The SCI report sits alongside and supports the hybrid planning application for a leisure-led, mixed use development in Chipping in the Ribble Valley. This document therefore forms part of the formal planning submission which proposes the following:

A hybrid planning application seeking detailed consent for the provision of leisure uses including a hotel and restaurant/bar, as well as a trailhead centre and new cricket pitch with pavilion. Outline consent is also sought for residential development.

This document outlines the activity undertaken in the application area to engage communities and stakeholders, informing them of the plans for and eliciting feedback which can, and has, materially changed the application as made. Public consultation and engagement in the application area has been ongoing since the landowner acquired the site from the administrator CLB Coopers. The landowner and ConsultationWorks have undertaken extensive consultation with the local community and interested stakeholders. Ribble Valley Borough Council’s SCI, adopted in 2007 and amended December 2010, provides guidance for developers on consultation for proposals. The following table outlines these requirements and shows what activity has been undertaken to meet this requirement.

The rest of this document explains in more detail what consultation activities have taken place and what impact this has had on the resulting planning application.
The Ribble Valley Borough Council SCI guidelines state that “the Council believes that it is better for developers to talk to those who may be affected and refine those proposals while they are in the formative stage”. The following document outlines the process undertaken to elicit feedback and how that feedback has influenced the scheme as submitted.

Following the feedback received in April and May, a number of amendments were made to the original scheme, which demonstrates clear communication with the community of Chipping and that, as much as possible, the concerns raised have been addressed.

The plans that will now be submitted include the removal of a suggested pedestrian walkway from the new proposed cricket pitch through to the village, substantial changes to the design of the scheme to be more in keeping with the village and the addition of facilities such as a kids’ club and wedding barn.

The amendments to the scheme can be seen in section six.

2.0 Background and overview

In March 2013 ConsultationWorks was commissioned to devise and implement a thorough public engagement and consultation programme on behalf of the landowner to conclude some two years of previous consultation activity around the potential development of the land belonging to the former furniture manufacturers HJ Berry in Chipping. This was designed as the final stage in consultation which had been ongoing since March 2011.

Steve Chicken had acquired the site in March 2011 from HJ Berry’s administrators CLB Coopers. The site encompasses all the land which had been in the ownership of the former factory namely the 18th century former corn and cotton mill and its associated mill pond, the accompanying 18th century barn and a number of additional more modern buildings which HJ Berry had added onto the operation as it grew.

It also includes some 4 acres of land which has historically been used by the village cricket club with the owner’s informal consent. The current site is not ideal as it is not level or big enough to accommodate a full sized square.

Although the landowner is under no legal obligation to relocate the club, it proposes spending £350,000 to move the club to a permanent custom-built venue.

A number of the buildings on the site are derelict and unsafe and in desperate need of regeneration. Since HJ Berry went into administration (and before Steve Chicken acquired the site) there were problems with water ingress which has damaged some buildings significantly.

There are also historically important buildings on site which deserve sensitive restoration. The warehouse is substantial in size and comprises concrete framed sheds with asbestos roofing on hard standing. The original mill building has had a number of unsightly modern additions to the elevation to service the Berry’s operation and is also suffering from subsidence and severe water damage.

The site is within an AONB and located just off Malt Kiln Brow to the north west of the village centre. The area of land proposed for the relocated and improved cricket pitch lies to the south of the village.
3.0 Framework and guidance

Both the landowner and ConsultationWorks knew the importance of creating a wide-ranging consultation process which is inclusive in its reach and timings and encompasses the following: politicians, neighbours to the site, any users of the site in its existing form, stakeholders and groups with specific interest relating to the site and the wider community.

However, both parties also recognise the consultation process must be conducted within the framework of guidance supplied by current planning policy.

RMBC’s Statement of Community Involvement, which was adopted in 2007 and amended in 2010, has been devised by the council to encourage both the involvement of local communities with the development of the council’s own planning policy and with that of individual applications from developers seeking planning permission within the area.

Section 4 identifies the importance of pre-application discussions with communities and planning officers, which was taken into consideration throughout the consultation period. Section 4 states that the strategy should “accommodate community involvement in an open and accessible way” and the strategy employed here demonstrates how this objective has been achieved.

In accordance with the SCI, this scheme is identified as a ‘major application’, as defined by Article 8(7) of the Town and Country Planning General Development Procedure Order 1995, as the provision of a building or buildings where the floor space to be created by the development is 1,000 square metres or more.

The SCI expects applicants for major proposals to:
- Make detailed proposals available onsite
- Request feedback within a specified period
- Hold pre-app consultation with council officers
- Make detailed proposals available online
- Circulate a leaflet explaining the proposals
- Arrange meetings with interested groups
- Keep a record of all consultation activity

As this document outlines, the landowner has genuinely engaged with the local community throughout the consultation period and has had a positive impact on the plan that is now being brought forward to Ribble Valley Borough Council.

The proposals submitted are the result of this intensive consultation process and accurately reflect the issues, concerns and suggestions raised by the community throughout.

National policy

National planning policy is undergoing its largest overhaul since WWII and as part of its Localism agenda, the Government has sought to significantly improve public engagement in planning. The most significant effort to achieve this has been the simplification of the national planning system from over 1000 pages to the roughly 30 pages comprising the National Planning Policy Framework.

