

WYG Planning & Environment

part of the WYG group

Hartwood Estates

**Dearne Valley Parkway, Birdwell,
Barnsley**

Statement of Community Involvement

October 2014

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Document Control

Project: Dearne Valley Parkway, Birdwell

Client: Hartwood Estates

Job Number: AO84549



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1.0 Introduction and Background Information

1.1 This Statement of Community Involvement has been prepared by WYG on behalf of Hartwood Estates in support of their outline planning application for a mixed commercial and retail development on land off Dearne Valley Parkway in Birdwell, Barnsley. The proposed land uses comprise:

- Retail – 497m²
- Office - 498m²
- Cafe - 304m²
- Public House - 669m²
- Drive through restaurant - 336m²
- Industrial units – 2,588m²
- 80 bed hotel - 2,166m²
- Clinic/health/day centre - 689m²
- Petrol filling station with retail area - 466m²

1.2 The Planning and Compulsory Purchase Act 2004 introduced the requirement for each local authority to produce a Statement of Community Involvement (SCI) which should set out how communities will be engaged not only in the preparation and revision of local development documents, but also in the consideration of planning applications. Local authorities must ensure the active, meaningful and continual involvement of local communities and stakeholders in the planning process.

1.3 Community involvement is also considered to be key to development within the National Planning Policy Framework, paragraph 188 stating that:

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



1.4 Barnsley Council adopted their Statement of Community Involvement in September 2006. This provides guidance to developers on how they should consult with the local community before submitting a planning application. As the proposed development at Birdwell falls within the category of a 'Level 1 Large Development', the Barnsley SCI sets out advice and recommendations as to the methods that should be used to involve the local community before submitting a planning application. The suggested methods that the developer should consider include:

- Write to people who live in the local area to tell them about the proposals, where they can see any plans and an explanation of the proposals
- Hold a public meeting or exhibition
- Hold a local surgery where people can come and talk about the plans in a local venue
- Produce a development brief
- Hold a workshop
- Involve the town or parish council
- Use the local media such as a local newspaper or radio station
- Use a website
- Talk to Yorkshire Planning Aid

1.5 The recommendations of the Barnsley SCI were taken into account by Hartwood Estates and WYG when devising the community consultation strategy. The scope of the community consultation for this application proposal has been agreed with Barnsley Council.

1.6 The application site is allocated in the adopted Barnsley Unitary Development Plan (2000) as an 'Employment Proposal' therefore it has already been the subject of comprehensive consultation by Barnsley Council through the allocation process.

1.7 This SCI has been prepared by WYG who co-ordinated the consultation process. WYG also attended the consultation event jointly with representatives from Hartwood Estates (the developer), Bryan G Hall (the transport consultants) and JRP (the architects).

1.8 This document sets out the details of the community engagement process, including consultation with Barnsley Council, local Councillors, and the local community at the





consultation event. It includes details of issues raised and consideration of measures to address these concerns as appropriate.





2.0 Consultation Process

- 2.1 The applicant has undertaken a comprehensive process of pre-application engagement with both the Local Authority and the local community which has enabled them to gather feedback to inform the proposed development to reflect local aspirations.

Engagement with Barnsley Council

- 2.2 There have been a number of pre-application meetings with officers at Barnsley Council to discuss the proposed mixed use development. The meetings were held on 9th October 2013, 12th December 2013, 9th May 2014 and 8th August 2014. There has been ongoing regular correspondence with Barnsley Council following the pre-application meetings.
- 2.3 WYG submitted a request for an Environmental Impact Assessment Screening Opinion on 20th August 2014. A response was received on 22nd October 2014 stating that an Environmental Statement is not required for this application.

Engagement with Local Councillors

- 2.4 A meeting was held with the Ward Members for the Rockingham ward at Barnsley Town Hall on 18th August 2014 to discuss the proposal. Councillor Andrews and Councillor Lamb attended the meeting. Councillor Dures was unable to attend. The following matters were discussed.
- How to mitigate against light and noise pollution to the adjoining local residential properties;
 - What impact would the proposed development would have on the local highway network; and
 - The creation of local employment.

Engagement with Member of Parliament

- 2.5 A meeting with the MP for Barnsley East, Michael Dugher, was held on 24th October 2014. The Michael Dugher welcomed the creation of local jobs to the region and the creation of a www.wyg.com **creative minds** safe hands



pedestrian crossing across the Dearne Valley Parkway to allow residents safe passage between Hoyland Common and Birdwell.

Engagement with the Local Community

- 2.6 It was agreed with planning officers at Barnsley Council that the most appropriate way to engage with the local community was to hold a public consultation event prior to submitting the planning application. A public consultation event was organised for Wednesday 24th September 2014 at Birdwell Methodist Church.
- 2.7 A leaflet was produced to inform local residents of the proposals and invite them to the public consultation event. The leaflet contained information about the site, the development proposals, planning designations on the site, the proposed access to the site, and a contact email address. A copy of this leaflet can be found at Appendix 1 of this statement.
- 2.8 The leaflets were distributed to properties on the following streets:
- Cross Keys Lane, Hoyland Common
 - Sheffield Road, Hoyland Common
 - Regent Street, Hoyland Common
 - Regent Crescent, Hoyland Common
 - Wood View, Birdwell
 - Birdwell Common
 - Moor Lane, Birdwell
 - Sheffield Road, Birdwell
 - The Walk, Birdwell
 - Worsbrough Road, Birdwell
 - Rockingham Court, Birdwell
 - Rockingham Street, Birdwell
 - Wentworth Avenue, Birdwell
 - Coronation Drive, Birdwell
 - Alverley Way, Birdwell
 - Lynham Avenue, Birdwell



