

Statement of Community Engagement

Blythe Vale, Blythe Bridge: Phase 2

St. Modwen Homes

June 2021

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Contact

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1. Introduction

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of St. Modwen Homes (the applicant).
- 1.2 This SCE forms part of a planning application submitted to Staffordshire Moorlands District Council for the second phase of residential development at Blythe Vale, Blythe Bridge.
- 1.3 The applicant delivered a pre-application consultation programme which included engagement with officers at Staffordshire Moorlands District Council (SMDC), key political representatives of the local wards and parish councils, site neighbours and members of the general public. This engagement has enabled the applicant to build an understanding of the local context and raise awareness of the proposals and its potential benefits for both new and existing residents.

The format of this SCE

- 1.4 This SCE provides a detailed overview of the pre-application consultation and engagement process that has been undertaken by the applicant with key stakeholders and the local community. Feedback was encouraged throughout the process and all feedback has been considered, analysed and responded to by the applicant.
- 1.5 This SCE includes:
 - An overview of national and local policy guidance that is relevant for pre-application consultation;
 - A summary of the stakeholder and community consultation activities that took place;
 - An outline of the feedback received during the consultation period; and
 - The applicant's response to the comments received.
- 1.6 The applicant has actively sought feedback from planning officers through pre-application discussions.
- 1.7 The SCE demonstrates that the applicant undertook timely and effective pre-application consultation, informed by local and national policy guidance.

2. Policy Context

- 2.1 The applicant recognises that national planning policy places an emphasis on community involvement as an integral and important component of the planning application process.
- 2.2 The Government's policy on community involvement is set out at a national level in a number of documents including the National Planning Policy Framework (February 2019) ("the Framework").
- 2.3 Locally, SMDC provides its own guidance on pre-application consultation within its Statement of Community Involvement (SCI) adopted in 2016.

National Guidance

National Planning Policy Framework (2019)

- 2.4 The Framework sets out that the planning system should be a collective enterprise with the purpose of helping deliver sustainable development. Paragraph 128 explains that applications that can demonstrate effective pre-application engagement should be favoured over those that cannot. The purpose is to better coordinate public and private resources and help identify issues that can be resolved at the pre-application stage. In addition, paragraph 39 states that as a result, the outcomes for the community are improved and the planning system is able to function more effectively and efficiently.
- 2.5 As set out in this SCE, early, appropriate and proactive community engagement has taken place prior to the submission of the planning application, in full accordance with guidance set out within the NPPF and the application should therefore be viewed favourably in this context in line with the aspirations of the NPPF.

Local Guidance

Staffordshire Moorlands District Council SCI 2016

- 2.6 Local planning authorities produce their own SCI documents which set out their expectations for community consultation as part of development plan-making and during the planning application process.
- 2.7 SMDC adopted the latest version of its SCI in 2016. Applicants are encouraged to discuss their community involvement programme with the Council in order to identify relevant consultees.
- 2.8 The SCI encourages applicants to undertake pre-application community consultation activities by engaging with neighbours and the wider community.¹

¹ https://www.staffsmoorlands.gov.uk/media/357/Statement-of-Community-Involvement-April-2016/pdf/SMDC_FINAL_SCI_ADOPTED_13TH_APRIL_2016.pdf?m=1476799364180

- 2.9 The applicant consulted planning officers at SMDC and sought their advice prior to embarking on the consultation, as encouraged within the SCI. Detail of these meetings is included within the following section.

Digital Consultation

- 2.10 Due to restrictions surrounding COVID-19, and following updates to government guidance, we undertook a digital-led consultation programme to allow interested parties and members of the public to view and respond to the development proposals.
- 2.11 This involved hosting a project website featuring an online feedback form to allow members of the public to provide comments on the plans. We also hosted a live digital information event in the form of a Zoom webinar which members of the public could sign up for via the project website.
- 2.12 Both the consultation and the webinar were promoted by paid-for and targeted social media advertising on Facebook and LinkedIn.
- 2.13 We have produced a comprehensive analysis of all feedback received in section 4 of this report.

3. Consultation Summary

3.1 The engagement activity included the following:

- Pre-application discussions with SMDC;
- Stakeholder engagement - Offering briefing meetings to site ward councillors and local Parish Councils;
- Publicity - Sending an information leaflet to 725 neighbouring addresses to raise awareness of the scheme and direct individuals towards the digital consultation website; advertising the public consultation using paid-for and targeted social media ads on Facebook and LinkedIn reaching 24,994 individual users and generating 542 website visits;
- Online community consultation - Hosting a digital consultation website with online feedback form live for two weeks, which received 630 visitors and generated a total of 1,028 page views;
- Digital information event – Hosting a live digital information webinar session and posting a recording of the session to the website within a day of it being held; and
- Feedback channels - Providing direct feedback channels including a project email address and Freephone telephone number to respond to enquiries, as well as the online feedback form on the project website.

Pre-application discussions with Staffordshire Moorlands District Council

3.2 The applicant held a number of virtual meetings with Staffordshire Moorlands District Council officers.

3.3 A total of three meetings were held between and 5th March and 27th April 2021.

3.4 A summary of the topics discussed and scheme evolution is presented within the planning statement accompanying this application.

Stakeholder engagement

Engaging with political stakeholders

3.5 Prior to contacting local residents, the applicant contacted the Leader of SMDC, Councillor Ralphs and the cabinet member for planning, development and property, Councillor Wain, on 8th April 2021 to offer a virtual briefing about plans for Phase 2.