At the heart of these changes is the drive for clarity and decentralisation. The coalition Government has put at the heart of its policies the idea of the Big Society whereby local decisions are made at a local level and communities have a far greater say in the decisions that effect them. Indeed in the coalition agreement itself it states: “The time has come to dispense power more widely in Britain today.”

The Localism Act sets out plans to give communities and local government greater powers and freedom from Whitehall. It aims to doubly devolve power, once away from central government to local government and then from local government to the people within those communities.

One of the essential actions of the Act itself is “empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community.”

If the community directing the nature of the development demonstrates Localism in action, then this consultation is a good example of how Localism works.

Best Practice

As well as meeting national and Ribble Valley Borough Council’s standards of engagement, the consultation undertaken has been in line with national best practice and conforms to the guidance set down by both Planning Aid’s Good Practice Guide to Public Engagement in Development Schemes and HCA’s Community Engagement Toolkit.

In line with the SCI recommendation to engage with the community and Council as soon as possible, a ‘grass roots’ strategy was adopted for the consultation.

The landowner started the process of engagement immediately following the purchase of the site from the administrators. Key community stakeholders were contacted within a day of the completion of the sale and, within one week, a presentation had been made to the parish council to open up dialogue and listen to the village’s ideas.

The SCI calls for local communities to have a role in shaping a plan brought before council and the scheme at Chipping shows how the community has shaped the scheme from inception with very early involvement and many months of ongoing engagement.

A website was launched in March 2011 to communicate with the local community and interested parties outside the village. The website was originally used to communicate updates on the remedial works being conducted in Kirk Mill to protect it from further rain damage, remove notifiable asbestos and dry rot.

As soon as they were ready, details of the emerging plans were published on the website and it was updated with a feedback page to allow visitors to leave comments. Going forward, it will continue to be updated with news, including the updated plans, build programme and job opportunities and will act as a portal for local people to access information and apply for job opportunities.

A key element of the consultation process was the engagement in January 2012 with Lancaster University masters students to explore potential uses of the site for rural and tourism businesses. This involved various workshops and site visits with work continuing for much of the early part of 2012 culminating in a mock consultation in June 2012.

This event was very well attended with attendees including Muriel Lord from the Chipping Local History Society, Ian Miller from Oxford Archaeological North, Gerry Low, owner of the adjoining plot of land and The Talbot Hotel, and Colin Hirst and Melissa Watts, both representing Ribble Valley Borough Council.

This mock exercise helped to shape the draft scheme which was discussed with officers at a meeting in August 2012 as part of the ongoing liaison with officers in the regeneration and housing department of the council. Consultation with key figures in the local community including the Brabin’s Trust and ward councillor Simon Hoare, has also been constant since the purchase of the site through to the months preceding the application.

The owners have embraced visits to Kirk Mill by the Preston and Chipping Historical Societies and by Ribble Valley Area of outstanding natural beauty.

ConsultationWorks was employed by the landowner in February 2013 to manage the final stages of the consultation process, ensuring that it encompasses the whole community and that all activities were in line with the council’s SCI recommendations.

This final stage of consultation was designed to ensure a comprehensive reach and that all affected neighbours and community groups had the opportunity to feed into the emerging plans before the application was submitted.

The nearest neighbours to the site were invited by letter to attend a private meeting with the landowner and a number took up this opportunity and attended meetings held at the Cobbled Corner Cafe on Friday 19th April.

Key stakeholders were invited to an exhibition preview meeting held on site in the former barn building before the public drop-in sessions. Invites to this event included council officers, a ward councillor, local businesses and neighbours.

A number of measures were used to advertise the consultation events. The overall objective of all these measures was to understand the public and stakeholders’ perception towards the proposed development and unearth any community objectives which could be addressed during the planning process.

Direct Mail

A leaflet with a pre-paid, tear off, feedback form was sent to 450 homes and businesses in Chipping. The distribution area included all homes in the village and local businesses. The leaflet encouraged feedback to the consultation website address (www.kirkmill.co.uk) and attendance at the public meetings. The distribution area was of a considerable size for a rural area in order to reach the whole community. It can be seen in the map below.

Letters were sent to the neighbours to inform them of all elements to the scheme. This included the cricket ground, mill site and the proposed new site for the cricket club.

A copy of this letter can be seen in appendix one.

An email was also sent to the ward councillor Simon Hore inviting him to the stakeholder and public meetings and to meet the design team for more detailed discussions as required.

4.0 Consultation programme
5.0 Analysis of feedback

There was a high level of attendance and feedback at the consultation events.
In total, 218 people attended the event in Chipping on Thursday 25th April and Saturday 27th April. Of those 218 people, 57% people (26%) have given their feedback on the plans.
In addition seven postal responses were received through the FREEPOST forms and 16 comments made online giving a total of 93 responses.
The breakdown of the feedback is as follows:
• 43 people (54%) were in favour of the plans
• 24 people (30%) were against the plans*
• 14 people (16%) undecided or spoilt papers (did not tick a box, ticked both boxes, added their own option etc.)

*of the 24 people who ticked no to the question “are you in favour of the proposals”, six are not wholly against the plans and one states: “I am currently in favour of the development” (although for accuracy that has been recorded as a negative response).
Other comments include:
“We don’t object to Kirk Mills complex – it needs saving”
“While I am not totally against the plans, I feel the lack of facilities should be taken into consideration”
“I have no problem with building on the HJ Berry Site”
“The redevelopment of the chairworks and the jobs are welcome and while there may be demand in the Ribble Valley for affordable housing I am not convinced of the demand in Chipping”*
** One duplicate entry has been removed from the count.

