Application for Residential Development at Mitton Road, Whalley

Consultation Statement

July 2012

Where quality lives

David Wilson Homes
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1.0 Overview

David Wilson Homes, one of the country’s leading housebuilders, is applying for planning permission to build new homes on land bounded by Mitton Road, Broad Lane, Ridding Lane and the A59 Bypass in Whalley, Lancashire. The plans propose up to 137 new homes with associated landscaping, public open space and the retention of ecological features where possible.

Lexington Communications has been appointed to undertake a public consultation exercise on the David Wilson Homes proposals. The aim of the consultation was to present the proposals to the Whalley community, gain feedback from interested parties on the plans and listen to the views of the wider public. At the time of consultation, the proposals that were the subject of engagement were for up to 150 new homes which was the original proposed figure. All comments submitted during the consultation process have been reviewed and taken into consideration in the preparation of the planning application submitted to Ribble Valley Borough Council.

This Consultation Statement sets out the community engagement undertaken on the plans to build new homes. The details of the pre-application consultation undertaken with stakeholders, consultees, interested parties and the wider community has, to date, included:

- A public exhibition of the proposals was held at Whalley Methodist Church, King Street, Whalley on Friday 23 March between 2pm and 6:30pm. A preview session was held for Councillors between 1pm and 2pm on the same day. The exhibition featured the plans printed onto large boards so that residents and stakeholders could view them. The development team was on hand to talk through the proposals and answer any questions from attendees. The team was multi-disciplinary and consisted of transport consultants, heritage specialists, planning consultants and landscape planning specialists, stakeholder engagement specialists and representatives of David Wilson Homes and its parent company Barrat Homes.

- Press releases issued to the Clitheroe Advertiser and the Lancashire Telegraph, the two newspapers with the highest circulation in the locality. The press release gave an outline of the proposals and provided details of the public consultation, including the community information line number and consultation email address. An article featured in both newspapers and copies of the articles can be found at Appendix 1.0.

- Letters were distributed to residents and businesses in close proximity to the site to ensure those likely to be familiar with the area were informed of the proposals. In total, 611 residents and 92 businesses were notified via letters which outlined the proposals, provided an illustrative masterplan to demonstrate how the site could look, as well as contact details of how local people could comment on the proposals. The letters also served as invitations
to the public exhibition, providing details of the event’s location and timings. Copies of the letters, including a map highlighting the catchment area used to inform local people, can be found at Appendix 2.0.

- An invitation letter to the preview event and public exhibition was issued to Ward Councillors, Parish Councillors, Nigel Evans MP, members of the Planning and Development Committee and the Leader of the Council as well as the Save Whalley Village Action Group.

- A meeting programme has also been commenced. Meetings have been offered to the Leader of the Council, Cllr Michael Ranson, Ward Councillors, Parish Councillors and Nigel Evans MP. A meeting has also been offered to the Save Whalley Village Action Group. David Wilson Homes will be presenting to Whalley Parish Council in due course.

- A community information line, 0161 247 8417, was established to deal with enquiries relating to the scheme and any requests for further information. The community information line was provided on the press release and advertised on the letters distributed locally regarding the plans.

- An email address, dwhwhalley@lexcomm.co.uk was also provided to the local community, as well as a postal address, for local residents and stakeholders to comment on the plans or seek further information regarding the scheme following the distribution of letters to local people.

Section 3.0 outlines these points in more detail.

David Wilson Homes is committed to undertaking community consultation and post-submission engagement with stakeholders and the local community will take place over the coming months.
2.0 Planning Policy and Guidance: Role of Community Involvement

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

Although various national planning policy documents (for example, PPS12 and PPS1) have now been replaced by the National Planning Policy Framework (NPPF), Lexington Communications has adhered to the consultation principles set out in prior policy documents as well as the guidance found in the NPPF.

Decentralisation and Localism and the NPPF

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

Throughout the legislations’ passage through Parliamentary process, Lexington Communications followed its principles carefully, looking to provide the local community with a voice throughout the planning process. In the Department for Communities and Local Government’s paper, Decentralisation and Localism Bill: an essential guide, one of the essential actions outlined is:

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

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

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

Throughout the public consultation undertaken on the proposals for Mitton Road, Whalley, David
Wilson Homes has sought to implement the Government’s approach to involving the community in its proposals at an early stage to allow local people to provide constructive feedback on the plans and help shape the final proposals.
3.0 Consultation Programme

To ensure local residents and stakeholders that would be interested in the proposals were updated about the proposals and informed of the detailed draft layout of the site, a number of methodologies were employed, as outlined below.

Publicity

David Wilson Homes publicly announced the proposals via a press release which was published in the Clitheroe Advertiser and Times on Wednesday 15 March 2012 and in the Lancashire Telegraph on Thursday 16 March 2012, as well as being duplicated on the newspapers’ websites. Copies of the articles and the press release can be found at Appendix 1.0. The release, and subsequent articles, contained details of the public exhibition and contact details for readers to submit their comments, including a telephone number for the dedicated community information line (0161 247 8417) and a project email address (dwhwhalley@lexcomm.co.uk). Lexington has detailed queries received via these contact points in Section 4.0.

Further to publicising the proposals via the local press, David Wilson Homes wrote to stakeholders, Councillors and the MP to announce the proposals and invite recipients to the public exhibition. Letters were sent to Ward Councillors, members of the Planning and Development Committee, the Leader of the Council, members of Whalley Parish Council, the Clerk of Whalley Parish Council, Nigel Evans MP and the Save Whalley Village Action Group.

Invitation letters to residents and businesses

In addition to the press articles and invitation letters to stakeholders, Councillors and the MP, David Wilson Homes issued invitation letters to 611 residents and 92 businesses around the site. The letter outlined the proposals, gave details of the public exhibition, featured a draft masterplan of the site and invited comments via telephone, postal and email contact. A copy of the letter can be found at Appendix 2.0 alongside an image of the distribution area.

Public exhibition

David Wilson Homes recognises the need for residents, businesses and other stakeholders to view the plans in full, ask questions of the development team and feed back their views on the proposals as part of the consultation process. As such, a public exhibition was held to inform the community of the plans and invite comments.

The public exhibition took place from 2pm until 6:30pm on Friday 23 March 2012. A preview session for Borough Councillors, Parish Councillors and the MP was held from 1pm until 2pm, prior to the
event opening up to the public. The exhibition was held at Whalley Methodist Church, King Street, Whalley. The venue was chosen for its central location, allowing ease of access for residents and businesses as well as its close proximity to the site.

On the exhibition day, 190 attendees signed in. However, a large proportion of residents chose not to sign in and, as such, Lexington estimates that the attendance figure is more likely to be 250 and above. The venue and room was clearly signposted for visitors.
At the exhibition, David Wilson Homes provided two sets of six exhibition boards containing information on various aspects of the proposals. Copies of these boards can be found at Appendix 3.0. Elements of the proposals outlined on the boards included the landscape character of the site and its surroundings, highways and site access, design, heritage and the need for new homes. A large draft masterplan was on display at the exhibition, showing the proposals for up to 150 new homes.

