a lack of affordable 'market' housing within Whalley with house prices 40% higher than in the wider Ribble Valley area and 113% higher than the whole of Lancashire;
- the greatest need is for more affordable family housing; and
- there is a need for elderly persons accommodation to address an ageing population.

The Council's latest evidence indicates that Ribble Valley's annual target of 161 dwellings is not being met, with only 89 dwellings completed last year. The Housing Needs Survey for Whalley is currently being updated by the Council and a draft report is due by the end of the year. This will inform future Council decisions on housing provision in Whalley.



Areas of Search diagram
(Image taken from Ribble Valley Borough Council Core Strategy Consultation Regulation 25 Report August 2010, Draft for Consultation)

Planning Requirements

Regional Spatial Strategy (RSS)

The North West RSS sets out a requirement for 2,900 homes across the Ribble Valley between 2003 and 2021 (161 dwellings per annum). Since formation of the coalition government, Ribble Valley Council has decided to continue to provide this level of housing and this approach forms the basis of the Council's emerging development plan.

Local Development Framework (LDF)

The Council has recently undertaken consultation on a draft Core Strategy which presented a series of options for how this growth might be accommodated, including focusing some new development in Whalley which is identified as a Key Service Centre.

This approach is based on the Council's evidence base and availability of potential development sites, including land at Lawsonsteads Farm which was assessed as part of the Council's Strategic Housing Land Availability Assessment (SHLAA) and identified as one of two potential 'Areas of Search' in Whalley.

Given the shortage of available brownfield sites, the Council is looking at promoting sustainable greenfield extensions. Whilst the Core Strategy does not confirm that the Lawsonsteads Farm site will be developed, it highlights the opportunity it presents in meeting future housing needs.

Local Context



1. Local Amenities



Whalley is identified as a Key Service Centre in the LDF. It has a wide range of shops, services and facilities and is a vibrant settlement area which also serves its wider rural hinterland.
In preparing proposals for the site, it is important to understand the local context and any site specific issues in order to develop a masterplan which has full regard to the sites context.



3. Transport Connections

Bus stop
Bus Station
Railway
100m distance
Bus Route
Primary Road network
Train Station

Whalley is well served by public transport with its own bus and train stations providing links to Clitheroe, the wider Ribble Valley area and beyond into Preston and Manchester.



2. Urban Grain

Primary road network
Secondary road network

The historic growth of Whalley has radiated from the village core. The village centre has remained intact with local retail provision centred along King Street. This continues to represent the heart of the community.

The most recent developments in Whalley are located at The Sidings, Abbey Fields and Woodlands Drive.