- Chilcombe Place, Birdwell
- Gildhurst Court, Birdwell
- Chapel Street, Birdwell
- Bellmer Croft, Birdwell
- Hay Green Lane, Birdwell
- Green Spring Avenue, Birdwell
- Hill Top Road, Birdwell
- Stafford Grove, Birdwell

2.9 In addition, public notices were put up in prominent locations near the site. A copy of the public notice is included at Appendix 2 of this statement. The public notice provided information on the proposal and included a copy of the Planning Layout. A contact telephone number and email address was provided should people have any questions. The public notices were erected in the following locations:

- Lamppost near the Cross Keys Garage, Hoyland Common
- Flowers of Distinction, Sheffield Road, Birdwell
- Birdwell News, Sheffield Road, Birdwell
- Travellers Inn, Sheffield Road, Birdwell

2.10 The consultation event was held from 3pm to 8pm at Birdwell Methodist Church which is located on Sheffield Road in Birdwell, approximately 1 km from the application site. This venue was chosen as it is an easily accessible and well known building within the local community.

2.11 At the event were representatives from Hartwood Estates, a planning consultant from WYG, a transport consultant from Bryan G Hall and an architect from JRP. They were available to discuss the proposals and answer any questions.

2.12 A questionnaire was available at the event. This included questions regarding the proposed mix of uses, the creation of jobs, and public art. A space was also provided for further comments. A copy of this questionnaire is included at Appendix 3 of this statement.



2.13 The Masterplan and information about the proposed development was available to view on display boards at the consultation event. A copy of the information displayed on the consultation boards is included at Appendix 4 of this statement. This included information on the site and its location, the developer, relevant planning policy, opportunities and constraints, proposed access arrangements, the development proposals, the possibility for public art, and images of aspirational views.

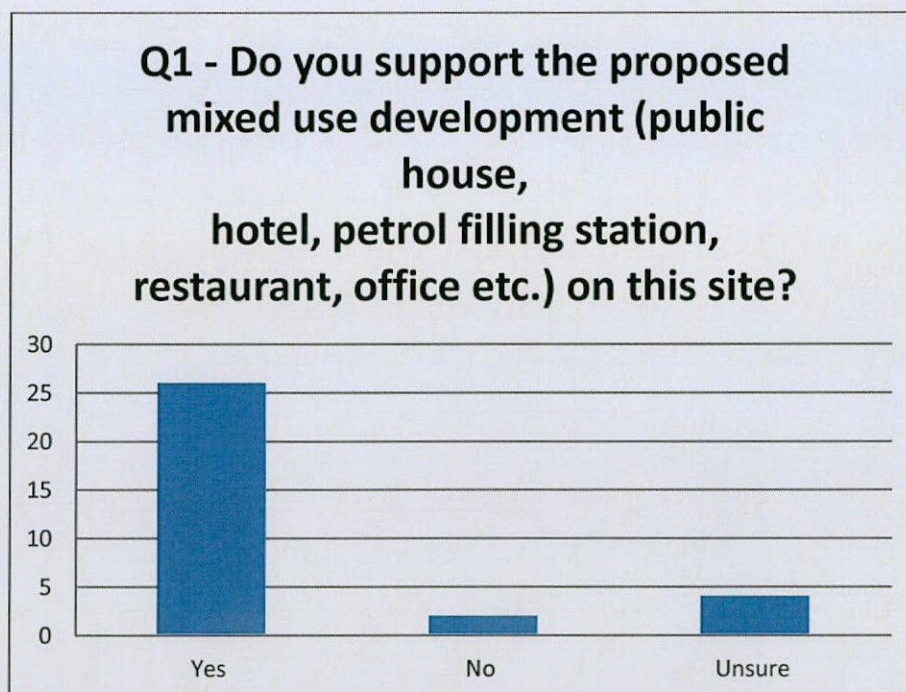


3.0 Summary of Comments and Responses

3.1 A summary of the key issues identified during the community consultation events is provided below, along with how Hartwood Estates and their consultancy team has responded to these matters in preparing the final application proposals. A total of 32 public responses have been received during and following the public consultation event.

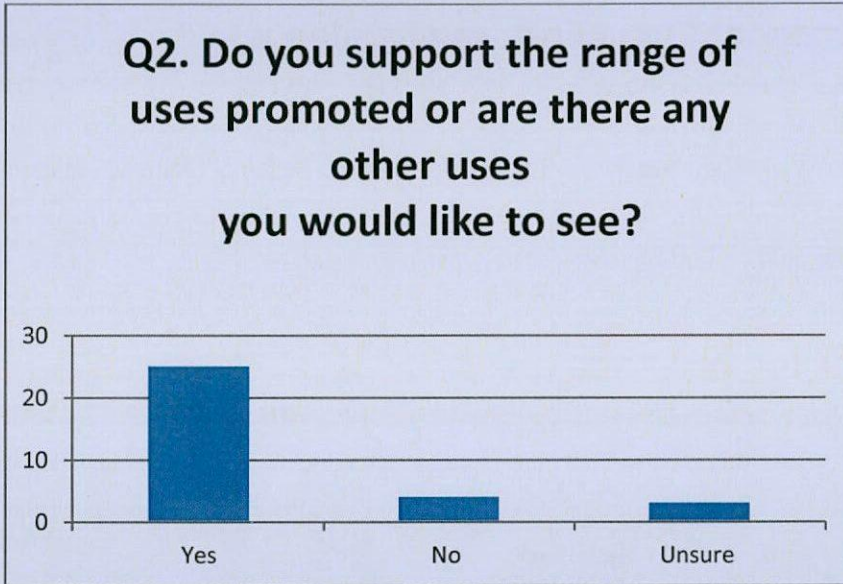
Key Issues

3.2 The vast majority of people (81%) supported the proposed mix of uses. These responses are encouraging and demonstrate that there is public support for these new facilities in this area of Birdwell. Consequently the mix of uses in the final proposal has not been altered from those shown at the public consultation event.