David Wilson Homes provided comment forms at the exhibition in order that attendees could record their views and a ballot box was available, allowing attendees to post their completed forms. Forms were handed to residents as they arrived at the exhibition, in order to encourage feedback. The forms could also be taken away and posted back to the team at a later date. A copy of the comment form can be found at Appendix 4.0. In total, Lexington received 105 comment forms prior to the final date for receiving feedback, Thursday 29 March 2012.
**Feedback Mechanisms**

Other feedback mechanisms were established to augment the opportunity to comment at the exhibition, with a view to widening participation in the consultation process. A community information line, 0161 247 8417, was established to answer queries from members of the public and other stakeholders. The information line number was included in the press release to announce David Wilson Homes’ plans and the invitation letter distributed to local people to allow them to comment on the proposals. The line was directed to Lexington Communication’s Manchester office and was staffed from 9:00am until 5:30pm, Monday to Friday. All calls received a response. During the consultation process, six residents contacted the community information line. Their comments and queries were noted and have been considered as part of the consultation process. A table detailing the calls to the community information line can be found in Section 4.0, below.

As well as the community information line, an email address, dwhwalley@lexcomm.co.uk, and postal address (David Wilson Homes Whalley, C/o Lexington Communications, Barnett House, Fountain Street, Manchester, M2 2AN) were provided in the press release, the invitation letters and on the comment forms as options for providing feedback on the proposals. In total, nine emails and four letters were received. The comments from this correspondence have also been considered as part of the consultation process, as highlighted in more detail in Section 4.0.

**Meeting Programme**

David Wilson Homes recognises the need for engagement around planning applications. Discussing proposals with members of the community is vital and, as such, meetings were offered to key stakeholders in addition to invitations to the exhibition. David Wilson Homes extended invitations to meet to the Leader of the Council, Nigel Evans MP, Ward Councillors, Parish Councillors and the Save Whalley Village Action Group.

Ward Councillors chose to attend the public exhibition and discuss the proposals with the development team at the event. In addition, several members of the Parish Council attended the exhibition. Further to this, David Wilson Homes is arranging a follow-up meeting with the Parish Council in order to explain the changes to the proposals following public consultation and to answer outstanding questions. David Wilson Homes also suggested a meeting with Leader of the Council, Councillor Michael Ranson in order to explain the proposals and answer any queries. The Save Whalley Village Action Group did not respond to a proposed meeting.
4.0 Feedback Received

This section contains a breakdown of the feedback received during the public consultation on David Wilson Homes’ proposals for land off Mitton Road, Whalley. An analysis of how the feedback received has been taken into account can be found in Section 5.0 of this report.

Community information line

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Details of enquiry</th>
<th>Response</th>
</tr>
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<tbody>
<tr>
<td>16-Mar</td>
<td>The caller would like to request copies of the consultation material if available.</td>
<td>I notified the caller that I would enquire as to if we can send her materials when they are prepared. Consultation materials were subsequently sent.</td>
</tr>
<tr>
<td>19-Mar</td>
<td>Caller rang and said she was angry and against the whole thing, that Whalley is supposed to be a village and it will become a town. The name of the road Ridding Lane on the map is wrong and it should be Ridding's Lane unless the Co-op site is also supposed to be developed. The caller lives on the road and noted that there is likely to be an increase in traffic. The caller stated that there is no social need for these houses. It was expressed that half of designated site is a flood plain and that people from all over the country feel they have a right to live here when in fact they have no such right.</td>
<td>Thanked caller for ringing, explained her concerns were being noted as part of the consultation and we would keep the caller informed of further steps on the planning application. Invited the caller to the public exhibition where plans would be on display and the development team would be on hand to discuss all queries.</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td>Response</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------</td>
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</tr>
<tr>
<td>20-Mar</td>
<td>Caller rang requesting to speak with Andrew Taylor. When asked if it is regarding anything specific said it was a complaint / objection but that she needed to talk to Andrew Taylor.</td>
<td>Thanked caller for ringing, explained that we do not have a number for Andrew Taylor, but are part of the communications team for David Wilson Homes, and that my colleague is dealing with the project and can call back but is there anything specific I can help with or relay. The proposals were discussed with the caller and letters also received and logged as part of the consultation process.</td>
</tr>
<tr>
<td>22-Mar</td>
<td>Caller rang to say he lives on Mitton Road and owns plots of land behind properties along the road. He would be willing to sell this land.</td>
<td>Thanked caller for ringing, took details of query and told him they would be passed on to a colleague.</td>
</tr>
<tr>
<td>22-Mar</td>
<td>The caller had several specific queries. These centred around Education provision, Highways matters and drainage - particularly the capacity of the local network. The caller wanted to know what mitigation measures would be put in place and how the development would address the issues locally. The caller noted that the local secondary school was Roman Catholic and therefore had an exclusive admissions policy which would probably exclude new pupils to a certain extent. The caller noted that all local primary schools are full and asked how DWH would address this issue. The caller noted that views from Whalley Nab would be spoilt by the development.</td>
<td>Thanked the caller for getting in touch. Noted that contributions would need to be made towards education provision and that a transport assessment would identify mitigation measures, where necessary, to address any traffic issues. In terms of drainage, DWH will be investing heavily in drainage infrastructure in order to ensure that run-off and discharges do not exceed current levels but that technical studies will show what is needed for the site. Noted that a member of the team will be in touch with further technical details on these issues when they are available. The site will be carefully designed, alongside a heritage specialist, to reflect and complement Whalley's historic landscape but we invite all feedback from residents as part of the consultation process.</td>
</tr>
<tr>
<td>03-Apr</td>
<td>The caller had a single specific query. He was concerned about the current proposed access off Mitton Road. The caller owns a property on Mitton Road which lies on a straight stretch of the highway and now lives in a residential care home. As such, he would be willing to sell the house in order for it to be demolished to provide an access route.</td>
<td>Thanked the caller for getting in touch. Noted his concern and stated that I would record his suggestions and pass them on to the transport consultant, planning consultant and David Wilson Homes to be investigated as an option. Noted that I would be back in touch with any suitable feedback.</td>
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Feedback Received

David Wilson Homes received 105 comments forms (these will be provided separately to Ribble Valley Borough Council), nine emails, four letters and six calls to the community information line during the pre-application public consultation process. These comments have been considered carefully and used, where possible, to influence the planning application.

The following sections outline the issues that were raised during the consultation process and thereafter the report details how David Wilson Homes has responded to the feedback.

Copies of emails and letters received, with personal information removed, can be found in Appendix 5.0.

The comments form contained four questions or prompts asking residents for their views. These questions and prompts were:

- Do you agree there is a need to deliver homes in the Ribble Valley, such as high quality family housing and affordable properties?
- Please tell us what you think of the draft proposals, including what you like or elements you would like to change.
- Is there anything you would like to see included as part of the plans that could help improve the area? What community projects do you think could benefit from funding?
- Please use the space below for any additional comments or suggestions you may have about the plans.

In answer to the first question, ‘Do you agree there is a need to deliver homes in the Ribble Valley, such as high quality family housing and affordable properties?’, the majority of respondents (93.4%) who chose to comment stated that they did not believe that there was a need to deliver homes in the Ribble Valley.

