



**PLANNING JUSTIFICATION FOR:
Proposed Communications installation
Land at JCB Wardlow Quarry, Rue Hill, Ashbourne, Staffordshire XT10 3HA
NGR: 408540, 347159 (approx.)**

INTRODUCTION

Galloway Estates Ltd. act on behalf of Vodafone Ltd., who are seeking to position a small 'streetcell' communications installation at the above location. This location has been identified as one where, as part of Vodafone's continued network improvement program, there is a specific requirement for a new style of installation to provide a targeted coverage solution. Vodafone has an existing corporate contract with JCB, who are an important local employer, to provide mobile phone services to the company, its employees and visitors at the Quarry. The level of signal strength, coverage and capacity is severely lacking on Vodafone's current network due in this instance to the depth and topography of the quarry site.

PROPOSAL

Vodafone proposes to install a 10 metre (in overall height) slim line 'streetcell' column painted grey with a shrouded antenna and two number dishes of 600mm and 300mm in diameter respectively for link transmission at a height of 9.27 metres to the centre line, together with a separate ground based equipment cabinet painted green within which there will be further electronic equipment and apparatus installed. The development will have a footprint measuring 2.3m x 2.3m and will contain ancillary apparatus including cables and 6 nos protective steel bollards 1.2 metres in height, all as show on the planning drawings No 100-C, 101-C, 200-C, 300-C and 400 C ('the development')

BACKGROUND TO THE PROPOSAL

As part of Vodafone's continued network improvement program, there is a specific requirement for a 'street cell' installation station at this location to provide JCB with mobile phone services. Current coverage is poor to non-existent within the quarry areas. To remedy this network deficiency Vodafone proposes to install the above mentioned apparatus within the quarry.. Careful consideration has been given to the location of the site to provide maximum coverage and minimal impact with a pole of the minimum height possible.



STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLANNING POLICY

Staffordshire Moorlands District Councils proposals map illustrates that the subject area is within a 'Special Landscape Area' (N8, N9) from the 'Core Strategy' Design & Conservation policy Appendix 'H' with Replacement Policy Numbers DC1/DC3/R1/SS7/SS6c/SS6a and DC1/DC3/R1/SS6c/SS7 awaiting adoption. This designation has been taken in to account, however, the operational area within the quarry on which the proposed Vodafone installation is to be located is well screened within the quarry despite its elevated position and there area affected is purely on and surrounded by quarry stone. Staffordshire Moorlands District Council 'Infrastructure Delivery Plan' (IDP) Baseline Report (13th July 2016) Section 7 'Telecommunications' outlines the importance of telecommunications infrastructure and the need for improvement to support local employment economic development and retention of skilled employees. The statement further remarks that improving digital connectivity is particularly pertinent to enable home-working and sustainable growth of small business reliant on technology within the more rural areas of the District. Although JCB is not a 'small business' its facilities at Wardlow Quarry are within a rural area and there is a need for technology for vital business purposes. 7.3.2 of the IDP also identifies that 4G coverage is almost non-existent outside of the towns and major road corridors.

NATIONAL PLANNING POLICY REVIEW:

Planning Guidance - National Planning Policy Framework (previously Policy Guidance Note 8) – Telecommunications

We would confirm that we have read and are familiar with the national planning policies as relating to telecommunications installations contained within paragraph 5 (42-46) of the National Planning Policy Framework (effective from 27/03/2012 and replacing Planning Policy Guidance Note 8) and would like to ensure that our client's requirements meet with the policies and guidance therein. Many aspects of this guidance are relevant to this proposal. In particular, policies are supportive of modern telecommunications and acknowledge that they are an essential and beneficial element in the life of the local community and the national economy

The guidance further recognises the technical problems associated with telecommunications development and urges Local Authorities to respond positively to such



development, by having regard to such difficulties. The Government's general policy on telecommunications is therefore to facilitate the growth of new and existing systems.