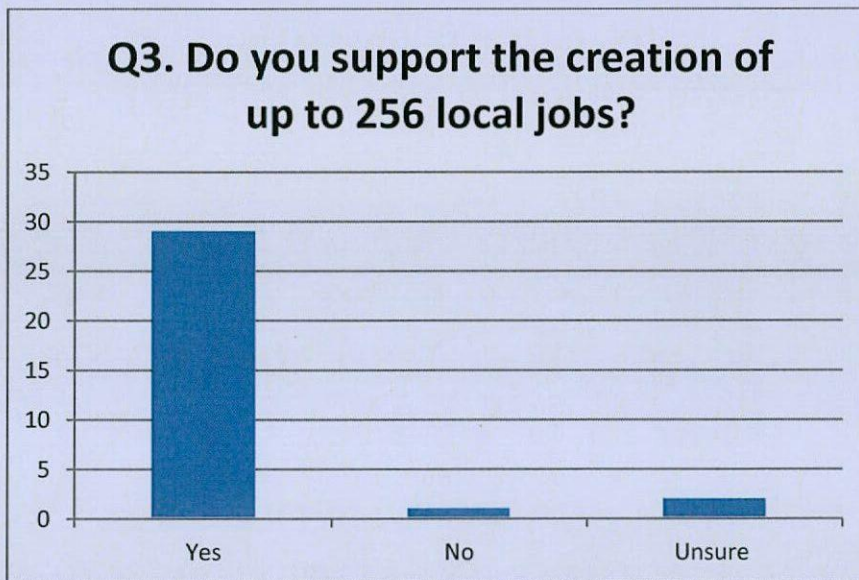


3.3 Again, the vast majority of responses (78%) supported the range of uses promoted. No alternative uses were proposed by the public consultation responses.



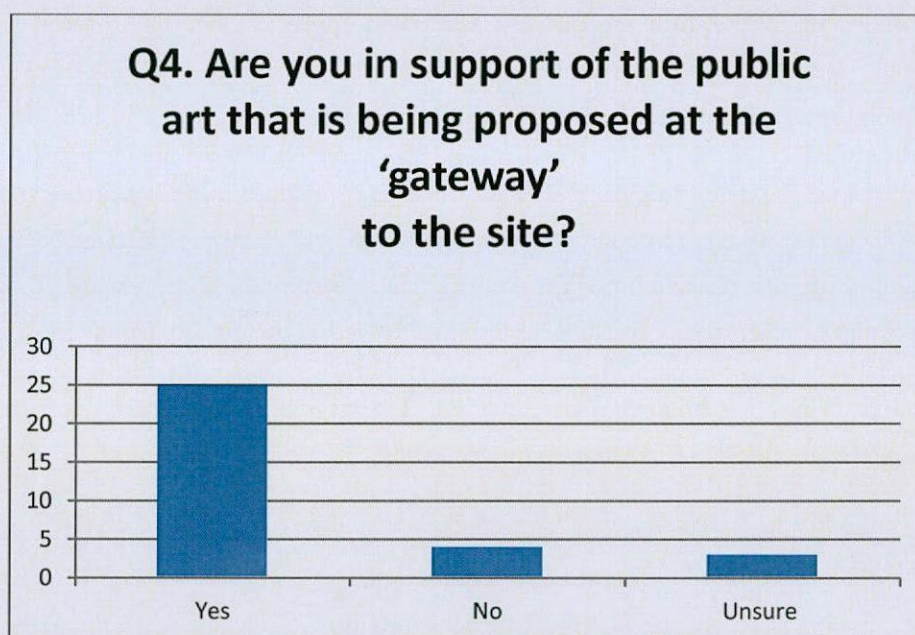


3.4 91% of the responses supported the creation of up to 256 local jobs. This demonstrates strong support for the creation of new jobs in the area. It can be expected that a number of those providing positive responses would be interested in the new jobs created on the site.





3.5 78% of the responses supported the concept of public art that was proposed. Whilst public art was to be included in the proposed development, the public consultation demonstrated that a number of local residents were concerned about safe pedestrian routes to and from the site. 8 out of the 23 responses which made additional comments regarding the proposals mentioned that pedestrian routes were needed. Therefore it was decided that a pedestrian crossing would be more beneficial to the local community instead of the provision of public art. It is proposed to provide a toucan crossing across the A6195 to be used by pedestrians and cyclists and this is shown on the Outline Masterplan.



3.6 With regard to general comments made regarding the proposals, a small number of comments mentioned noise, air quality and pollution. A Noise Assessment and Air Quality Assessment have been undertaken and these are submitted with the planning application. These Assessments demonstrate that the proposed development will not have a significant adverse impact upon the environment. Sustainability measures will be fully addressed in a Reserved Matters planning submission when the full details of the operators will be known.