Those who provided comments and stated that there was not a need for new homes in the Ribble Valley, cited the availability of existing properties and the impact upon local infrastructure as principle reasons against any new homes in the Borough.

‘No. There are already empty houses.’

‘No, there are already 1,400 houses for sale in the Ribble Valley.’

‘No. The infrastructure in the existing villages cannot sustain more housing...’
Residents who did believe there was a need for new homes in the Ribble Valley (6.6% of respondents) and those that were partially supportive of such homes predominantly noted that affordability was an issue and more affordable homes were needed.

‘Yes, in keeping with local environment, and allowing for the necessary infrastructure...’

‘There is definitely a need for affordable housing in the Ribble Valley but this never seems to happen whatever is built.’

Responding to the second and final questions, ‘Please tell us what you think of the draft proposals, including what you like or elements you would like to change’ and ‘Please use the space below for any additional comments or suggestions you may have about the plans’, residents highlighted a number of topics and these are detailed below.

**Education**

The most frequently occurring topic in the comments was educational provision. Respondents expressed the view that current capacity at local schools would be unable to extend to the pupil numbers required by David Wilson Homes’ proposals. Comments tended to note that local schools would be unable to provide for the new pupils that the proposals would generate.

‘Our school is choc-a-bloc’

‘There are not enough places in local schools’

**Traffic and transport**

Following educational provision, traffic and transport issues were most frequently emphasised by respondents. Comments provided by those completing the forms highlighted the impact upon traffic through the village, the safety of the proposed site access and parking as principle concerns.

Those citing traffic impact in their comments tended to note that Whalley village centre experiences high levels of traffic currently and that vehicular movements generated by new residents would increase traffic and congestion through the centre substantially.

‘The access and egress are unsuitable, because they don’t create access to the A59. Most of the traffic will therefore go through Whalley town centre. Whalley town centre cannot take any more traffic.’

Where residents noted access arrangements in their comments, they suggested taking alternative
access from the A59 or stated that the proposed access route is in a position of low visibility along Mitton Road.

‘Proposed access to and from the development is totally unsuitable, blind bend and speeding traffic.’

‘It seems to me that access arrangements would be greatly improved by direct access to the A59, thus keeping the majority of the traffic away from the already overburdened Whalley Centre.’

Parking was highlighted by a number of respondents. Residents expressed the view that parking was currently difficult in Whalley and caused traffic issues and it is believed that an increase in vehicles as the result of a new development would compound parking challenges in Whalley.

**Location & Housing Need**

Several residents stated that they believe that there is no need for further houses in Whalley, further to the comments made in response to the first question regarding housing in the wider Ribble Valley.

When explaining why they believed that there was no need for housing in Whalley, residents stated that new homes would affect the village’s character and that Whalley was too limited an area to accept more houses. Some residents suggested reducing the number of homes proposed in order to reduce the perceived impact upon the village.

‘Invasion of the village – turn it into an urban sprawl.’

‘I agree that there needs to be some housing including affordable housing in the area, however I do not believe the scale of such housing development is justified...’

‘I believe that the maximum of 150 houses should be reduced by half in order to manage traffic influx sufficiently as well as other such infrastructure...’

In addition, and with regard to the site location, residents suggested that homes should be located elsewhere, for example in Cheshire or Clitheroe, and that the site was without the settlement boundary of Whalley.

‘Build in Cheshire – lovely views, rural area.’

‘Possibly a need for a moderate number of affordable properties only, but even then not at
A number of residents did support new homes in Whalley, noting the need for family and affordable accommodation as well as homes suitable for elderly residents.

‘If there are so many affordable on the Mitton Road site I would like my name down for one.’

‘If I had to agree to more homes it would be affordable homes for 1st time buyers – to enable them to stay in the villages they were born in.’

Infrastructure, including drainage and local services

Further to the comments around education, highways and housing need and location, residents commented on the infrastructure of the village and the impact that they believed the proposals will have upon it. Respondents raised issues such as the effect upon drainage, sewerage and also the capacity of the local doctors’ surgery.

Residents expressed concern that current infrastructure in Whalley would be unable to sustain a further development of new homes. Comments suggested that new residents, as a result of new homes, would place a strain on the drainage system that is already believed by local people to be under pressure. Additionally, those leaving feedback suggested that the local doctors’ surgery would not be in a position to accept new patients.

‘Sewerage/water system is insufficient to service all the new properties proposed for Whalley.’

‘The drainage, roads, primary school and doctors cannot provide for more people.’

Environmental and ecological issues

Finally, comments received from the exhibition and subsequently have also highlighted environmental and ecological aspects of the proposals. These include, loss of greenfield land, flooding concerns and the impact upon the visual amenity of the natural landscape.

Residents requested that brownfield sites elsewhere be built upon instead of the proposed site and stated that they were opposed to the removal of green space and open countryside.

‘I would like NO houses to be built. You are ruining the countryside and the historical character of Whalley village.’
‘No build on greenfield sites. You will spoil the landscape.’

Flooding was cited as already causing problems in Whalley and a limited number of residents suggested that this should be considered by the David Wilson Homes proposals.

‘I am very worried about flooding.’

‘Have you considered the flooding problem? How are you dealing with it?’

When responding to the third question, ‘Is there anything you would like to see included as part of the plans that could help improve the area? What community projects do you think could benefit from funding?’ the majority of residents requested that the proposals not go ahead. However, a number of comments also provided suggestions on how the plans could be improved and what community projects were active in Whalley. These suggestions included:

- Providing funding towards a new school and other infrastructure such as drainage, highways improvements and flood protection
- Providing funds to improve Whalley train station
- Funding improvements to the Queen Elizabeth II playing fields for younger generations
- Including bungalows or other suitable homes for the elderly on the site
- Improving parking for the village
- Providing a community fund for a 20 year period that can be applied to by local organisations
5.0 Response to feedback

David Wilson Homes appreciates all the feedback received during the consultation undertaken on its proposals for the site off Mitton Road, Whalley. The feedback received from local residents has helped to develop the plans. This section outlines the applicants’ response to the feedback received and considers each issue in turn.

Education

Residents raised concerns regarding the capacity of local schools in anticipation of a potential number of new pupils stemming from the proposals. David Wilson Homes recognises that this issue is of particular concern to the Whalley community and has been in dialogue with the Local Education Authority (LEA), Lancashire County Council, to mitigate any potential impacts of the proposals in terms of education. The LEA has identified a need for a maximum financial contribution toward 25 primary school places and 38 secondary school places, totalling £957,331. Should the application be granted permission, the contributions would be made to the LEA and used to enhance the education provision in the Borough, providing the opportunity to make substantial improvements to education in Whalley.

Traffic and transport

During the public consultation, via feedback forms, emails, telephone conversations and letters, residents noted that they believed highways issues would cause difficulties in Whalley. In particular, people highlighted that the proposals may cause an increase in traffic in the village, add to current parking challenges and access off the proposed location on Mitton Road could be hazardous in terms of visibility.