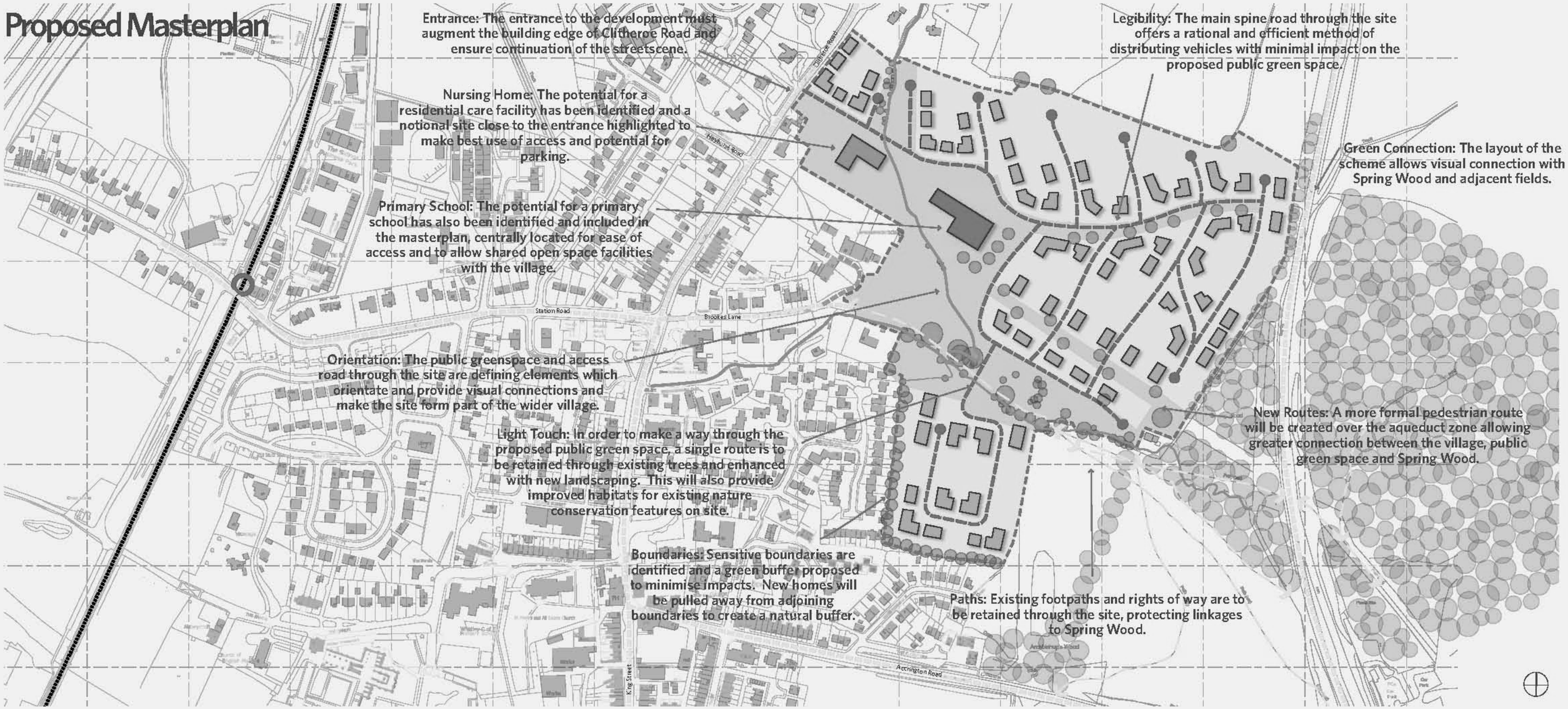
4. Settlement Boundary

Current Whalley settlement boundary
Primary road network
Secondary road network

The expansion of the settlement boundary is defined also by the transport infrastructure of Whalley, sandwiched between the railway to the west and the A671 to the east. These physical barriers together with the topography of the land and visual constraints act as defensible barriers to further expansion into the countryside and neighbouring villages.

There is therefore scope for the settlement boundary to be revised to include this site whilst ensuring development remains within the wider physical boundaries.

Proposed Masterplan



CEG intends to submit a planning application for the site. An initial masterplan has been drawn up which includes provision for:

- 300 new family homes including up to 90 affordable homes to meet local housing needs;
- A nursing home with up to 50 bed spaces to address elderly housing needs in the area;
- A one-form Entry Primary School to address education needs in Whalley and its catchment;
- A green transport plan to reduce car journeys to and from the site and encourage sustainable travel; and
- New recreation space including enhancement of linkages to Spring Wood.

COMMERCIAL ESTATES GROUP

Environmental Considerations

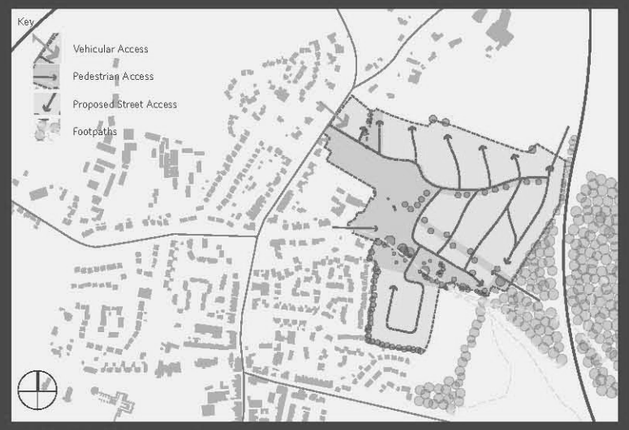


1. Ecology and Landscape

1. *Ecology and Landscaping*

An initial habitats survey has been undertaken which has confirmed the presence of bats on site, however, there do not appear to be any other European Protected Species present. A full tree survey has also been undertaken which confirms the presence of Tree Preservation Orders (TPOs) and relationship of the site to Spring Wood, which is designated as Ancient Woodland in the Ribble Valley Districtwide Local Plan.

The implications of these surveys have been taken into consideration in masterplanning the site, in particular, opportunities to utilise existing features as part of the landscape strategy, i.e. retention of as many existing trees and maximise opportunities for ecological preservation and enhancement.



2. Traffic, Transport and Access

2. *Traffic, Transport and Access*

To inform the masterplan and in particular, to identify any highway and access issues, extensive traffic and car parking surveys have been undertaken including an assessment of all streets and car parks in the village. Discussions are also ongoing with Lancashire County Council (Highways) to discuss the traffic implications of the development.

In addition, a Green Travel Plan is being prepared which is designed to encourage the use of public transport and promote sustainable travel behaviours.