- 3.7 A small number of responses were concerned about additional traffic that the proposed development may generate and the impact this may have on existing congestion in the area. The accompanying transport assessment has assessed the impact of the proposed development on traffic and we are proposing a minor improvement on the Birdwell Roundabout to mitigate against the impact of the development on related trips. A travel plan has also been produced which includes measures to promote sustainable modes of travel to and from the application site.
- 3.8 A small number of comments made in the responses were in relation to operators for the proposed users. Operators are not yet confirmed for the scheme; however comments regarding specific operators have been noted. With regard to the proposed hours of operation, these are currently anticipated to be unrestricted.
- 3.9 A few comments related to uses that local residents considered to be unsuitable such as the petrol filling station, drive through restaurant, pub and hotel. Hartwood Estates have carefully considered the mix of uses proposed and the final scheme has been designed to be viable and provide complementary facilities for local residents and the new industrial units.
- 3.10 A number of positive comments were made in the responses regarding the proposed new development particularly in relation to the following:
- the creation of new jobs;
 - the provision of much needed additional facilities;
 - the development has been well thought through;
 - the site has been unused for many years and has become an eyesore; and
 - the proposed uses will serve a useful purpose to the local community.



4.0 Conclusions

- 4.1 Appropriate methods of public consultation have been utilised for this proposal. This included meetings with Barnsley Council, the local Councillors, the MP and a widely advertised public consultation event at Birdwell Methodist Church. The consultation event was well attended and allowed the views of local people to be heard and has helped to inform the planning application proposals.
- 4.2 Comments raised by local residents, the ward councillors and other stakeholders to the application proposals during the engagement process have been analysed and taken onboard where possible.
- 4.3 In conclusion, the majority of public consultation responses were positive and the proposed mix of uses is generally supported by the local community. The responses received have been taken into account and it has been decided to remove the proposed public art and to provide a toucan crossing across the A6195 instead to improve safety and encourage sustainable modes of travel to the site. This is a significant benefit to the existing local community and the users of the proposed development.





**APPENDIX 1 – COPY OF THE LEAFLET DISTRIBUTED TO PROPERTIES LOCATED CLOSE TO
THE APPLICATION SITE**

Outline planning application for a mixed use development on Land Adjacent to Dearne Valley Parkway, Birdwell



Hartwood Estates intend to submit an outline planning application for a mixed use development on land adjacent to the A6195 Dearne Valley Parkway and we would like to hear your views on the proposal. This leaflet sets out details of the proposed development and we welcome your comments.

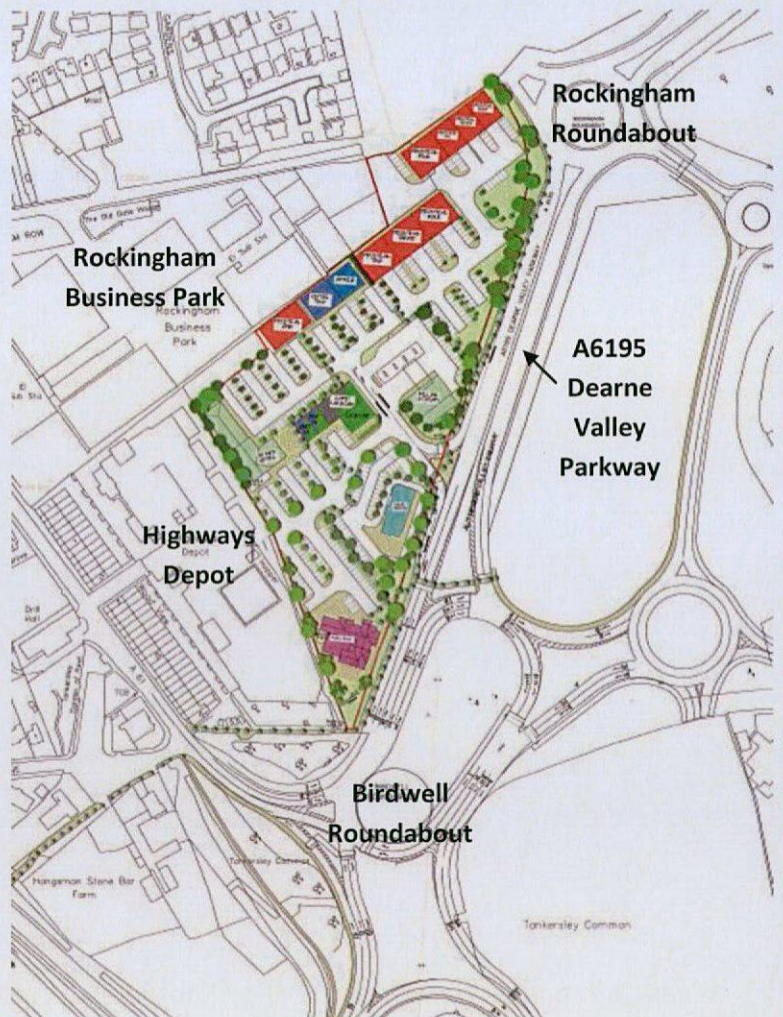
Hartwood Estates will be holding a public exhibition to present plans for a mixed-use scheme in Birdwell and warmly invite members of the public to view and comment on the proposal. The exhibition will be held on Wednesday 24th September between 3pm and 8pm at Birdwell Methodist Church.