The National Planning Policy Framework (NPPF) at paragraph 42 states 'Advanced, high quality communications infrastructure is essential for sustainable economic growth. The development of high speed broadband technology and other communications networks also plays a vital role in enhancing the provision of local community facilities and services'. The aim of paragraph 43 is that where new sites are required, equipment is sympathetically designed and camouflaged where appropriate. Paragraph 44 guides that Local Planning Authorities should ensure that they have evidence to demonstrate that telecommunications infrastructure will not cause significant and irremediable interference with other electrical equipment, air traffic services or instrumentation operated in the national interest; and that they have considered whether the construction of new buildings could interfere with telecommunications services. Paragraph 45 refers to the responsibilities of telecommunications applicants to provide supporting evidence to justify the proposal, including consultations with organisations with an interest, and consideration of alternative sites.

APPLICATION OF PLANNING POLICIES

To comply with National and local planning policies, the proposed site has been carefully selected to minimise the visual effect of the 'streetcell' on its surroundings. There are no residential properties in close proximity to the site (by the very nature of this quarry environment), the proposed installation is set centrally within the quarry area and with no public vantage points the visual impact of Vodafone's proposed installation would be negligible, indeed it is unlikely the installation will be visible from publicly accessible areas. The colour of the mast is recommended to be of a medium to dark grey with a matt finish and with a green cabinet at ground level.

PLANNING POLICIES SUMMARY

The proposal is supported by reason of its accordence with planning policy in terms of its effect on the site and the overall benefit of an enhanced telecommunications service to the company of JCB who are a key employer in the area and require up to date communications for the development and testing of their machines at this proving area



along with good communication for the sake of its employees, visitors and furthermore for their safety. The site for the installation has been identified having regard to technical, environmental and site availability considerations. Both Staffordshire Moorlands District Council and Government policy was considered in the siting of all the proposed telecommunications equipment. In conclusion, the proposed installation complies with the local planning policies and the National Planning Policy Framework to provide essential coverage to the JCB.

PRE-APPLICATION CONSULTATION

Our consultation proposed the erection of a street cell antenna mast, with a separate cabinet at the base. In accordance with good and accepted practice we undertook pre-application consultation with:

- **The Chief Planning Officer at Staffordshire Moorlands District Council**
- **Staffordshire Moorlands District Ward Councillors: E. Follows, A. Forrester, I.J Lucas & E. Wain:**
- elsie.fallows@staffsmoorlands.gov.uk
- arthur.forrester@staffsmoorlands.gov.uk
- ivor.lucas@staffsmoorlands.gov.uk
- edwin.wain@staffsmoorlands.gov.uk
- **Cotton Parish Council Chairman & Clerk:**
- dave.r.cooper@btinternet.com
- jeffwood123@btinternet.com
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Copies of our correspondence are included within the supplementary documents to the application. These were issued via email on 18th May 2017 and we have confirmation that all the recipients received the correspondence on or soon after 18th May 2017. To date we have had no feedback in terms of our client's proposals but the pre-consultation was acknowledged by Planning Support and a reference of GEN/2017/0023 provided. We have not been asked to undertake further consultation with any other potentially interested parties or public bodies.

ALTERNATIVE SITES

Due to the specific technical nature of Vodafone's equipment and JCB's coverage requirements, the proposed installation needs to be as close to the centre of the Wardlow Quarry area as possible in order to fulfil its primary purpose of providing coverage both



internally and externally and to link into the Vodafone network. To this end any installation needs to be within the area of land and buildings occupied by JCB and as such the site location is self-selecting. The adjacent 'H' frame steelwork supporting dishes is not of sufficient height nor structural capacity to accommodate the Vodafone equipment and was therefore discounted. JCB occupies the area of land outlined blue on the attached plan nos 1. Within this area occupied by JCB however we have taken care to choose a location which not only provides a technical solution but which also minimises the visual impact of any installation.