David Wilson Homes has carried out a full Transport Assessment which accompanies the planning application. This document outlines in further detail the impact upon traffic and parking that the proposals will have and the safety of the access. The access has been chosen and studied in accordance with national and local policy and guidelines. This has shown that the visibility at this point exceeds national highways standards and, as such, the access point is safe in highways terms.

According to the Transport Assessment, which has studied normal and peak traffic flows in and around the site, along local roads and at key junctions and modelled the impact on the local highways network created by 137 new homes and associated vehicles, there will be no adverse impact upon traffic levels. A contribution will be made toward local highways improvements if the plans are granted approval, ensuring that mitigation measures can be employed if required. Further to this, the junction with Mitton Road that will provide access to and from the site will be created to high safety standards, ensuring that cars coming into and exiting the site do not cause a hazard on
local roads.

**Location & housing need**

The majority of comments, in both the responses to the first question and the second and last opportunity for feedback, stated that there is no need for new homes in the Ribble Valley. While David Wilson Homes notes the inherent anti-development stance of residents, there is a clear, recognised need for new homes in the borough.

Ribble Valley Borough Council has identified that it has a shortfall in its housing land supply and acutely in its affordable homes provision. The Core Strategy in its current form has noted that the local authority needs to allow for an increase in new homes going forward. Add to this the national background, where according to Housing Minister Grant Shapps and the House Builders’ Federation figures the average age of a first time buyer is 37 and increasing and finding a deposit for an existing property is extremely difficult. There is a clear need for new homes and the Whalley proposals will help to meet that need. Whalley is a Key Service Centre in the Ribble Valley settlement hierarchy indicating that it is a higher-order settlement – that is, one of the most sustainable and suitable locations to accommodate proportionate new housing development. As such, David Wilson Homes maintains its commitment to bringing forward a planning application for new homes at land off Mitton Road. Furthermore, following the public consultation which proposed a development of 150 new homes, David Wilson Homes has subsequently reduced this to 137 new homes as a result of discussions with residents, the local authority and technical studies. The frames views to the river and through the development towards the viaduct.

**Infrastructure, including drainage and local services**

A number of people stated that they were concerned about the impact of the proposals on drainage/sewerage infrastructure and local doctors surgeries. David Wilson Homes has worked in collaboration with the local utility services provider, United Utilities and other statutory consultees to understand what is required to mitigate any impact of 150 new homes off Mitton Road, Whalley.

David Wilson Homes is proposing a Sustainable Urban Drainage System (SUDS) which will create an efficient drainage system for the site, taking any impact away from existing homes and infrastructure in Whalley. Furthermore, United Utilities has confirmed that there is capacity to support over 200 new homes in Whalley. As such, the new homes proposed will not adversely affect drainage in Whalley.

Regarding doctors surgeries, David Wilson Homes has received written confirmation that the local doctors surgeries can accommodate new residents associated with a proposal of this size. New residents will help to support and sustain local services and jobs, spending money in the local
Residents noted the loss of greenfield land, flooding and impact upon visual amenity in their concerns around environmental and ecological factors.

David Wilson Homes appreciates the existing concern in communities over the loss of greenfield land. Developments in rural locations will always impact upon a green aspect of the natural environment. However, brownfield site availability in the Ribble Valley is limited, particularly in Whalley. The village is identified as a key service centre in the Borough and when sustainable locations such as the site off Mitton Road have been identified in the Council’s Strategic Housing Land Availability Assessment (SHLAA) as suitable for residential development against the backdrop of a national housing shortage there is a need to develop on some greenfield locations. The land off Mitton Road has been identified by David Wilson Homes for a number of reasons, including its location close to the village centre and excellent bus and rail links, making it a highly sustainable location and intuitive site for the extension of the Whalley settlement. Furthermore, David Wilson Homes takes the design of the site seriously and recognises the importance of retaining views as far as possible, echoing the village character and including substantial green open spaces.

Visual amenity is a matter of concern for residents. There is an apprehension about the visual impact of new homes off Mitton Road. David Wilson Homes is conscious of these concerns and understands that new homes will affect views by their very nature. Central to the design proposals has been a focus upon the village character, a respect for the local heritage assets and careful attention to the natural landscape of the site. The plans will ensure important local views of the viaduct, Abbey and the outlook from Whalley are retained.

In terms of flooding, the part of the site proposed for housing is not located within an area that is at risk of flooding. The detailed reports submitted as part of the planning application show the flooding risks associated with the location.

Suggestions

David Wilson Homes is grateful for the suggestions provided by residents for what other elements should be included in the plans and what community projects could be supported if approval is granted.

If the application receives permission and the new homes are built, David Wilson Homes will be providing substantial contributions toward education and highways as well as drainage, requirements suggested in this section of the comments form.
A number of people asked for elderly accommodation to be included in the proposals, including bungalows.

David Wilson Homes prides itself on the range of housing that the company provides. The new homes will cater for a wide range of needs, from younger generations wanting to get onto the housing ladder, through to families wanting to upgrade or elderly residents hoping to downsize. The new homes proposed will include a mix of types, from two bed mews to four and five bed family homes. There are also a number of bungalows proposed in the application in response to the suggestions given during consultation.

David Wilson Homes is considering the remaining suggestions, including those regarding the QEII playing fields, Whalley train station and providing extra parking. These are the subject of ongoing discussions with David Wilson Homes and a decision will be made in due course.

Further to this, David Wilson Homes has established a dedicated community fund, ‘Our Space, Your Place’ which provides funding to community groups in the locations that David Wilson Homes North West operates. If permission was granted in Whalley, local groups would be eligible to apply for funding from this stream.
6.0 Conclusions

David Wilson Homes has undertaken a programme of public consultation to inform the planning application for 137 new homes off Mitton Road, Whalley, Lancashire. The consultation process was designed to capture the views of a broad range of stakeholders, from local residents to Borough and Parish Councillors and the Save Whalley Village Action Group on a proposal for up to 150 new homes. David Wilson Homes worked to ensure local people had multiple methods by which to comment on the proposals and that the plans were displayed at a location and for a time period that enabled a large proportion of the community to view them. The company is committed to engaging with the community and, as such, will be continuing to meet with local representatives as the application progresses.

This Consultation Statement is submitted alongside David Wilson Homes’ planning application for up to 137 new homes at land off Mitton Road, Whalley. The document details the public consultation activity that has been undertaken, the feedback that the development team has received and the applicant’s response to the comments that have been made. A mixed methodology was employed to encourage comments from the community, encompassing publicity via the press, letters to residents and letters to Councillors and other stakeholders; an opportunity to view the plans at a public exhibition; a range of channels for supplying feedback including email, telephone and via feedback forms available at the exhibition and ongoing engagement through meetings with local representatives.

During the public consultation, via feedback forms, the community information line, emails and letters, a number of issues regarding the proposals were raised by the community. These centred around education provision, traffic and transport, location and housing need, infrastructure and environment and ecology. A number of people also highlighted the need for affordable homes, accommodation for the elderly and new homes more widely.