Location of feedback

The overwhelming majority of feedback was received at the consultation events. There were 32 responses from the event on Thursday and 26 from Saturday’s event. We have since had 7 postal responses and 16 online. The closing date for responses was May 17th 2013.

<table>
<thead>
<tr>
<th>Location of feedback</th>
<th>Event 1</th>
<th>Event 2</th>
<th>Postal</th>
<th>Web</th>
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</thead>
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<tr>
<td>Location of feedback</td>
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<td>3%</td>
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Breakdown of feedback

<table>
<thead>
<tr>
<th>Are you in favour of the proposals?</th>
<th>Yes</th>
<th>No</th>
<th>Undecided/Spoil</th>
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</thead>
<tbody>
<tr>
<td>Location of feedback</td>
<td>54%</td>
<td>36%</td>
<td>9%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date and time</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighbours'</td>
<td>Friday 19th April,</td>
<td>6</td>
</tr>
<tr>
<td>meetings</td>
<td>6pm</td>
<td></td>
</tr>
<tr>
<td>Key stakeholders</td>
<td>Thursday 25th April,</td>
<td>27</td>
</tr>
<tr>
<td>preview</td>
<td>12noon</td>
<td></td>
</tr>
<tr>
<td>Public drop-in</td>
<td>Thursday 25th April,</td>
<td>137</td>
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<tr>
<td>session</td>
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</tr>
<tr>
<td>Public drop-in</td>
<td>Saturday 27th April,</td>
<td>31</td>
</tr>
<tr>
<td>session</td>
<td>10am – 2pm</td>
<td></td>
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</table>
Negative issues by frequency

In the feedback there were a number of issues highlighted by local residents.

Of those against the plans 12 specifically mention the housing plans as being the main issue for their disapproval with most feeling there were too many houses being built especially given a number of empty homes in the village.

Comments included:

“Too many houses are empty in the village and we don’t need more”

“Chipping is a village and already has 11 new houses un-sold!”

“Too many houses when they are having trouble selling the new builds on the village hall site”

The other key issue for ‘no’ respondents was traffic, with nine of the negative responses referring to that as an issue. One further response from the ‘unsure’ group also mentioned traffic.

Comments include:

“Too much traffic!”

“Can village roads cope with traffic through Windy Street?”

“Traffic problems in Chipping are becoming unbearable with parking at a premium and much difficulty getting through Windy Street”

Local services were mentioned by a number of respondents with 5 people saying they felt there would not enough spaces in the local schools and/or local doctor’s surgeries. Some people felt that the local facilities would not be able to handle the influx of new residents.

A number of people were concerned about specific issues around the design of the proposals rather than being opposed to the scheme overall. Issued raised included:

Proposed footpath from the cricket club to the village causing overlooking and loss of privacy. Comments included: “I strongly object to the proposed path which will totally destroy the privacy of our garden”

Comments were also made on the design of the mill fully reflecting the heritage. Comments included:

“Very disappointed to hear that the staircase/lift shaft is going on the facade of the building”

“Will the canopy along the ground floor of the mill block any view of it upper frontage”

“Make sure you preserve what’s special about the historic Kirk Mill”

Anecdotally a number of respondents expressed concern that the hotel cottages included in the scheme would later be converted into housing. An important point to note here is that the cottages are an extension of the hotel rather than residential dwellings. All electric and cabling comes from a single plant which is connected to the hotel and the cottages are also designed to encourage short stays. For example, none of the cottages will have a kitchen.

Positive issues by frequency

Although a number of people were concerned about the lack of facilities locally conversely many welcomed the scheme and its ability to support local schools and businesses. Comments include:

“Additional housing is also welcomed. The scheme should help to support the local schools and businesses”

“There is currently capacity in both village schools”

“Cottages will have a kitchen. Designed to encourage short stays”

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All comments received can be viewed in appendix six.
From March 2011, the community of Chipping has influenced the proposals which form this application. The final stage consultation in April 2013 brought to public attention the very detailed plans for discussion and feedback.

The following images and their accompanying text outline the changes that have been made by the landowner to address the comments made by local people at the consultation.

VIEW ONE - Before consultation

A number of people at consultation expressed concerns about the retention and maintenance of the historic mill building and comments outlined in section 4 show concerns about the timber clad entrance area and general visibility of historical features.

VIEW ONE - After consultation

The following changes have been made to address these concerns.
1. Addition of or traditional features such as an orangery lantern roof
2. Timber clad entrance to be replaced with glazing to allow the frontage of the building to be visible
3. Demolition and reconstruction of existing extension with new façade built in keeping with the rest of the mill
4. Duplex bedrooms removed from the mill design to retain the existing structure and improve the external appearance of the building

VIEW TWO - Before consultation

To reflect the desire to retain original features and maintain the look and feel of the village the following changes were made following consultation.
1. Addition of original features including windows with muntins
2. Metal clad first floor detail to be replaced with traditional stone façade and slate roof in keeping with the village.