3. Drainage and Topography

3. *Drainage and Flooding*

According to the Environment Agency's (EA) flood map the proposed development site is located outside the 1 in 1,000 year flood outline and is therefore defined as being situated within Flood Zone 1. Flood Zone 1 is defined as having less than a 1 in a 1,000 annual probability of river or sea flooding in any year. All uses of land are appropriate in this zone, however, developers are encouraged to seek opportunities to reduce the overall level of flood risk through the layout and form of the development, and use of sustainable drainage techniques.

The site has been the subject to a Flood Risk Assessment (FRA) and discussions with the EA are continuing in order to develop a strategy for dealing with surface water arising from the development. United Utilities, the local sewerage undertaker, has also been consulted on the potential effects of the proposed development on the foul sewerage network.



4. Ground Conditions and Orientation

4. *Ground Conditions*

Whilst the site is greenfield, a ground investigation has been carried out. This takes into consideration a number of site factors including the impacts of the Haweswater Aqueduct which runs from east to west across the site and also existing utilities. This along with the site's topography has informed the orientation of the buildings across the site and also existing utilities.



5. Heritage context

5. *Archaeology/Historic Environment*

Given the number of heritage features within the wider Whalley area an archaeological and heritage based assessment has been undertaken. This has involved consulting with the National Monuments Record (NMR) and the Lancashire Historic Environment Record (LHER) to ascertain details of designated heriage assets of relevance to the site. The study has confirmed that the site itself contains no known undesignated heritage assets however there are a number elsewhere within Whalley.

The Whalley Conservation Area is located to the south-west of the site and includes properties on Clitheroe Road and Brookes Lane. Its character is based on tightly-packed narrow streets and lanes with a predominance of historic buildings. Important views are identified and there are none toward the site, the nearest being a view north along King Street. Any impacts on the Conservation Area will be fully considered in design terms.



6. Sustainability

6. *Renewable Energy/ Sustainable Homes*

CEG's aspirations for development in Whalley include delivering a high quality development in a suitable location and that comprises a range of homes and facilities in a manner that responds appropriately to local and national sustainability policy requirements. These include the need to build sustainable communities, protect and enhance the environment and use resources prudently.

COMMERCIAL ESTATES GROUP

Questions raised?

We have undertaken initial pre-application discussions with Ribble Valley Council and Lancashire County Council. We have also attended the local consultation events held by the Council in Whalley, and recent Parish Council meetings, in seeking to understand current issues and concerns of local residents about the potential implications of new development.

Issues associated with education, highways/parking, drainage and flooding have been raised. Responses to these and other matters are set out below, however, if you require any further information or clarification on any of the issues raised by today's exhibition, please approach one of our project team members who are on hand to answer your questions today:

"Why is there a need for new homes?"

There is a requirement in the Ribble Valley to deliver a minimum of 161 new homes every year. The Borough has very few brownfield sites available to deliver this and is looking at greenfield development to meet future requirements. The Council's data indicates that only 89 dwellings were completed last year and a shortgae of future housing is increasing pressure on the need for more affordable homes.

"Why in whalley?"

Whalley is the third largest settlement within the Borough and is recognised as a Key Service Centre in terms of the availability of shops and facilities and public transport to both Whalley residents and those living in adjacent rural areas. In planning terms, it is therefore considered to be a sustainable location for focusing some new growth to meet future housing needs.

Local schools are at capacity, where will the children go?

The proposal includes a site for a new primary school. CEG is currently in discussions with both the Council and County Council to deliver a new school as part of the development.

"Traffic in the village is a major issue, what do you propose to do about it?"

We have undertaken detailed traffic surveys to understand existing travel patterns and the implication of development traffic on the capacity and safety of local roads. In addition, parking surveys have been undertaken to investigate the availability and use of existing facilities.

"What type of homes will be provided?"

The development will deliver an appropriate mix of housing including first time buyer/starter and affordable homes and open market family housing It is also proposed to include a nursing home to address the growing need for elderly accommodation.

"How are visual impacts being addressed?"

The masterplan is designed to be as responsive and contextual as possible, reflecting on the existing character of the village and how this will be preserved. The residential element of the scheme will be of a comparable scale and layout to elsewhere in the village and seek to retain and improve existing connections with the countryside.

"What will be the impact on existing facilities within the village?"

New development will further support the vitality and viability of Whalley by providing new residents and increasing spending in the area. In infrastructure terms, the masterplan makes provision for a new primary school to address local schooling requirements and discussions are ongoing with other stakeholders with regard to drainage, transport, highway/parking and access issues.

"There are drainage issues in the village. What will be the impact of new development?"

Surveys of both drainage and surface water flows from the site are being fully investigated and discussions are ongoing with the Environment Agency and statutory undertakers to ensure that development will not cause any off site impacts.

"Will the development be eco-friendly and sustainable?"