Site Description

The proposed development site lies within the settlement boundary of Birdwell, approximately 7 km to the south of Barnsley town centre. The site is currently undeveloped and is 3.1 hectares in size. There are a number of trees along the boundaries of the site.

The surrounding land uses are industrial; the boundaries of the site are formed by the A6195 Dearne Valley Parkway to the south, Rockingham Roundabout to the north east, Rockingham Business Park to the north west and a highways depot and the Birdwell Roundabout to the south west.

It is proposed to provide a new access/egress to the site via the A6195 Dearne Valley Parkway and enhance/improve the existing footpath that runs adjacent to the eastern boundary.



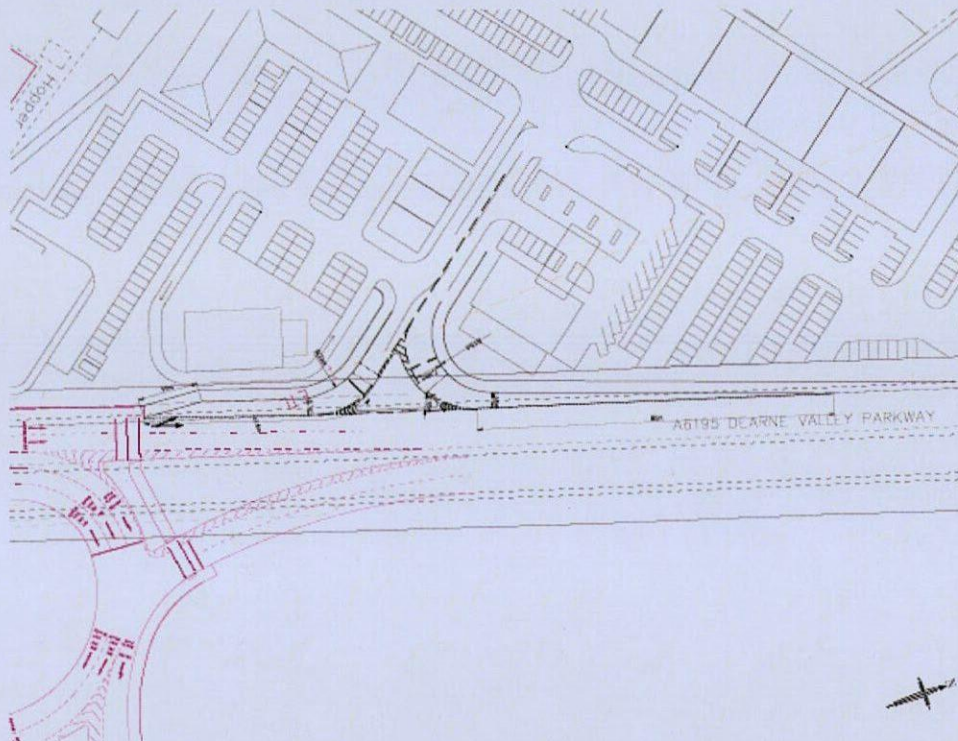
Development Proposals

The proposal is for a mixed commercial and retail development. A schedule of the proposed land uses and floorspaces are listed below.

- Retail - 497m² (5,348ft²)
- Office - 498m² (5,360ft²)
- Cafe - 318m² (3,713ft²)
- Public House - 669m² (7,201ft²)
- Drive through restaurant - 336m² (3,616ft²)
- Industrial units - 2,601m² (27,994ft²)
- 80 bed hotel - 2,226m² (23,960ft²)
- Clinic/health/day centre - 636m² (6,845ft²)
- Petrol filling station - 466m² (5,015ft²)
- Petrol filling station retail area - 150m² (1,614ft²)

Proposed Access to the Site

It is proposed that the site will be served via a new left-in/left-out access arrangement directly from the A6195 Dearne Valley Parkway which meets all current highway design guidelines and legislation. The access will incorporate signalised pedestrian crossing facilities.



Please send any comments to richard.huteson@wyg.com. The application will include a summary of the comments received. Please confirm in your response whether you wish for your views to remain confidential. We look forward to seeing you at the public event.



APPENDIX 2 – COPY OF THE PUBLIC NOTICE

PUBLIC NOTICE

Hartwood Estates will be holding a public exhibition to present plans for a mixed-use scheme in Birdwell and warmly invite members of the public to view and comment on the proposal. The exhibition will be held on Wednesday 24th September between 3pm and 8pm at Birdwell Methodist Church.



If you are unable to attend or would like further information contact Richard Huteson on 0113 219 2553 or email richard.huteson@wyg.com



APPENDIX 3 – COPY OF THE QUESTIONNAIRE

Outline planning application for a mixed use development on

Land Adjacent to Dearne Valley Parkway, Birdwell

Please fill in this questionnaire to record your views



Name:

Address:

.....

.....

Email:
(should you wish to kept up to date with the proposal)

Please circle

Do you support the proposed mixed use development (public house, hotel, petrol filling station, restaurant, office etc.) on this site? Yes No

Do you support the range of uses promoted or are there any other uses you would like to see? Yes No

Do you support the creation of up to 256 local jobs? Yes No

Are you in support of the public art that is being proposed at the 'gateway' to the site? Yes No

Please provide any comments that you may have regarding the proposal below:

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

Please send any additional comments to Barnsley Council (Steve Kirkham – planning case officer).

The application will include a summary of the comments received.

Please confirm in your response whether you wish for your views to remain confidential.