VIEW THREE

1. Changes outlined in view one
2. Changes outlined in view two
3. Addition of a children’s club
4. Addition of a wedding venue located in the old barn. The copper features have been removed to be in keeping with the traditional design, while the staircase design has changed from wood to glass to allow the original features of the building to remain on show
5. Changes outlined in view two

OVERALL MASTERPLAN

Site wide changes
1. Relocation of the trailhead centre to the main car park site to be nearer to the village, which should attract more spend to the village’s facilities. It will also reduce the visual impact to the site south of the car park.
2. Number of self-build residential units reduced from five to four.
3. Addition of a children’s club and wedding venue.

In addition the footpath from the proposed cricket club to the village has been removed from proposals to prevent issues of over looking and loss of privacy for neighbouring homes.
Dear XXX,

As you know, I am working with Stephen Chicken on the public consultation around the proposed regeneration of the former HJ Berry site on Malt Kiln Brow in Chipping.

The advice and guidance from the people of Chipping has been invaluable in helping to shape the scheme that we will hopefully take to the planning committee in the early summer.

These plans focus around a new leisure destination featuring a luxury hotel with restaurant and pub within the Grade II listed mill building and hotel cottages within the former barn building.

The redundant factory and warehousing will be demolished and a new, sympathetically-designed building will provide additional hotel rooms, a state-of-the-art gym and associated spa facilities. A trailhead centre with café will provide for outdoor enthusiasts while ample car parking will help alleviate issues for the rest of the village.

A key part of the scheme is the creation of much-needed family and first time buyer homes on the site of the cricket club where there will be a mix of market-priced and affordable units along with five self-build plots to accommodate larger four and five bedroom houses.

The club itself will be relocated to a new site in the south of the village where a new ground will have a purpose-built club house with kitchen and changing facilities.

A leaflet has been hand delivered with details of the public consultation events which will be taking place. However, your views are obviously very important to us and we would like to invite you to a special preview exhibition on Thursday 25th at 2pm at the old barn on site at the former factory.

Please could you confirm your attendance (so you’ll know how many cakes we’ll need!) by calling 0151 239 5000 and speaking with Liz Beattie or emailing beattie@consultationworks.co.uk or telling Tim when he pops in on Tuesday.

I look forward to seeing you and hearing your views on this exciting scheme for Chipping.

Kind regards,

Rachel Smith
On behalf of Stephen Chicken, SJN

Consultation Works,
The Plaza,
Old Hall Street,
Liverpool, L3 9QJ

7.0 Conclusion

For a village the size of Chipping we’ve had an excellent turnout at events and a good response rate to the proposed plans. The majority of those we spoke to and the majority of responses received have been positive, with the promise of new jobs and more choice in the form of leisure options high on the list of peoples’ priorities.

The consultation process undertaken in 2013 addressed, where possible, the issues brought up by the local community. The changes made to the scheme, at some considerable cost, demonstrate that genuine engagement has taken place at pre-application stage and that local knowledge has directly affected the content of the proposals.

APPENDIX 1
Letters to businesses and residents

(Recipients address)

Dear XXX,

As you know I am working with Stephen Chicken on the public consultation around the proposed regeneration of the former HJ Berry site on Malt Kiln Brow in Chipping.

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I look forward to seeing you and hearing your views on this exciting scheme for Chipping.

Kind regards,

Rachel Smith
On behalf of Stephen Chicken, SJN
APPENDIX 2
Website

Welcome to the Kirk Mill consultation website.

Local development company SSH bought the former Kirk Mill site in Chipping from administrators in early 2011. Born from SSH has started local development to develop a site which will deliver jobs, sustainable homes, opportunities and much-needed housing for local people.

The resulting proposal seeks the regeneration of the former factory site on the northern side of the village and the provision of a comprehensive hotel and leisure scheme.

SSH are committed to developing this site and is keen to hear from Chipping and have met with many local people. They have also held drop-in sessions at the Kirk Mill site.

The exhibition boards in those sessions are now available to view on the website. Suggestions, which have been transcribed in line with feedback from the community, will be available to view soon.

Thank you for your feedback.

Benefits of the scheme

We would like to provide a mixed-use, hotel and leisure development to regenerate the former Kirk Mill site.

Benefits of the scheme include:

- Significant improvement in Chipping
- Nature park and open space for local people
- Peasant grass on and near the buildings
- Removal of the old warehouses which are an eyesore for the village
- Plenty of room to demonstrate the pressures on surrounding roads
- Affordable housing for local people
- Improved benefits for local businesses
- New and green spaces

The exhibition boards are available to view in PDF format on the right hand side of this page.

APPENDIX 3
Distribution map
**APPENDIX 4**

Communication materials

a. A3 sized poster  
b. A5 leaflet  
c. A0 exhibition boards  
d. A-board posters  
e. Feedback forms  
f. Directional signage

**FREEPOST PUBLIC CONSULTATIONS**

Have your say

This is your opportunity to view a substantial regeneration scheme which will deliver employment, tourism and housing for the local community.

Please come along and view the plans.

www.kirkmill.co.uk  info@kirkmill.co.uk

Your personal details will be used solely in connection with this consultation process, and any directly associated planning applications, to help us in understanding how individual communities view our proposals. Your comments will only be analysed by Consultation Works, or by third parties instructed to do so on our behalf. Copies might be made available, in due course, to statutory authorities so your comments can be noted. We will, however, request that your personal details are not placed on the public record. Personal details will be held securely in accordance with the Data Protection Act 1998.