We are looking at low carbon and renewable enrgy technologies, thermal efficient homes and minimising water usage as well as surface water management, eco-friendly building materials and incorporating a full waste management strategy.

"Will the new homes reduce the value of my home?"

The development will be high quality. Delivery of the scheme will bring a number of wider improvements to Whalley, which will benefit the existing and future residents of the village.

"How will the combined effects of this development with other proposals in Whalley be looked at?"

In preparing proposals for the site, we have to consider the implications of this development in addition to those of any other proposals in the vicinity of the site to ensure that the combined effects in terms of highways, education, drainage and all other matters are acceptable.

We are keen to obtain your views on the plans presented to you today.

Please complete a questionnaire at today's event or send your comments to us at ceg@beattiegroup.com so that your thoughts can be taken into account and incorporated into the preparation of the planning application.

COMMERCIAL ESTATES GROUP

APPENDIX 7

LAWSONSTEADS FARM, WHALLEY - PUBLIC CONSULTATION EVENT

Mr/Mrs/Ms/other (please specify): **Name:**

Address: **Post Code:**

Email:

Please tick if you would like to receive future updates about the emerging proposals: ☐

Commercial Estates Group (CEG) is holding a public consultation event to seek local people's views on a proposed housing-led development at Lawsonsteads Farm, Whalley. CEG is keen to hear your views in order to help guide the proposals and to incorporate your thoughts and ideas where possible.

CEG has not yet submitted a planning application for the development proposals. So please complete the questionnaire below so that your comments can be taken into account now.

Q1. Do you think that there is a need for <u>some</u> new housing in Whalley?

Please circle relevant answer:	**YES**	**NO**	**UNSURE**

Q2. <u>If</u> there is to be new housing in Whalley, do you think that <u>some</u> of this new housing should be built on the Lawsonsteads Site?

Please circle relevant answer:	**YES**	**NO**	**UNSURE**

Q3. If you answered no to Q2, why? Please explain.

Q4. Do you think that there is a problem with housing affordability in Whalley? E.g. do you think that young people find it difficult to get onto the property ladder in Whalley?

Please circle relevant answer:	**YES**	**NO**	**UNSURE**

Q5. <u>If</u> the Lawsonsteads Site is to be developed, do you think that there should be a new primary school?

Please circle relevant answer:	**YES**	**NO**	**UNSURE**

Q6. <u>If</u> the Lawsonsteads Site is to be developed, do you generally like the draft masterplan?

Please circle relevant answer:	**YES**	**NO**	**UNSURE**

Q7. If you answered no to Q6, why? Please explain.

P.T.O

Q8. Do you have any additional comments, concerns or suggested ways in which to improve the draft masterplan? If so, please state them below.

THANK YOU - PLEASE DEPOSIT YOUR QUESTIONNAIRE IN THE DROP BOX PROVIDED

Alternatively, you can visit www.lawsonsteads.com to submit your responses online or post this form to Lawsonsteads Public Consultation, Beattie Communications, 46 The Calls, Leeds, LS2 7EY to arrive **no later than 3rd December 2010**

All information will be kept in accordance with the data protection act (1998) and will be used by CEG as part of their planning application. If you do not want your information including please tick here

APPENDIX 8

APPENDIX 8 - Analysis of Exhibition Feedback

1) Do you think there is a need for some new housing in Whalley?

Yes	17
No	149
Unsure	10
Not answered	9
	185

2) If there is to be new housing in Whalley, do you think some of this new housing should be built on the Lawsonsteads site?

Yes	3
No	165
Unsure	3
Not answered	14
	185

4) Do you think there is a problem with housing affordability in Whalley?