This report has outlined the applicant’s responses to the issues raised during the consultation. David Wilson Homes understands that residents are concerned about a range of issues and has considered these points carefully in designing their application and in discussions with the Local Planning Authority, Ribble Valley Borough Council, and statutory consultees such as United Utilities and the Highways Authority. Section 5.0 outlined the responses to the comments received, noting the reduction in number of homes, education contribution, highways solutions, affordable housing element of the proposals, the inclusion of bungalows in the design, the identified need for new homes across the Ribble Valley, the sustainable location of the site, the impact upon local services and the careful design of the plans to take into account heritage and environmental considerations. Furthermore, the technical assessments submitted as part of the planning application provide
greater detail on each element of the proposal.

David Wilson Homes was encouraged by the interest shown in the plans and respects and has listened to the views put forward by residents. While it is clear that there are local concerns toward all housing development in Whalley, with a number of residents suggesting building new homes in other Boroughs and particular objections from the Save Whalley Village Action Group members, David Wilson Homes is proposing a sustainable development that is designed to meet identified need. With a new national policy background that sets out to build new homes as part of the country’s economic recovery and a local picture that shows a real need to increase the housing land supply across the Ribble Valley, David Wilson Homes is proposing new homes but in a development that seeks to reflect Whalley’s character and its residents’ constructive feedback.
APPENDIX 1.0
Press coverage and press release
Plans for 150 new homes in Whalley announced by builder

5:30pm Thursday 15th March 2012 in News

PLANS for 150 new homes in Whalley have been announced by a leading house builder.

But campaigners have hit out at the scheme, saying the village is ‘under siege’ from developers.

David Wilson Homes has announced proposals for a mix of housing, including affordable homes and properties for first time buyers and the elderly, on green fields off Mitton Road.

A planning application is due to be made after a period of public consultation on the proposed development, which has been announced by the building company.

The proposals have been made to tie in with Ribble Valley Council’s core strategy for 4,000 new homes in the borough.

Andrew Taylor, planning director at David Wilson Homes North West, said: “We are delighted to launch a public consultation on our proposals for Whalley.

“We are interested in hearing what the community’s views are and I look forward to discussing the plans with residents.

“Our plans will be on display and the development team will be on-hand to answer any queries that people have.

But Nick Walker, chairman of the Save Whalley Village action group, said he was worried that suitable infrastructure, including more school places, was not in place to accommodate the amount of new homes. He said: “Whalley is under siege from developers who want to cash in on lucrative house sales.

“Regeneration is needed in the towns of East Lancashire not in the countryside.

“We want to keep the village as a village which is what attracts visitors to Whalley and ensures a real community for residents.

“We fear for our village, valley and indeed for much of rural England which will be sacrificed to the appetite of developers.

“We shall be using all means at our disposal to object to this development.
The public exhibition is planned for March 23, from 2pm until 6:30pm, at Whalley Methodist Church in King Street.
New plan for 150 houses in Whalley

A NEW development of 150 houses is being proposed for land at Whalley.

David Wilson Homes, one of the country’s leading house builders, has announced that it will begin a period of public consultation on the proposed new development off Mitton Road.

The site is bounded by Mitton Road to the north, Broad Lane to the east, Ridding Lane to the south and the A59 by-pass to the west and will be accessed from Mitton Road.

David Wilson Homes is proposing a range of housing types, including affordable homes and properties for first time buyers and accommodation for the elderly, ensuring “a sustainable and sensitive addition to the Whalley community”.

The development team want to hear local views and a public exhibition is planned for Friday March 23rd, from 2 p.m. until 6-30 p.m. at Whalley Methodist Church, in King Street.

David Wilson Homes will be preparing a planning application in the near future and the public exhibition will invite comments from residents that will be considered in bringing forward the application.

Andrew Taylor, planning director for David Wilson Homes North West, said:

“We are interested in hearing what the community’s views are and I look forward to discussing the plans with residents. Our plans will be on display and the development team will be on hand to answer any queries that people have.

“The location of the proposals has been carefully chosen. We have been careful to propose a scheme that is in keeping with the village scale and character.”

A dedicated community information line (0161 247 8417) and e-mail address (dwhwhalley@lexcomm.co.uk) are also available for those who want to discuss the plans.
PRESS RELEASE

DATE: Tuesday 13 March 2012

PLANS FOR A NEW SUSTAINABLE RESIDENTIAL DEVELOPMENT IN WHALLEY LAUNCHED

David Wilson Homes, one of the country’s leading house builders, has announced that it is to begin a period of public consultation on a proposed new development of up to 150 homes off Mitton Road, Whalley.

Ribble Valley Borough Council has identified a significant shortfall in its housing land supply for the next five years and beyond. As such, new homes are needed across the borough. The proposals will help to meet that demand in a sustainable location.

The site is bounded by Mitton Road to the north, Broad Lane to the east, Ridding Lane to the south and the A59 by-pass to the west and will be accessed from Mitton Road. David Wilson Homes is proposing a range of housing types, including affordable homes and properties for first time buyers and accommodation for the elderly, ensuring a sustainable and sensitive addition to the Whalley community.

The development team want to hear local views and a public exhibition is planned for Friday 23 March, from 2pm until 6:30pm at Whalley Methodist Church, King Street, Whalley.

David Wilson Homes will be preparing a planning application in the near future and the public exhibition will invite comments from residents that will be considered in bringing forward the application.
Andrew Taylor, Planning Director at David Wilson Homes North West, said: “We are delighted to launch a public consultation on our proposals for Whalley. We are interested in hearing what the community’s views are and I look forward to discussing the plans with residents. Our plans will be on display and the development team will be on-hand to answer any queries that people have.

“The location of the proposals has been carefully chosen. We have been careful to propose a scheme that is in-keeping with the village scale and character.

“David Wilson Homes is committed to communities across the North West. Through our ‘Our Space, Your Place’ scheme we fund many community activities across the region. We want to bring these values to Whalley and will be seeking people’s ideas for projects that we could support.”

A dedicated community information line and email address are also available for those who want to discuss the plans: 0161 247 8417 dwhwalley@lexcomm.co.uk.

- Ends-

Notes to Editors:

David Wilson Homes

1) David Wilson Homes is part of Barratt Group, which sold 11,171 homes in the last financial year, making it the biggest housebuilder by volume in Britain.

2) Barratt Group was named Housebuilder of the Year at the Housebuilder Awards 2011.

3) Barratt Group was awarded a maximum five star rating for the second consecutive year in the 2011 Home Builders Federation Customer Satisfaction Survey.

4) In 2011 site managers working for Barratt Group won the highest number of NHBC Pride in the Job Quality Awards for a record seventh consecutive year.

5) Barratt Group is the only housebuilder to guarantee the fixtures and fittings in place at the time of purchase of its new homes for five years.

6) Images of a selection of developments are available to the media at
http://www.barrattdevelopments.co.uk/barratt/en/media/mediakit/lib

7) Further information about David Wilson Homes can be found at: www.dwh.co.uk
APPENDIX 2.0

Invitation letter and distribution map
Dear Occupant,

**Land off Mitton Road, Whalley: Invitation to a public exhibition**

David Wilson Homes is a North West-based developer dedicated to creating the highest-quality homes to be lived in and loved. The company is part of the Barratt Developments group.