Name:  
Address:  
Telephone:  
Email:  
Are you in favour of the plans? Yes No  
Comments

53N bought the former HJ Berry site from administrators in early 2011 and since then have committed significant time and resource into developing a scheme which will deliver jobs, substantial tourism opportunities and much-needed housing for local people and young families.

The resultant scheme delivers a quality hotel with associated cottages, gym, pool and leisure facilities, family housing and a new trailhead centre.

This scheme will comprehensively regenerate the derelict former factory site while meeting many of the objectives of the Chipping Village Plan.

The site is being brought forward by 53N who will retain a stake in the hotel and we are therefore interested in developing the best scheme possible for the local community.

Your view is important to us, please come along to our meeting and have your say.

Public drop-in sessions

This is your opportunity to shape the scheme and create something that can be positively transformational for the local economy.

The events will be held at the former HJ Berry site, Malt Kiln Brow, Chipping:

- Thursday 25th April from 3.30pm until 7pm
- Saturday 27th April from 10am to 2pm

You can also view the boards online after the events at www.kirkmill.co.uk or email us at info@kirkmill.co.uk or write to us marking your envelope FREEPOST PUBLIC CONSULTATIONS by Friday 17th May 2013.

This is a FREEPOST address and there is no need to attach a stamp.

Have your say

Come and view the regeneration plans for the former HJ Berry site in Chipping.

53N bought the site in early 2011 and have now developed a scheme which will deliver jobs, substantial tourism opportunities and much-needed housing for local people.

Please come along and share your views with us at the following drop-in events, held at the former HJ Berry site, Malt Kiln Brow, Chipping:

- Thursday 25th April from 3.30pm until 7pm
- Saturday 27th April from 10am to 2pm

You can also view the boards online after the events at www.kirkmill.co.uk or email us at info@kirkmill.co.uk or write to us marking your envelope FREEPOST PUBLIC CONSULTATIONS by Friday 17th May 2013.
Welcome to the Kirk Mill Community Consultation.

This is your opportunity to have your say about a substantial investment in Chipping which will help to bring jobs, opportunities and spend into the village and surrounding area.

53N is committed to creating a scheme for Chipping which will add to the Area of Outstanding Natural Beauty and enhance the quality of life for the people of the village. The proposals you will see today meet many of the objectives highlighted in the Chipping Village Plan.

This is your opportunity to shape and create something that can be positively transformational for the local economy.

Many thanks for your time.
We would like to provide a mixed-use, hotel and leisure-led scheme to regenerate this derelict site. This imaginative scheme brings together a quality hotel with associated cottages and apartments, gym and leisure facilities and family housing. A new trailhead centre also provides facilities for outdoor pursuits. Significant car parking provision will help alleviate issues for the rest of the village.

The site has been opened up and designed to integrate with the village, with special attention given to vehicle and pedestrian routes and walkways.

2. The Masterplan

The Main Mills complex (site 1) will be transformed into a leisure hub with the Grade II listed mill sympathetically converted into a luxury hotel with restaurant and pub, while the existing barn will be turned into seven cottages. A new, sympathetically designed barn will be built next to the existing building to provide additional hotel rooms, a state-of-the-art gym and associated spa facilities.

Across the road at The Hive (site 2) spacious homes will be provided to meet the demand from local families and affordable homes will help local young people into housing. A brand new purpose-built facility is being built to accommodate the cricket club on site.

Connectivity is crucial to the plans and new footpaths and cycle routes will connect the north and south village as well as providing access to the picturesque river valley.

3. A New Destination
4. The Benefits

- Significant investment in Chipping.
- Flexible jobs and careers for local people.
- Preserving historic mill and barn buildings.
- Removal of the old warehouses which are an eyesore for the village.
- Plenty of car parking to alleviate the pressure on surrounding roads.
- Affordable housing for local people.
- Knock-on benefit for local businesses.
- Sustains local schools.

Kirk mill
New hotel & spa
7x Holiday cottages
Event space

5. A New Leisure Hub

- The Grade II listed mill will be converted into a three story, 18-room hotel with a fine dining restaurant and gastro pub.
- The hotel will be operated by Living Ventures, one of the Times Top Ten Businesses To Work For, and will offer an unrivalled wedding venue and conferencing and business events.
- The existing barn will be turned into seven cottages providing a total of 18 bedrooms for families. A new barn style building will provide 20 additional hotel rooms, a luxury gym and associated spa facilities.
- The building will cluster around an outdoor events area which will host events including a regular farmers' market promoting local products.

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It is recognised that much of the tourist spend bypasses Chipping, particularly in the ‘Trough of Bowland’. The new trailhead centre aims to attract some of this audience by providing facilities including a café.

The centre will also provide plenty of car parking to alleviate the pressure on surrounding roads as well as showers and changing facilities, boot and bike wash areas.

Attractive riverside walkways and cycle routes through the trailhead area will connect the village to the wider scheme and beyond.

7. Family Housing

Chipping and the wider Ribble Valley has a real shortage of housing, particularly when it comes to meeting the needs of young families and the over 55s. A total of 60 homes will be provided as part of this scheme to help meet this need.

The houses will be a mix of market level and affordable homes managed by a reputable Registered Social Landlord and will offer a mix of housing types and tenures to meet local need. There are also five self-build plots to accommodate bigger four and five bed homes.

A full character study has been undertaken to ensure the homes are designed to be in keeping with the existing heritage and appeal of the village and they have been planned in a low density layout.