Yes	47
No	85
Unsure	18
Not answered	35
	185

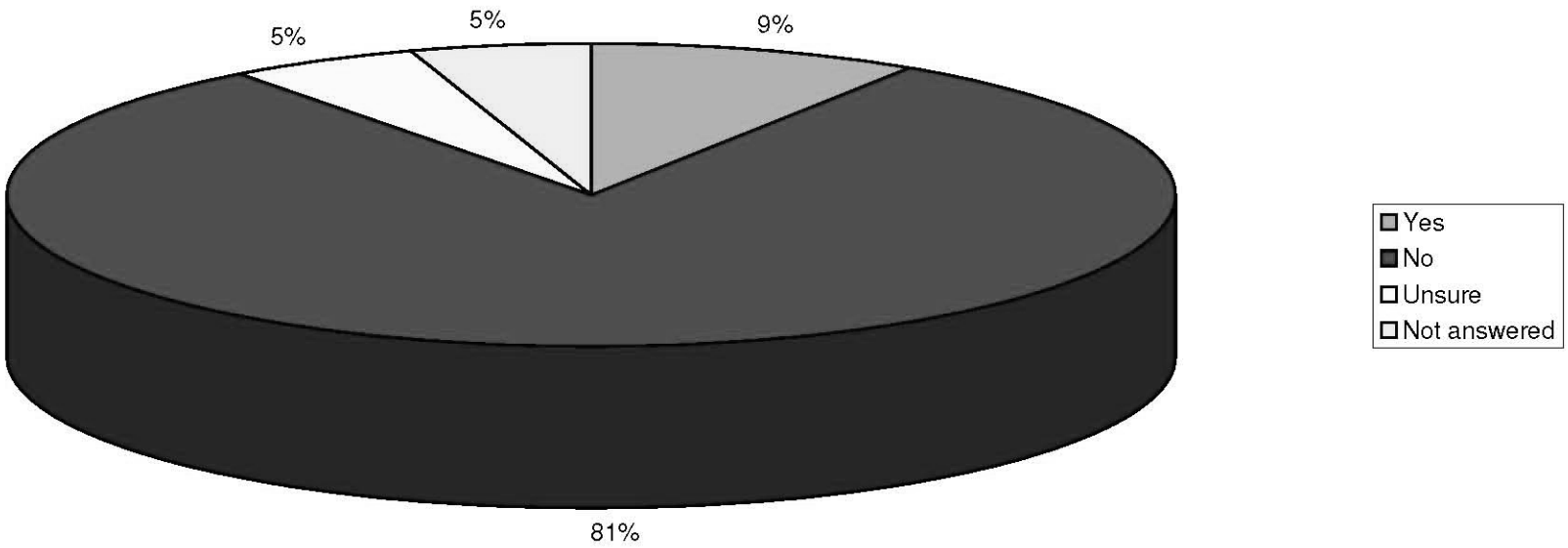
5) If the Lawsonsteads site is to be developed, do you think there should be a new primary school?

Yes	67
No	52
Unsure	17
Not answered	49
	185

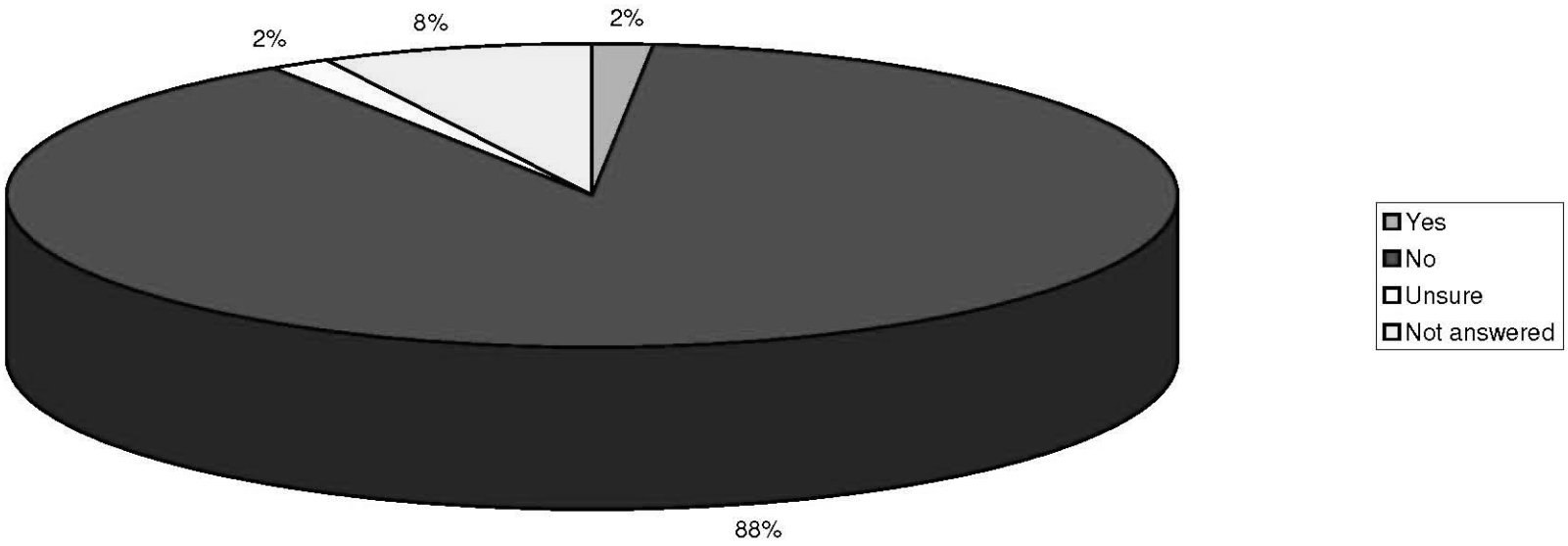
6) If the Lawsonsteads site is to be developed, do you generally like the draft masterplan?