David Wilson Homes is bringing forward proposals for up to 150 new homes on a site bounded by Mitton Road, Ridding Lane, Broad Lane and the A59 by-pass in Whalley.

The development will include a range of housing types to cater for all residents, from first time buyers to the elderly. Access is proposed from Mitton Road, providing a safe entrance to and exit from the site. Included in the plans will be areas of public open space for the community to use. We believe these new homes are in a sustainable location and on a scale that is sympathetic to the village.

Through our ‘Our Space, Your Place’ scheme we fund many community activities across the region. We want to bring these values to Whalley and will be seeking your ideas for projects that we could support.

I would like to invite you to a public exhibition where our proposals will be on display and members of the development team will be on-hand to answer your questions. We are keen to hear your views as we will use your comments to adapt our application where possible. The exhibition will take place from 2pm until 6:30pm on Friday 23 March 2012 at Whalley Methodist Church, King Street, Whalley. I look forward to meeting you should you be able to attend. I have included overleaf a plan of the site.

If you are unable to attend the exhibition or would like to discuss the proposals with a member of the team, please contact our community information line on 0161 247 8417 (9am until 5:30pm) or write to: David Wilson Homes Whalley, C/o Lexington Communications, Barnett House, Manchester, M2 2AN. Alternatively, you can email dwhwhalley@lexcomm.co.uk.
We would be grateful for receiving all comments before Thursday 29 March 2012.

We hope you will contribute to the development of our plans by letting us know what you think. We look forward to hearing your views.

Yours sincerely

Andrew Taylor
Planning Director, David Wilson Homes North West

The plan above displays the David Wilson Homes site, bounded by Mitton Road, Ridding Lane, Broad Lane and the A59 by-pass.
Invitation letter distribution area
APPENDIX 3.0
Exhibition boards
Proposed Residential Development at:
Land to the south of Mitton Road, Whalley.

Location Plan

Welcome to the Consultation

Thank you for taking the time to respond to our David Wilson Homes development proposals at Mitton Road, Whalley. David Wilson Homes is one of the Country’s leading housebuilders with a reputation for building high quality family homes and award-winning developments.

We would like to outline a planning application for the development of up to 120 new homes on the land south of Mitton Road and this event is designed to familiarise you with the proposed scheme and our development proposals. Following the land can be developed to take account of all environmental and isolated constraints and provide sustainable new housing within Whalley. We would like to hear the views of the local community and your ideas of what should be included in the development.

Background

In planning to more than housing needs of Whalley Valley up to 2030, the Borough Council has identified the need to accommodate a proportionate amount of new housing in each of the Borough’s main settlements including Whalley. Whalley is identified as a key site for new homes in the emerging Core Strategy — where appropriate growth and investment will be encouraged.

Development at Mitton Road offers the opportunity to accommodate Whalley’s housing requirements on a sustainable, sustainable site that is sensitively located on the edge of the village, within walking distance and accessible to the village centre and local facilities, and where development will not affect the character of the conservation area or impact areas of outstanding scenery. The proposals will provide:

- up to 120 new houses in a sustainable location where new households will support local services
- quality new homes building family housing to meet local needs and improve amenity
- accommodation for older people and affordable housing to meet needs
- public open space, wildlife habitats and green areas
- safe and accessible pathways links to the village centre and local transport services
- sustainable drainage proposals exist
- local investment in the form of construction jobs and future expenditure in the local economy

Where quality lives

David Wilson Homes
Proposed Residential Development at:  
Land to the south of Mitton Road, Whalley.

Where quality lives
David Wilson Homes
Proposed Residential Development at:-
Land to the south of Mitton Road, Whalley.

Landscape Character - Site Context

Heritage.

The Whalley Conservation Area is a designated conservation area in Whalley.

The site is located on the south side of Mitton Road, adjacent to the existing residential development. The proposed development will be set back from the boundary to ensure adequate landscaping.

The site is proposed to be developed in phases, with the first phase comprising 20 houses.

The proposed development will include the construction of a new road link to connect the site to the existing road network.

Where quality lives
David Wilson Homes
Proposed Residential Development at:-
Land to the south of Mitton Road, Whalley.

The Layout:
1. The idea is to create a new place within Whalley which respects the local character and enhances the setting for the Victorian which bounds the scheme.
2. The main access will lead directly to an Eastman Street Square. This is located at the natural juncture of the widened existing linkage & will form the hub into the new plan.
3. The new street pattern has been deliberately designed to have a strong visual connection between the entrance square through to the church & on to the Old Village. This alignment is fundamental to the whole scheme.

Please see Plan opposite.

Character Areas

1. Low Density = The South & North of King Street
2. High Density = Chapel Lane
3. High & Low Density = King Street, Mitton & Citheron Road
4. Multiple Density = The Victorian / valley underneath.

Where quality lives
David Wilson Homes

0161 247 8410
Proposed Residential Development at:-
Land to the south of Mitton Road, Whalley.

The development
1. The design of the houses draws strongly from the existing character of Whalley & the conservation area.
2. Four different elevation areas were identified, 3 of which were from the conservation area & their use depending on their location within the site.
3. The larger tenement houses are arranged along the main edge facing onto the open space with views towards the river. The smaller more house type houses are arranged to provide a more intimate street scene & are concentrated inside the elevation & around the Central Feature Square.
4. Facing towards the Viaduct, creates a strong focus with houses designed to reflect the character & style of the area & provide an opportunity to create a strong presence on Broad Lane. This has produced houses here for this but they are still work in progress.
5. Please see Chorley Area plans for more detail.

Where quality lives
David Wilson Homes
0161 247 8410
Proposed Residential Development at:-
Land to the south of Mitton Road, Whalley.

Highways and site access:

1. The Transport and Highway impact of the development proposals are being assessed through a Transport Assessment report. The report will also be submitted to the Highway Authority. The Transport Assessment of mainly residential impact is being undertaken by a road traffic consultant and reported to the planners. The Transport Assessment will be submitted to the Highway Authority.

2. Whalley has a high-quality transport network with efficient road and railway connections into the region and beyond. The proposed development will be accessed by the existing Whalley Road.

3. Existing uses along the proposed site are residential and agricultural. The development will not encroach on these existing uses.

4. The proposed development will be designed to meet the Highway Authority's requirements and will be approved through the planning process.

Examples of other developments

Where quality lives
David Wilson Homes
Before submitting a planning application to Ribble Valley Borough Council, David Wilson Homes wants to know your views on the proposals for a sustainable residential development off Mitton Road. All comments will be considered by David Wilson Homes as the plans progress and will help shape the final scheme.

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

Please tell us what you think of the draft proposals, including what you like or elements you would like to change.

Is there anything you would like to see included as part of the plans that could help improve the area? What community projects do you think could benefit from funding?

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

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Personal Details:

Your name and address are optional, but are requested to support your comments. Copies may be made available to the relevant planning authority so it can note your comments. We will request that your personal details are not placed on the public record. Under the Data Protection Act 1998 and subsequent revision, we have a legal duty to protect any personal information we collect from you and will not pass your details to any third parties.