The provision of housing is key to supporting local schools which are under threat from falling rolls.
The scheme offers the opportunity for the cricket club to be relocated to a purpose built new facility at the southern edge of the village. The new club will include a new bigger and better pitch, practice nets and brand new club house with changing rooms and a kitchen. This new facility could provide for the whole community including local schoolchildren.

As part of the scheme car parking will be provided on the new cricket ground to allow parents to park and walk children to school alongside the attractive riverside footpath. Riverside walks.

The new scheme offers the community of Chipping a much more open and accessible site. Facilities such as the pub, restaurant and gym will be open to the public and the new riverside walks will improve connectivity from the village.

Green space alongside the river will also be maximised for local benefit with village allotments, improved lighting and an educational ecology trail for local people and schoolchildren.

Sustainability

The scheme will be sustainable environmentally, economically and socially.

Environmentally
- New footpaths will encourage walking around the village.
- The hydro scheme will provide electricity for the equivalent of nine homes.
- Improved green areas to encourage wildlife.
- Repairs to the mill pond.
- Flood attenuation.

Economically
- Using of local supply chain.
- Improving house prices in the village.
- Capturing / attracting tourist spend to benefit local businesses.

Socially
- Farmers' markets and other events.
- Park and walk scheme for local schools.
- New village pub to complement existing provision.
- Pool, gym and spa facilities.
**Chipping Timeline**

- **June 2014 to August 2015**
  - ENH selected as preferred bidder
- **March 2011 - Present**
  - ENH immediately contact key stakeholders in the village and within a week attend a parish council meeting to open dialogue and listen to the village’s ideas
  - Website www.53kirkmill.co.uk goes live
- **March/April 2011**
  - Appointment of key professional consultants to begin work addressing physical, community and planning issues
- **May 2011**
  - Website updated with presentation to parish council
  - Significant work carried out to stabilise the condition of Kirk Mill including the removal of notifiable asbestos, dry rot and fire hazard material. The building was scaffolded to carry out emergency repairs to the roof and elevations
- **2011**
  - Dying survey work
  - Site marketed
  - HJ Berry enters administration

**Frequently Asked Questions**

**Q. How can you ensure that Chipping would retain its character?**

All the new builds have been designed to be thoroughly in keeping with the mill and the surrounding village’s character. All alterations and new buildings will be subject to the full planning process and specialists are employed to advise the owners, particularly in respect of listed elements and relationship to the conservation areas.

**Q. Does the area need additional housing?**

Ribble Valley Borough Council’s Draft Core Strategy has identified a need for family housing and accommodation for the over 55s in Chipping. Growth is needed to ensure the long term prosperity of the village but at the same time availability of land is very limited, so the proposals present a good opportunity to help meet some of this need.

This development also fits in with the objectives of the Chipping Village Plan.

**Q. How many jobs would the scheme create?**

It would create approximately 100 jobs, which is more than were lost when the company entered administration. We hope that the increased footfall will have knock-on benefits for existing businesses in Chipping.

**Q. How long would the scheme take to build?**

If there is a positive outcome from the consultation process then it would be in the region of six months before work could start on site. There would be a further six months of enabling work and demolition followed by 12-14 months of building work.

**Technical Reports**

2011/12:

- **Transport**
  - It is recognised that the presence of a bus stop and nearby station will help alleviate fl ood risk elsewhere, bringing wider benefi ts to residents and visitors.
  - If there is a positive outcome from the consultation process then it would be in the region of six months before work could start on site. There would be a further six months of enabling work and demolition followed by 12-14 months of building work.

- **Heritage Considerations**
  - It is considered that the proposals can be designed to protect and enhance habitats and protected species resulting in a net gain for biodiversity within the development, particularly at the proposed new Trailhead Centre.
  - Furthermore, additional planting will be carried out within the development, particularly for the proposed new Trailhead Centre.

- **Ecology**
  - This will enable for sewer works and service networks to the village, and any new dwellings and amenities to be connected to the infrastructure, helping to maintain an existing reasonable level of the village.

- **Assessment of mill proposals undertaken, full assessment of mill proposals undertaken, full assessment of mill proposals undertaken**
  - No indication of any outstanding heritage or planning issues.
  - All the new builds have been designed to be thoroughly in keeping with the mill and the surrounding village’s character.
  - All alterations and new buildings will be subject to the full planning process and specialists are employed to advise the owners, particularly in respect of listed elements and relationship to the conservation areas.

- **Future Considerations**
  - It is recognised that the site is associated with the wider Chipping development and the area is subject to consultation and over time the masterplan may be amended.

- **Districts**
  - It is considered that the site is associated with the wider Chipping development and the area is subject to consultation and over time the masterplan may be amended.

- **Housing**
  - Engagement with Lancaster University masters students to explore the potential uses around rural tourism development
  - Planning application
  - Public consultation sessions
  - Ongoing engagement with local stakeholders
  - Evolution of plans and ideas
  - Meeting with Ribble Valley Borough Council to discuss evolving masterplan
  - Website updated with presentation to parish council
  - Education and consultation ongoing.
Public Consultation Exhibition here today

Have your say
A public consultation is being launched around plans for a new leisure-led scheme for Chipping in the Trough of Bowland.

A £19m investment would transform the former HJ Berry factory which has lain empty since the furniture manufacturer went into administration in 2010.