Yes	2
No	138
Unsure	12
Not answered	33
	185

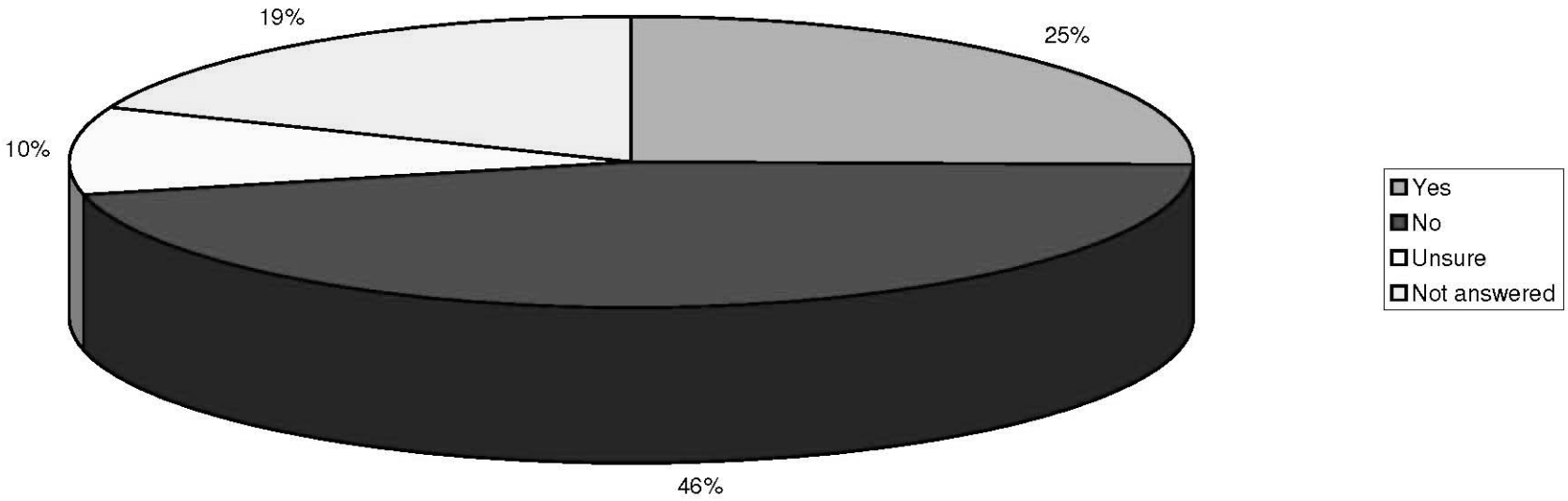
1) Do you think there is a need for *some* new housing in Whalley?



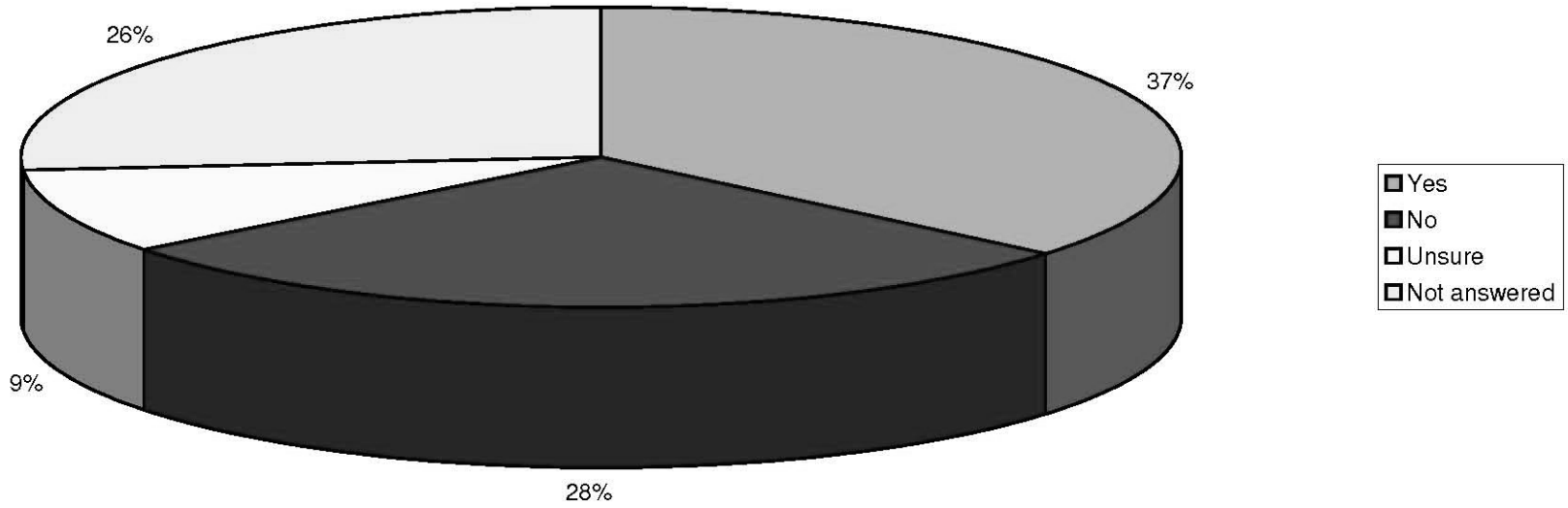
2) If there is to be new housing in Whalley, do you think that *some* of this new housing should be built on the Lawsonsteads Site?