Please sign below to confirm you agree to your comments and personal details being forwarded to Ribble Valley Borough Council.

Name ..............................................................................................................
Address .............................................................................................................
........................................................................................................................................
.................................................................................................................................Postcode ..................................................................................
Telephone ...........................................................................................................
Email .....................................................................................................................
Signature ............................................................................................................

Please place your completed comment form in the box provided.

Alternatively, you can return the form to:
David Wilson Homes Whalley c/o Lexington Communications
Barnett House
53 Fountain Street
Manchester
M2 2AN

All completed forms should be sent back to the above address no later than Thursday, 29 March 2012
APPENDIX 5.0

Letters and emails received (personal information removed)
Dear Sir,

Received your letter re:

Lord Off Meyn Rd. Whalley

I am amazed & angered. Considering how strongly & obviously we have
objected to the other "developments" proposed, why do you even
mention building more houses in the area?

We who live in the area know the area needs life.

We cannot take any more "development".

Yours faithfully,

[Signature]

20 March 72
Already too much traffic on roads, off-street parking. This is overwhelming already. They are overcrowded already. Schools are too full, it is not good to have younger students to other schools.

What are you developers trying to turn us into?

This is a rural area, where people can come for a calmer life, clear of the 24/7 hectic life of towns and cities. Why do you not listen to what we who live here need?
I was unable to attend the exhibition held on 2nd March in the Methodist Hall. I had very much wished to, but had to keep silent quiet at the moment. This might be your idea ‘Our Space Your Place’. It is very much ‘Our Space a place where we live please listen to us understand’.
David Wilson Homes Whalley
C/o Lexington Communications
Barnett House
Manchester
M2 2AN

Re: Land off Mitton Rd, Whalley BB7

I was very disappointed to receive your letter regarding the above. Please note the list of reasons below why my family and I are COMPLETELY against your plans to construct up to 150 houses on the land behind our property.

1. A campaign group has been set up by Whalley residents, 'Save Whalley Village'. This is a very large group of passionate residents who know that Whalley prides itself on being a beautiful, tourist village. Just over 10 years ago a large housing estate was built on the outskirts of the village which has caused significant problems with traffic congestion, school places, drainage, etc. I am not aware of any resident in Whalley that supports further development in the village. The residents are fully aware that large construction companies are driven by profit alone and NOT "highest-quality homes to be lived in and loved" as professed in your letter.

2. There is no demand for further housing in Whalley. Many houses are for sale in the village at a range of prices and are not selling. Many have been on the market for a long time.

3. The roads in Whalley cannot take any more traffic. At typical busy times of the day, areas of Whalley, in particular (a) the junction between King St/Clitheroe Rd/Station Rd, (b) Accrington Rd/King St, are grid locked.

4. Whalley Primary School, which my child attends, is overcrowded. Due to its footprint, it cannot extend any further. It currently takes 40 children a year, with only one classroom per year. The legal limit for infants is 30 per class. The school has already had to alter arrangements throughout the school to cater for the added number of children. The school is currently full.

5. The drainage system in Whalley has struggled to serve the number of properties. The drainage on Mitton Rd is particularly bad, the gullies are blocked and the road floods when it rains.

6. The land your company proposes to construct on is a beautiful area of open land that would be spoilt by your plans. The land is Greenfield.

7. All properties that back on to this land enjoy fabulous views of open fields, Whalley Arches and Whalley Nab. We bought our house for the sole reason of this view. The view from the rear of our property, including that from my children's bedroom windows, is beautiful. My children love this and are proud of it. Our garden will be completely spoilt by your construction. Our garden looks out to open fields and beautiful views. It is private, peaceful and healthy for our children. My children have proudly planted their own vegetables at the foot of the garden. All this area will be shaded by your plans. We have only just spent money on building decking at the foot of our garden to enjoy these views.

8. Taking away the views from our property and taking sunlight from our garden, spoiling its beauty and open aspects, will reduce the value of our property significantly. We paid £[redacted] for a [redacted] property. Comparable properties without this aspect at the rear would sell for significantly less than this figure. The price reflects the view and garden. The
houses on Mitton Rd front onto a busy main road. Ourselves and neighbours use the rear of 
our properties as a solace from the busy road we know at the front. We will have to pay for 
a solicitor in order to claim from your company due to diminution in value. I am a Chartered 
Residential Survey and Valuation Surveyor and am therefore fully aware of the significant 
reduction in value this will cause.

I have made factual comments in my letter along with personal issues. My family’s home will be 
affected, the village we live in and my children’s education. Your proposals have already affected 
the health of both my husband and I. I hope that you can read my letter with a professional mind 
and on a personal level. Please contact me direct with your response, I would greatly appreciate a 
telephone call to discuss all the above. I would be disappointed should I receive a standard letter 
that you send out to all objectors.
David Wilson Homes Whalley  
C/o Lexington Communications  
Barnett House  
Manchester  
M2 2AN

19 Mar. 12

Re: Concerns over planning proposal

I would like David Wilson Homes to be aware that I am completely against their proposal to construct ANY number of houses on the Greenfield site between Broad Lane and Mitton Rd, Whalley. My property backs on to this land; therefore, I know it very well. I have already expressed my concerns to the Local Authority with regard to any further development in Whalley. The list of reasons why ANY FURTHER DEVELOPMENT whatsoever is not appropriate in Whalley is endless. To be brief:

- NO DEMAND FOR ADDITIONAL HOUSING
- TRAFFIC CONGESTION ALREADY A SIGNIFICANT PROBLEM
- NO SCHOOL PLACES
- SPOILING A BEAUTIFUL RURAL VILLAGE FOR YOUR OWN PROFIT
- BUILDING ON GREENFIELD LAND RATHER THAN BROWNFIELD
- CREATING A DANGEROUS SITE ENTRANCE ON MITTON ROAD. PLANNING APPLICATIONS HAVE BEEN TURNED DOWN ON THIS SITE MANY TIMES BEFORE DUE TO THE DANGEROUS ACCESS. THE TRAFFIC HAS INCREASED FURTHER ON THIS ROAD SINCE THE APPLICATION REFUSALS, SO WHY WOULD IT NO LONGER BE DANGEROUS????????
- CREATING EYESORES FOR RESIDENTS BACKING ON TO THIS SITE WHO HAVE ENJOYED BEAUTIFUL VIEWS
- TAKING OPEN LAND FROM WILDLIFE. MY FAMILY HAVE OFTEN SEEN DEER ON THIS LAND
- ETC..... THE LIST IS ENDLESS

Other than state that ‘the core strategy states Whalley as an area for development’ although all residents dispute this, I see no reason, other than your own profit, why you would choose to ruin Whalley forever. I hope common sense and your consciences help you see sense.
Emails received (with any personal information removed or redacted)

Good evening.

Would it be possible us to arrange a quick coffee to discuss our assistance in relation to the marketing and part exchange valuation assistance should your proposal be accepted. We have worked very well assisting the Taylor Wimpy guys on the recent development and I would be keen to quickly build a good working relationship with yourselves. We have become a leading agent on the Calderstones estate and we are keen to build on that success.