The scheme will create more than 100 jobs and includes a quality hotel with associated cottages and apartments, gym, pool and leisure facilities and family housing. A new trailhead centre will provide facilities for outdoor pursuits. Significant car parking provision will help alleviate issues for the rest of the village.

The scheme is being promoted by Stephen Chicken of investors 53N. He said: “The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping Local Plan including the provision of housing, jobs and car parking.

“We are now seeking feedback from the wider community and would encourage people to come along to our drop-in sessions.”

Drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow in Chipping on Thursday 25th April from 3.30pm until 7pm and on Saturday 27th April from 10am to 2pm.

Following the events the plans will also be available to view on the dedicated website at www.kirkmill.co.uk where feedback can also be logged.

ENDS

For more information please contact Sarah Whaites at ConsultationWorks on 0151 239 5000 or whaites@consultationworks.co.uk
Ribble Valley £19m hotel plan to create 100 jobs
10:00am Tuesday 23rd April 2013
By Jon Robinson

PLANS for a £19m million investment to transform a former Chipping factory, creating over 100 jobs, are at the centre of a public consultation.

The former HJ Berry factory, which has lain empty since 2010 when the 170-year-old furniture manufacturer collapsed, will be transformed into cottages, apartments, a hotel, a gym and pool under the plans.

Drop-in sessions will be held in the old barn building on the site at Malt Kiln Brow on Thursday from 3.30pm to 7pm and on Saturday from 10am to 2pm.

Stephen Chicken, of investors 53N, which is behind the plans, said: “The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping local plan including the provision of housing, jobs and car parking.

“We are now seeking feedback from the wider community and would encourage people to come along to our drop in sessions.

“The proposals would see the site redeveloped through the creation of a mixed-use hotel and leisure-led scheme, which would create new jobs, preserve the Grade II listed Kirk Mill buildings and regenerate the area.

“We’re very enthusiastic about the plans and hope that local neighbours and businesses will be too.”

Paul Hunt, who lives in Talbot Street, Chipping, said: “The plans look interesting and any development that brings employment back to the village should be welcomed. The only problem is that they are planning to build on a green field site. You would have thought that brown field sites would be the first to be used.”

The plans will also be available to view at www.kirkmill.co.uk where feedback can also be logged about the plans for the site.
A public consultation is being launched around plans for a new £19m leisure-led scheme in the Trough of Bowland.

The multi-million pound investment would transform the former HJ Berry factory in Chipping which has lain empty since the furniture manufacturer went into administration in 2010.

The scheme will create more than 100 jobs and includes a quality hotel with associated cottages and apartments, gym, pool and leisure facilities and family housing. A new trail head centre will provide facilities for outdoor pursuits. Significant car parking provision will help alleviate issues for the rest of the village.

The scheme is being promoted by Stephen Chicken, of investors 53N.

He said: “The scheme has been drawn up following extensive consultation with local community stakeholders and meets many of the objectives of the Chipping Local Plan including the provision of housing, jobs and car parking.

“We are now seeking feedback from the wider community and would encourage people to come along to our drop-in sessions.”

Ribble Valley Borough Council’s ward councillor for Chipping Coun. Simon Hore said he was very interested to hear about the plans about the HJ Berry chair works site at Kirk Mill from developers 53N.

“lt is over two years since they acquired the site,” Coun. Hore explained.

At that time they put forward some ideas on the development of a hotel and leisure complex, but they were unclear as to their plans for housing.

“The scheme is ambitious providing the potential for good employment, the refurbishment of the grade II listed mill building, one of the few remaining Arkwright mills in the country; but along with a considerable number of additional homes.

“There is no doubt that the site needs revitalising; the issue will be the number of extra houses in a small village, and the proposed location for those homes.

“As yet no formal planning application has been submitted to Ribble Valley Borough Council, but I assume that will go in front of the planners over the next few months.”

Drop-in sessions will be held in the old barn building on the site at Matt Kiln Brow in Chipping today (Thursday) from 3-30 p.m. until 7 p.m. and on Saturday from 10 a.m. to 2 p.m.

Following the events the plans will also be available to view on the dedicated website at www.kirkmill.co.uk where feedback can also be logged.
### Name | In favour of plans | Comments
--- | --- | ---
Shard | No | Too many houses are empty in the village and we do not need more. The hotel complex may work.
Peter Freeman | No | Chipping is a village and already has 11 new houses, unsold! I feel this is enough. Another 50 would be detrimental. Primary school too small to have a lot more children.
Mrs M. Jackson | No | Too many houses, when they are having trouble selling the new builds on old village hall site. The narrow roads into the village and past kirk cottages. Cannot take any more traffic. School will not cope with all the extra families.
Eileen Howarth | No | I think the plans are going to nearly double the size of the village. So many houses are totally unnecessary. Plus the roads could not cope with the influx of traffic. Can the schools take the children, Brabins is already full.
David Marsden | No | Poor consultation. Not been to us as promised. No real plan on elevation to homes + worried about traffic + schools
Amanda Webster | Yes | The proposed development will, if well constructed and managed, provide a crucial injection into the economic and social fabric of the village. It is good to see the mix of housing provision that is proposed which will benefit both the existing community and attract young people as well.
Mr & Mrs Metcalf | Yes | Living across from the development. The only thing we are worried about is the traffic, amount off.
Mr David Paterson | Yes | Concerns are: Traffic in/out, need for secure gate with padlock to prevent gypsi etc, noise at night from the (house, property damage from (?))alls
Rev John Scott | Yes (with reservations) | Environment; link with Chipping in bloom. Transport; parking should help, extra delivery vehicles will cause serious problems in Windy St, Church Raike and Talbot St. Housing - More 1st time buyers than 'every 5th housing.' You will need young people to fill the new jobs. Consider leaving quiet areas N. of pond rather than public access - Wildlife meets peace not loads of people walking through
Karl Catham | Yes | Would very been if leisure facility was of a good standard with reasonable pool, jacuzzi, steamroom etc. Jobs would be good and obviously housing would need to go with this.