APPENDIX 4 – COPY OF THE MATERIAL DISPLAYED AT THE CONSULTATION EVENT

Proposed Development by Hartwood Estates at Birdwell, Barnsley



The purpose of this consultation is to advise you of Hartwood Estates intention to submit an outline planning application for a mixed use development on land adjacent to the A6195 Dearne Valley Parkway.

The Development

The proposed development site lies within the settlement boundary of Birdwell, approximately 7 km to the south of Barnsley town centre. The site is currently undeveloped and is 3.1 hectares in size. There is vegetation located along the south western boundary.

The surrounding land uses are industrial; the boundaries of the site are formed by the A6195 Dearne Valley Parkway to the south, Rockingham Roundabout to the north east, Rockingham Business Park to the north west and a highways depot and the Birdwell Roundabout to the south west.

This site is within a prominent location and is a **very important gateway** into Barnsley and Birdwell and the Dearne Valley Parkway, which will encourage more companies to locate to Barnsley and to this already successful corridor of industry, however it is also the gateway to the main south entrance of Barnsley itself and of course Birdwell.

Subject to planning approval the development would potentially include a large family pub restaurant, a hotel, a small row of shops, a health/care centre, a takeaway restaurant, a retail unit, a coffee shop, a filling station and also offices and industrial units.

Local Employment

This proposed development will create up to 256 local jobs.

Location / Access

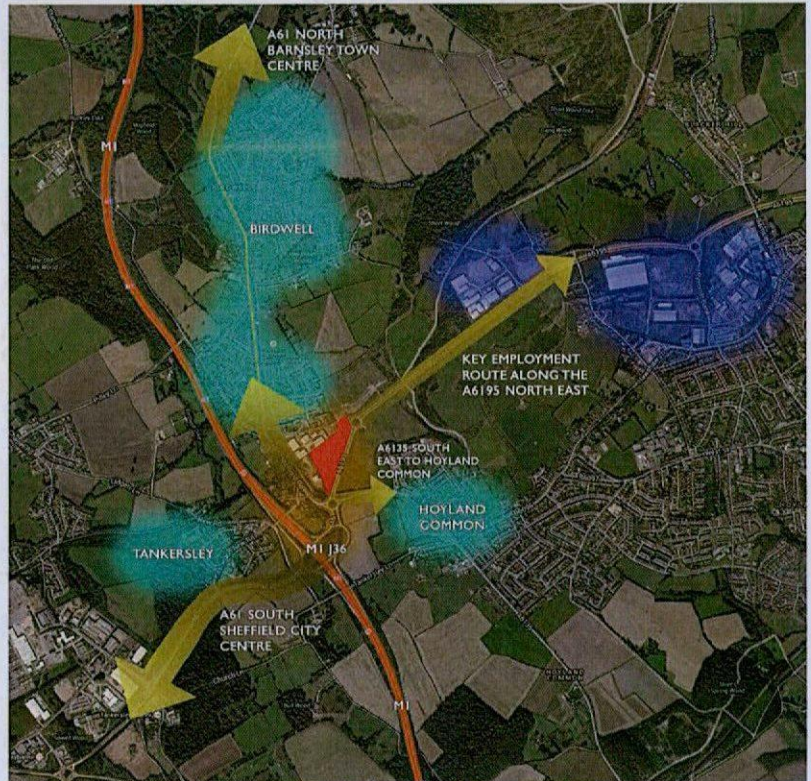
Hartwood's development is attached to Birdwell making easy access (within walking distance and bus routes) to the amenities the development has to offer. A new improved footpath from Sheffield Road will be constructed.

About the Developer

Hartwood Estates is a local developer founded in Birdwell almost 40 years ago, it has been responsible for many developments around Barnsley and elsewhere.

Originally based in Birdwell and with family born and bred in the area, Hartwood would like to produce a development that compliments the village.

Locally, Hartwood own and manage Rockingham Business Park, they are responsible for bringing Aldi to Birdwell (The Aldi development is due to start October/November) and they own the Travellers Inn which is central to the heart of Birdwell, the pub was saved from closure and reopened in 2010 and is about to undergo a renovation.



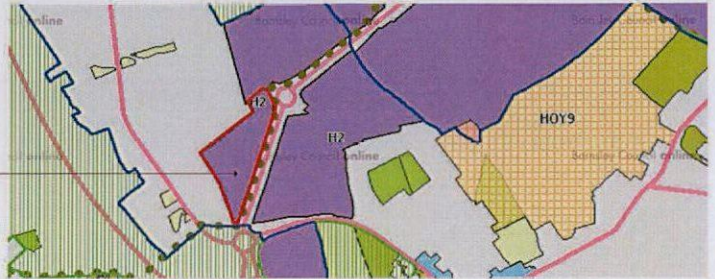
Proposed Development by Hartwood Estates at Birdwell, Barnsley



Existing Site Allocation

The site is identified as part of an 'Employment Proposal' in the Barnsley Unitary Development Plan (adopted December 2000) under policy HN3/1-4. The wider Employment Proposal extends to the north and to the east of the site.