Many thanks

[information removed]

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Dear Sir

It beggars belief that there is to be yet another proposal for development of another 150 homes in Whalley. Every adjacent field to Whalley has a proposed development site and every developer is proposing the same thing ie. to be sympathetic to the village. Have you not noticed all the signs around the village saying NO MORE HOUSES IN WHALLEY? Are you not aware of the ongoing battle the villagers are having with the many other developers? The plain fact is that the people of Whalley DO NOT WANT LARGE DEVELOPMENTS OF HOUSES however 'sympathetic' you may think they are. Hundreds of modern boxes have been proposed to surround our beautiful village already and yours will be no different. Jump off the band wagon and go and develop areas where such projects as 'our space your place' could really make a difference in towns like Burnley, Accrington and Blackburn where there 's excellent infrastructure already in place, and plenty of brown field sites that could be made use of.

 Obviously that's not an option because let's face it your in the business to make lots of money and houses in these towns would not fetch the prices they will in the Ribble Valley. So go ahead spoil our countryside, make your money then go to the next village and ruin that. but don't insult us by suggesting this will benefit our village.

[information removed]

~~~

Andrew Taylor.

I find it incredible that your company have the effrontery to propose this destruction of the village of Whalley. I will oppose it and encourage all I know to do so also.

The proposed entrance road to the destruction is on a blind bend under next to a bridge.

The drains are not suitable for the housing proposed.

The amount of extra vehicle movements is unacceptable for the standard of the roads.
The extra street lighting and house lighting will cause light pollution.

The actual construction process will be very invasive to the population of Whalley, as in noise, mud, wagon movements and destruction of scenery etc.

I will oppose this destruction fervently and will be attending your meeting next week to express this in person.

Looking forward to the meeting!

~~~

I will be attending the exhibition in Whalley and would be grateful to receive answers to the following questions.

1 -“What are the plans for the sewage treatment works in Whalley? We know it is at capacity and I have been in contact with UU but no updates are forthcoming?

2 - What are the school provisions for both primary and secondary currently all schools in the area cannot cope?

3- And I think the most critical for Whalley is the highways infrastructure, because there are limitations as to what can be done to address this issue

4 -How do you determine what is affordable as there seems to be no criteria to note what is affordable this is a crucial issue as many applications propose affordable but nobody seems to have any idea about pricing.

Thank you

[information removed]

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Dear Sir/Ms
I would very much like to know if David Wilson Homes will be kind enough to explore the very strong views held by the local Heritage sector of the community as to the possibility of Roman Villas being under the land adjacent to Mitton Road.
You will see a raised level which dips and under here -depth unknown of course are suspected remains. I don't know as to what depth your drainage contractor went to look for chemicals and other possible pollutions and wonder if they actually encountered any roman stones or mosaics. Then again they could have hit an area which may well have been a part of the original garden belonging to the Romans who established themselves in and around this area to look after the local economy and to retire whilst the main military force was based at Ribchester.
Would very much appreciated these being investigated or you involve an archeological dig team to investigate.
This has not needed to be done before now as who would ever have thought houses would be proposed in such an area!
Hope to hear from you soon.
Hello I am contacting you to ask what preparations you have in place concerning the proposed housing development on Mitton Road, Whalley for the investigation and preservation of Roman Villas in this field. The local Historian John Chadderton wrote several documents on this as this area was for the elite Romans to settle and maintain the local area with the Army being based at Ribchester.
I would welcome your comments.
Thank you

As a pedestrian who walks my son to school every morning along Mitton Road, my concern is the extra traffic.

As I walk along Mitton Road (on the right hand side towards Whalley) there is no pavement from Otter House until Broad Lane, this means I (and many others walking to Whalley) have to cross Mitton Road and then cross back at Station Road. The extra traffic will make it impossible to cross. This issue could also deter people from buying your houses if they wish to walk to the train station or walk their children to school. **I think it would be a good idea to put a pavement on Mitton Road between Otter House and Broad Lane for the safety of the residents of your development and others.**

Also, pedestrian crossings will be needed, on Mitton Road close to the entrance of the development and the early part of Station Road (as walking into Whalley), in order to get to the train station and the library/ school area.

Also, I will have to cross the entrance of the development and there will be many cars going in and out so some sort of crossing will be needed at the entrance of the development.

For residents that walk through The Sands, there is no pavement there, and during the school run it is not a safe walkway. Perhaps Broad lane and the Sands could be made one way and a pavement installed. I am happy to discuss these suggestions.

Regards

Dear Sirs

Unfortunately we were unable to attend your public exhibition but having viewed the proposed plans we wish to make the following comments:

- The proposed development is outside the settlement boundary and is in open countryside against the local plan. What are your grounds for submitting a development on this land?
Mitton Road is at full traffic capacity (some say over capacity) at peak periods with frequent vehicle back ups where it narrows between Whalley Arches and the By-pass bridge - the site of the proposed entry and egress points of the development. How do you propose to mitigate the effect of increased road traffic from 150 new houses on local residents? Are you also developing other areas at Calderstones Park which will further exacerbate the traffic problem?

The roads through Whalley gridlock on a regular basis due to weight of traffic. Traffic from the development will further worsen the situation.

The entry and egress point to the development will not provide safe access as it is on a sharp bend and will be a potential road hazard possibly dangerous. How do you propose to improve safety at this location?

Whalley’s existing surface water drainage system is at full capacity and floods during heavy rainfall. What will happen to the surface water from the hard standing resulting from 150 new houses?

Can you confirm that Whalley's existing sewerage system will cope with the additional effluent from this proposed development and with other proposed developments in the pipeline? If the existing sewerage system cannot cope, how will you accommodate the treatment of sewerage from the development?

The proposed development land floods and is close to the river. How will you ensure that purchasers of the new property will be able to insure their houses against water damage given the insurance industry’s reluctance to cover property near to watercourses.

The local schools are over subscribed. How do you propose to accommodate the schooling requirements of children from the development of 150 houses?

What is the purpose of the consultation? Is it to determine the number and type of property to maximise profit or to ascertain the housing needs of the local community? If it transpires that the local community is against the development, will the Barratt Development group withdraw the proposed development or ignore the wishes of the local community and submit a formal Planning Application?

We are against this proposed development and others in the pipeline, because in addition do the concerns above, it will result in loss of village ethos and community and green land and turn Whalley into a town. Additionally, excessive development in Whalley will result in loss of property value when supply exceeds demand.

Regards

[information removed]

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Hello [information removed]

I would just like to add another suggestion. Due to drivers mounting the kerb as they drive along Mitton Road ie 2 wheels on the pavement as they drive to avoid a lorry / coach coming round a bend and the fact that I have almost been hit by many wing mirrors as cars have to drive so close to the pavement. I think that railings on the edge of the pavement placed intermittently along Mitton Road would add safety. There are some near the train station. At present I do not feel safe walking along
Mitton Road and more cars will add to the dangers. Parked cars along Mitton Road particularly near bends do not help the situation as 2 lanes of cars try and 'squash' into a very narrow space.

Regards
[information removed]

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