### Comments from individual names:

- **Diane Glover**: Yes
  - As a local business, “Glovers swim school was set up in 1983.” Providing quality swimming tuition for local children and adults from Chipping and surrounding areas. Since the early days, my daughter and son are now partners in the business as well as being a source of local employment. We have outstanding swim school of the year on three occasions. We provide tuition to all ages, abilities, schools and disabled groups. Please consider us to potentially use your pool to boost your revenue and provide a valuable, friendly service to the local community. We would be delighted to do business with you in the future.

- **Mr W. Glover**: Yes
  - We have been impressed with the proposals we have seen today, however we do have concerns about the impact of traffic on the area. Another concern we have is the effect this project will have on other local businesses like the pubs and cafes in the village.

- **C McWilliam**: Yes
  - It needs doing

- **R.M. Harrison**: Yes
  - It would seem an excellent use of the site, creating jobs etc for young people to remain in the area. Also being an ‘older’ glad to see provision of sheltered housing etc. Only concern would be increased traffic on already difficult road situations. Sure all this development requires supply of MAINS GAS.

- **A Stoker (Ann-Marie)**: Yes
  - Should be provision for bungalows. Wildlife should be undisturbed. Area where you envisage allotments is important for deer and barn owls - to name but two. Bats have been seen in the mill independent ecological surveys funded by S3N but controlled by the parish council should be carried out. Worried about traffic.

- **Andrew Stoker**: Yes
  - There should be targets for local employment - penalties if not met. Ecological surveys imperative as wildlife rich area. Investment in local schools + businesses.

- **Kathy**: Yes
  - Hotel looks outstanding

- **Cath Lee**: Yes
  - Looks really good, would bring life back into the village

- **Mrs M. Burrows**: Yes
  - I think we have too many houses, which can’t be sold and the parking just gets worse

- **Mrs J Bradford**: Yes
  - The hotel is OK. But we do not need any more houses.

- **Mr & Mrs Joyce**: Yes
  - An excellent plan - well thought out. Whole heartedly support for your endeavour.

- **Mrs Doreen Watts**: Yes
  - A wonderful project bringing new jobs and new life to the village. Parking? During alterations to the mill...
<table>
<thead>
<tr>
<th>Name</th>
<th>Response</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>B. Lucas</td>
<td>Yes</td>
<td>Overall in favour of plans. Road into Chipping havoc now. Would locals have access to leisure facilities.</td>
</tr>
<tr>
<td>J + K Towers</td>
<td>Yes</td>
<td>Appears to be a little ambitious. Not sure that Church Raite + the narrow junction by cobbled corner could really cope with the possible usage.</td>
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<tr>
<td>Sarah Holden</td>
<td>Yes</td>
<td>Just concerns over actual number of houses at ‘the Hive’.</td>
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<tr>
<td>Christine Freeman</td>
<td>Yes (with reservations)</td>
<td>Concerned with the number of houses proposed to be built on the cricket field. The road from Church Raite up to Old Hive is very bad in the winter as there is water draining from the cricket field and runs across the road. During freezing conditions it is so bad that it is shot ice and difficult to walk across. Will this be better or worse if the housing goes ahead????</td>
</tr>
<tr>
<td>William &amp; Margaret Nugent</td>
<td>Yes</td>
<td>Would be interested in one of the self build plots, or possibly shared ownership. Yes, we do agree with all your plans, good for the village.</td>
</tr>
<tr>
<td>Dewhurst</td>
<td>-</td>
<td>We are in favour of Sewelsbury/The Old Chain works. But not in favour of building anymore housing as 15 have been built recently. People don’t leave the village because there are no houses but because there is no work. No more houses please.</td>
</tr>
<tr>
<td>Sue Dutta</td>
<td>Not sure yet</td>
<td>55 houses as ‘The Hive’ is too many. Along with new housing already underway this could mean almost 80 households arriving in the village. New life is needed for the village, however such a large increase all at once could be detrimental. Ensure to use ‘Namii’ light - be aware of light pollution</td>
</tr>
<tr>
<td>John Shard</td>
<td></td>
<td>It is totally unrealistic to build so many houses without including facilities - particularly a doctors surgery. The doctors surgeries in Longridge are already overfull and Longridge itself is developing large numbers of additional housing. The situation will become intenable. Similar comments apply to the schools.</td>
</tr>
<tr>
<td>Freeman</td>
<td></td>
<td>Too many houses and no accommodations for old people, flats or small houses - otherwise good.</td>
</tr>
<tr>
<td>H McCabe</td>
<td>-</td>
<td>No. of houses - Village plan for 50 over 5 years, already approx. 25 plans granted. In favour of hotel and surrounding amenities. Wish you well. Why not any bungalows for older people.</td>
</tr>
</tbody>
</table>