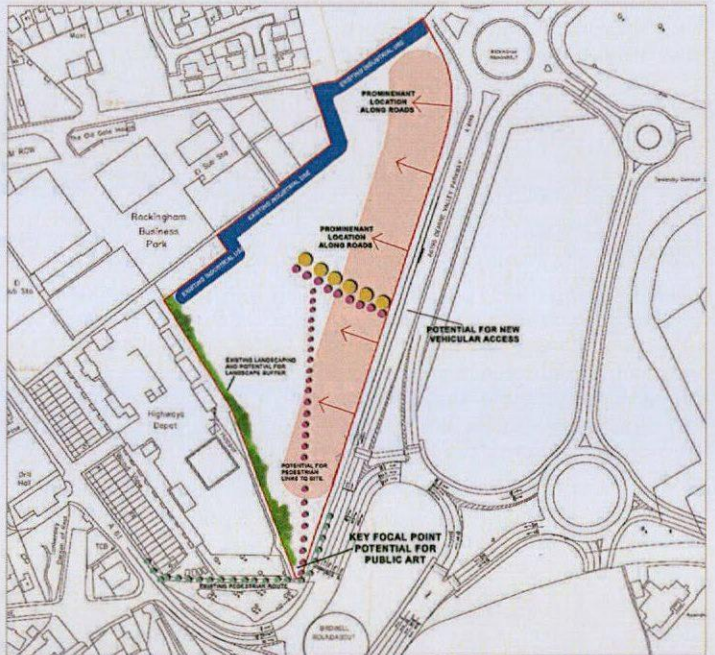
As part of the Council's Local Development Framework, the application site is part of a larger area of Potential Employment Land (reference H2 – Rockingham) in the Barnsley Development Sites and Places Consultation.



Opportunities and Constraints

The site area and analysis enables a detailed evaluation of the potential opportunities and constraints of the site, this informs the initial design process. The key points include:

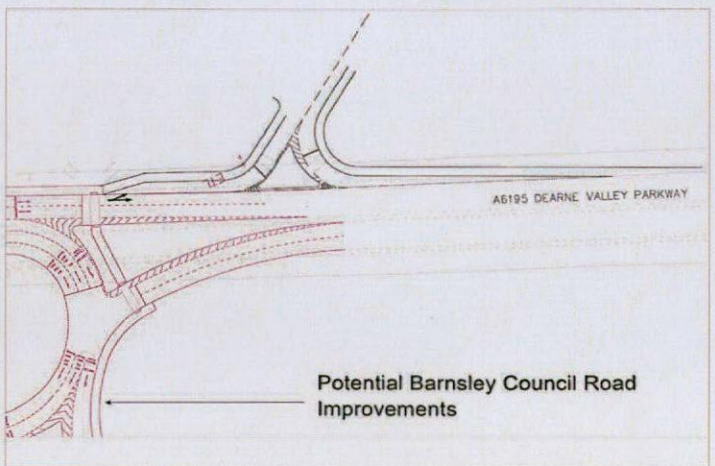
- Emphasise gateway corners with key pieces of public artwork;
- Consider and integrate existing pedestrian route and establish connections through the site;
- Consider visual impact of the development from the Dearne Valley Parkway;
- Potential for new vehicular access into the development from the Dearne Valley Parkway;
- Existing landscape along the south western boundary to be retained and potentially enhanced; and
- Consideration to be given to the existing industrial uses along the north western boundaries of the site.



Proposed Access Details

It is proposed that the site will be served via a new left-in/left-out access arrangement directly from the A6195 Dearne Valley Parkway. The access will incorporate signalised pedestrian crossing facilities.

We are currently undertaking a transport audit of the site and the surrounding area with regard to existing footway/cycle linkages and to identify any improvements to existing facilities that would benefit users of the site and local residents. Ultimately we will be required to prepare a Travel Plan for the site that will be prepared in support of the planning application, to demonstrate accessibility to the site by transport modes other than the private car and detail the measures to be introduced to promote sustainable transport access by public transport, foot and cycle. We will of course also be required to produce a Transport Assessment which will determine the impact of traffic generated by the site on the local highway network, and identify the need for any improvement measures to address the impact of development traffic.



Making Representations

When the formal application has been submitted to Barnsley Metropolitan Borough Council, there will be an opportunity to make further comments to the planning department as part of the planning process. We do however welcome your comments at this stage towards the proposals.