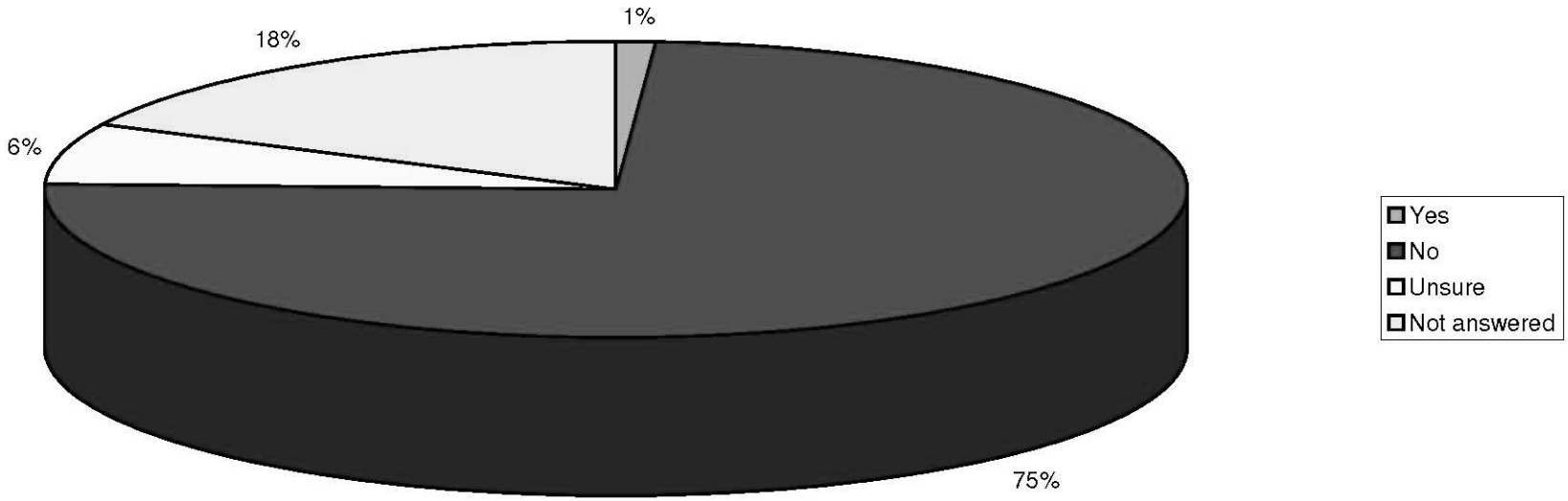
4) Do you think there is a problem with housing affordability in Whalley? e.g. do you think that young people find it difficult to get onto the property ladder in Whalley?



5) If the Lawsonsteads Site is to be developed, do you think there should be a new primary school?



6) If the Lawsonsteads Site is to be developed, do you generally like the draft masterplan?



APPENDIX 9



LAWSONSTEADS FARM - LAND TO THE EAST OF CLITHEROE ROAD, WHALLEY



Comments from the Public Consultation December 2010

Commercial Estates Group (CEG) held two public consultation events in November to seek local people's views on a proposed housing, school and nursing home development at Lawsonsteads Farm – land to the east of Clitheroe Road, Whalley.

We would like to thank the 311 people (about 10% of the village) for attending the events and talking to us. We have received a total of 186 completed questionnaires at the events, by post and through our dedicated website. A detailed report on the comments made and our response to these will be set out in our Statement of Community Involvement as part of the planning application.

This leaflet seeks to summarise the key points raised at the public consultation events and the next steps.



COMMERCIAL ESTATES GROUP



New Housing in Whalley

The majority of people at the events disagreed that there is a need for new housing in Whalley. However, in order to meet the Council's housing requirement of 161 new homes every year in the Borough, we believe that some new housing should be delivered in Whalley (as well as Clitheroe, Longridge and, to a lesser extent, the smaller villages). This is because Whalley is one of the largest and most sustainable settlements in terms of shops, services and public transport.