CONCLUSION

- Vodafone has a demonstrable need to improve coverage to one its corporate customers who are also an important employer in the area. The improved service provided will offer support to an important local industry.
- Due to the specific technical nature of Vodafone's requirements, the proposed installation needs to be as close to central to the JCB quarry site at Wardlow.
- To this end any installation needs to be within the area of land and buildings occupied by JCB and as such the site location in the general sense is self-selecting.
- The proposed installation is within an industrial setting having a very limited, if any, visual impact on surrounding areas.
- In conclusion, the proposed installation complies with the local planning policies and the National Planning Policy Framework to provide essential coverage to JCB. The design of the site has been carefully selected to minimise the visual effect of the mast on its surroundings will also integrate with the 'character' of the area.

Prepared by Peter Hickson, Galloway Estates Ltd

13th July 2017



DESIGN AND ACCESS STATEMENT

Vodafone Ltd - Proposed Communications installation
Land at JCB Wardlow Quarry, Rue Hill, Ashbourne, Staffordshire XT10 3HA
NGR: 408540, 347159 (approx.)

This Design and Access Statement is provided in conjunction with the Supplementary Information Template, drawings and supporting material that was submitted with this planning application. This statement is submitted pursuant to Article 4C of the Town and Country Planning (General Development Procedure) Order 1995 (as amended).

In accordance with the Code of Best Practice on Mobile Phone Network Development¹, and published Government guidance, this proposal was drawn up having regard to the need for good design.

In particular:

- Considerations of design and layout are informed by the context, having regard not just to any immediate neighbouring buildings but the townscape and landscape of the wider locality. The local pattern of streets and spaces, building traditions, materials and ecology all help to determine the character and identity of the development.
- The scale, massing and height of proposed development have been considered in relation to that of adjoining buildings; the topography, the general pattern of heights in the area; and views, vistas and landmarks.

The following general design principles have been taken into account in respect of this proposed telecommunications development:

- A proper assessment of the character of the area concerned.
- That the design shows an appreciation of context;

SITE CONDITIONS, TECHNICAL CONSTRAINTS, LANDSCAPE FEATURES AND CAPACITY REQUIREMENTS

Introduction

It needs to be borne in mind that the proposed development is for a mobile telecommunications installation. Hence, access is deliberately restricted, where appropriate, for the security of the installation.

Pre Application Discussions and Negotiations

Given the nature of the proposal, no formal prior consultation was required but this was however undertaken in any event in May 2017 as regards the proposed installation. No responses were received from the Local Ward Councillors / Parish as regard any concerns over the proposals and no special requests were therefore made in terms of a proposed design. The Planning Authority Planning Support

¹ Paragraphs 120-126.



team responded to confirm receipt and provide a registration number of GEN/2017/0023, but no further comment or correspondence was received.

Documentation Submitted with Application

- Plans and elevations
- Supporting statement

Design Component

- **Use proposed:** Communications, specifically to provide enhanced coverage to an important local employer.
- **Amount** - 10 metre (in overall height) slim line 'streetcell' column painted grey with a shrouded antenna and two number dishes of 600mm and 300mm in diameter respectively for link transmission at a height of 9.27 metres to the centre line, together with a separate ground based equipment cabinet painted green measuring 1.58m x 0.38m x 1.35m within which there will be further electronic equipment and apparatus installed. The development will have a footprint measuring 2.3m x 2.3m and will contain ancillary apparatus including cables and 6 nos protective steel bollards 1.2 metres in height in order to minimise the visual impact and ensure it is in accordance with National and Local Planning policy.
- **Layout:** Please refer to the drawings with the application which indicate how the structures and public and private spaces will be arranged on the site, and the relationship between them and the buildings and spaces around the site.
- **Scale:** This is a ground based installation with minimal visual impact and not visible from any public vantage point and as such there should be no impact visually on the scale of the property and installation.
- **Landscaping:** Given the commercial nature of the location, surroundings and ground type (quarry stone), landscaping is not considered appropriate or possible.
- **Appearance:** To minimise the visual impact of the proposal and assist in ensuring the installation is as discrete as is reasonably possible whilst also being technically suitable.

Access

Access to the development is by definition limited to the operator and its authorised agents.

Access to the immediate area containing the base station will be obtained direct from the existing access route through the JCB quarry roads and tracks with no additional safety facilities to be installed as safe access to the new installation can be provided to the communications site with the design as currently proposed.