Proposed Development by Hartwood Estates at Birdwell, Barnsley



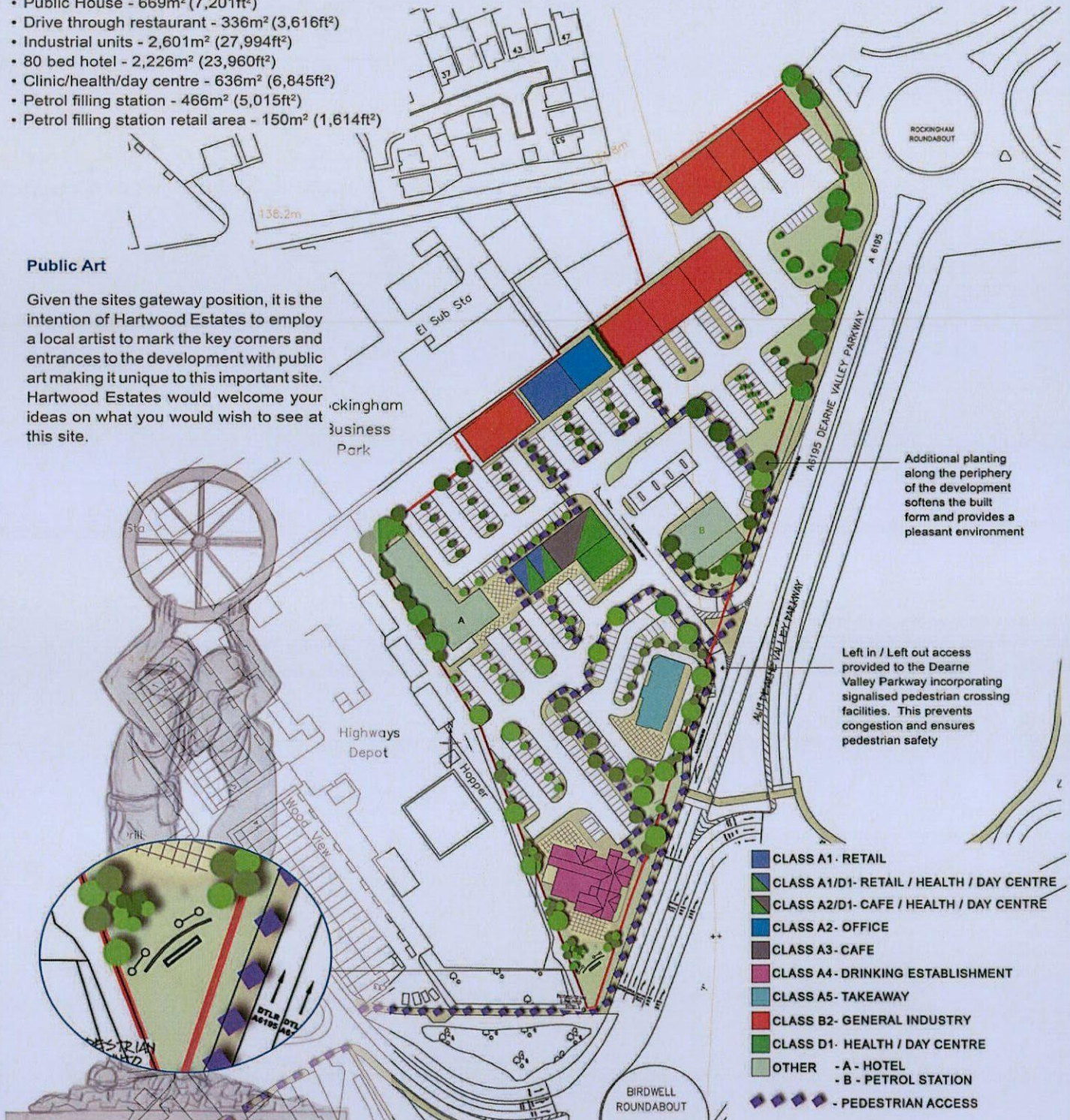
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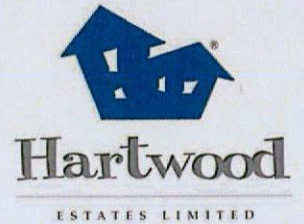
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- Petrol filling station - 466m² (5,015ft²)
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Public Art

Given the sites gateway position, it is the intention of Hartwood Estates to employ a local artist to mark the key corners and entrances to the development with public art making it unique to this important site. Hartwood Estates would welcome your ideas on what you would wish to see at this site.



Proposed Development by Hartwood Estates at Birdwell, Barnsley



Aspirational view of the Hotel and external public courtyard



Aspirational View upon entering the site from the A1695



Aspirational Aerial view of 'The Gateway'

Existing landscaping retained providing a pleasant back drop to the development.

Key gateway entrance to the site - Unique pieces of public art will enhance this key part of the development.

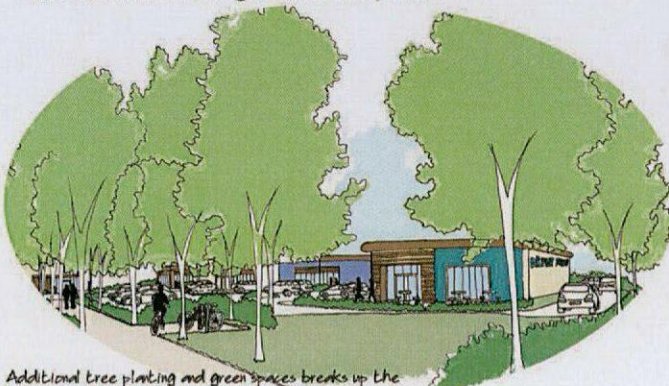


Left in / left out access from the Deane Valley Parkway incorporating signalled pedestrian crossing facilities. This prevents congestion and ensures pedestrian safety.

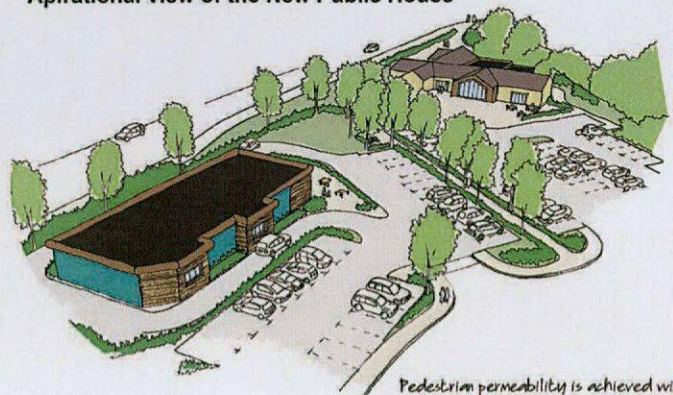
Existing pedestrian routes have been considered and enhanced through the development.

Pedestrian link through the development

Aspirational view of the New Public House



Additional tree planting and green spaces breaks up the built form and car parking creating a pleasant environment for visitors and employees at this site.



Pedestrian permeability is achieved within the scheme with safe routes created to all uses.