The loss of greenfield land was frequently raised as an issue. However, the Borough has relatively very few available brownfield sites. We are seeking planning permission for a high quality, design-led development at the Lawsonsteads site, which gives careful consideration to maintaining the character of the village and visual amenity issues in order to deliver a suitable and sympathetic extension to Whalley.

Amount of Housing

Some people recognised that there is a need for some new housing in Whalley. However, most people said that 300 houses at the site would be too much.

We recognise that there is widespread concern that 300 new houses could turn the village into a town. With the provision of the necessary infrastructure as part of the development, we believe that this amount of housing could be accommodated and would further support and sustain the long-term vitality and viability of the village whilst maintaining the character of the village and sense of community.

Subject to planning permission being granted, the development will be phased and is likely to deliver new homes from 2013 onwards. This will contribute towards meeting the Council's requirement of 161 new homes every year in the Borough.

Affordable Housing

Many people said that there is a problem with housing affordability in Whalley, in particular young people find it difficult to get onto the property ladder. This is because Whalley is a desirable place to live and house prices are high. We believe that the development of the site will help address the problem by providing a mix of family and starter homes including up to 90 (30%) affordable homes for local people.

The Council is currently updating its Housing Needs Survey for Whalley. Once published, we will analyse the results and ensure that our affordable housing scheme is specifically designed to meet local needs. We also believe that the provision of a nursing home will provide much-needed new accommodation for the elderly.

Education

Most people said that, should the site be developed, a new primary school should be delivered. We recognise that, even without any new housing, the local primary schools are already at capacity. We believe that it would be more appropriate to provide a new primary school rather than try to extend and improve the existing schools.

Our proposal is to reserve land for a primary school at the site and then transfer this to the local education authority with a financial contribution towards the build cost (as well as a financial contribution towards nearby secondary schools). This arrangement will be secured through a legal agreement as part of a planning permission, should one be granted.

We recognise that the development of Calderstones has left people sceptical over the delivery of a new school at Lawsonsteads. We believe that the educational need now is more pressing. We will continue our discussions with both the local planning and education authorities to ensure that the new school is funded and delivered.

Traffic and Highways

Many people expressed the view that the development would result in traffic and parking problems. However, our studies have shown that development traffic can be safely accommodated on the local highway network. We will also put forward a range of green travel measures that aim to minimise the reliance on the private car and encourage more sustainable forms of travel to and from the site as well as measures to improve parking arrangements in the village.

Vehicular access to the site was frequently raised as an issue. As a result, we propose to provide an access off Clitheroe Road and a second access off the A671. The A671 access would reduce the need for cars to drive through the village, ensure that traffic levels on Wiswell Lane do not increase and provide an option for buses to run through the site. Our proposal also includes a pedestrian crossing and measures to reduce speeding on Clitheroe Road. All transport matters will be addressed in detail in the Transport Assessment as part of the planning application.

Drainage

Surface water runoff from the site and existing drainage and flooding problems in Brookes Lane and King Street were frequently raised as issues. We believe that the development will not have a negative impact on drainage either on or off site. We recognise that a development would increase the impermeable area on the site. However, through the use of sustainable drainage techniques, our proposal is to ensure that surface water from the site is released at no greater rate than the existing rate. All drainage and flood risk matters will be addressed in detail in the Flood Risk Assessment as part of the planning application.

LAWSONSTEADS FARM - LAND TO THE EAST OF CLITHEROE ROAD, WHALLEY



COMMERCIAL ESTATES GROUP

LAWSONSTEADS FARM - LAND TO THE EAST OF CLITHEROE ROAD, WHALLEY

Taking on board comments made at the public consultation events, we have amended the proposals to include:

1. **A second vehicular access off the A671.**

2. **A pedestrian crossing and other traffic calming measures on Clitheroe Road.**

COMMERCIAL ESTATES GROUP

Revised Site Masterplan

Following the public consultation events, we have revised the site masterplan. We have also undertaken additional traffic and parking surveys and further work on landscaping and visual amenity considerations. The revised masterplan is shown below. In response to requests by local people at the events, this masterplan shows how the site could be laid out in more detail.



What Happens Next?

CEG now intends to submit a planning application. Once submitted, the application will be advertised by the Council and comments will be taken into consideration when assessing the application against local, regional and national planning policies. It is expected that the Council will take 3-4 months from submission to make a decision on the planning application.

More Information?

If you would like any further information, please visit our website: www.lawsonsteads.com

Alternatively, please call Beattie Communications on 0844 8425 270 or e-mail: ceg@beattiegroup.com