3.6 We did not receive a response from either of these councillors.

3.7 The applicant also contacted the SMDC ward councillors for Forsbrook, Councillor Herdman, Councillor Flunder, Councillor Holmes and the neighbouring ward councillors for Checkley, Councillor Deaville, Councillor Wilkinson, and Councillor Hulme, to notify them of the proposals and offer a briefing.

- 3.8 The briefing invitation was extended to all members of Forsbrook Parish Council and Draycott in the Moors Parish Council.
- 3.9 A copy of the emails sent to the above can be found in Appendix 1.
- 3.10 A meeting with Draycott in the Moors Parish Council was held on 21st April 2021. The project team delivered a short presentation to introduce the proposals, which was followed by a Q&A session.
- 3.11 Following the presentation, key themes discussed included: affordable housing provision; drainage; local infrastructure; diverting the Public Right of Way through the site; highways infrastructure; landscaping; construction; and management and maintenance.
- 3.12 The applicant confirmed that they would continue to liaise with the Parish Council with regard to the issues raised, as appropriate.
- 3.13 A meeting with Forsbrook Parish Council was held on 29th April 2021. The meeting followed a similar format to the meeting with Draycott in the Moors Parish Council and consisted of a short presentation of the proposals, followed by a Q&A session.
- 3.14 Forsbrook ward Councillors, Councillor Herdman and Councillor Flunder were present and vocal at the meeting.
- 3.15 A number of themes were discussed including: sustainability and active travel; local infrastructure; drainage; public footpaths; benefits to the local area; housing need; traffic; and the consultation process.
- 3.16 Following the meeting, the applicant invited Councillors Herdman and Flunder to a further meeting to discuss the potential benefits of the scheme and the possibility of providing sustainable travel initiatives to improve sustainable connectivity with the local area.
- 3.17 Members of the Parish Council were keen to publicise the consultation event within the parish and encouraged wider community participation in the process. Details of the public consultation event were published on the Forsbrook Parish Council website and a social media campaign was requested.
- 3.18 In response to their comments, the applicant launched a promotional social media advertising campaign to raise awareness of the proposals and encourage individuals to visit the consultation website and sign up to the digital information event. Further details are listed in the following section.
- 3.19 The applicant will continue to liaise with members of the Parish Council as appropriate.

William Amory Primary School

- 3.20 On June 7th, 2021, a meeting was held with Mr Wilken, the Head Teacher at The William Amory Primary School, in response to an email request for further information about the Phase 2 proposals.

- 3.21 During the meeting, the applicant delivered a short presentation outlining the site's planning history, the approved Phase 1 scheme, Phase 2 proposals, and information about the Education Contribution provided to date, as well as future contributions.
- 3.22 This was followed by a broader discussion about the anticipated number of pupils that Phase 2 is expected to generate and the current capacity of schools within the catchment area.
- 3.23 Further information was requested regarding anticipated pupil numbers, in order to help inform future resource and provision planning for the school.
- 3.24 It was agreed that the applicant will provide the additional information requested and will continue to liaise with the school as necessary.

Publicity

- 3.25 To advertise the consultation on the proposed development, an information leaflet was distributed to properties within close proximity of the site.
- 3.26 The leaflets were distributed to local residents and businesses at 725 addresses on April 27th 2021.
- 3.27 The address area is displayed at **Figure 3.1** below.

Figure 3.1: Leaflet distribution area



Source: Google Maps

- 3.28 The leaflet included:
- An overview of the proposed development;

- Details of the proposed development location;
- Details of the consultation website and digital information event; and
- Available contact channels.

3.29 A copy of the leaflet can be found at Appendix 2.

Social media advertising

- 3.30 The applicant actively sought to raise awareness of the public consultation by undertaking a 5-day sponsored Facebook and LinkedIn campaign.
- 3.31 The campaign helped to supplement efforts to raise awareness of the proposals, and encourage people to sign up to the digital information event.
- 3.32 The combined campaigns reached 24,994 users and generated 542 website visits.
- 3.33 A copy of the adverts is included in Appendix 3.
- 3.34 Details of the consultation event were also shared on the Friends of Draycott in the Moors Facebook page.

Online Community Consultation

- 3.35 A dedicated project website www.blythevaleconsultation.co.uk was developed to be the main pre-application consultation channel.
- 3.36 The consultation website was designed to ensure that users were able to view information on the proposals and register their feedback in safe way in light of the government's COVID-19 guidance.
- 3.37 The consultation website included background information about St. Modwen Homes, details of the proposals, a feedback form, and a registration link for the digital information event.
- 3.38 Individuals were able to comment on the proposals by completing an online feedback form on the website.
- 3.39 During the two week consultation period between 27th April and 11th May, the consultation website received 630 visitors and generated a total of 1,028 page views.
- 3.40 The information displayed on the consultation website was also made available in hard copy for those individuals who were unable to access the website. We did not receive any requests for hard copy materials during the consultation period.
- 3.41 Images of the consultation website can be found at Appendix 4.

Digital Public Events

- 3.42 A digital public information event was held in the form of a webinar on the Zoom platform.
- 3.43 The event took place on Wednesday 5th May between 7pm and 8pm.
- 3.44 Members of the project team attended these events and presented proposals before inviting questions from attendees. The team included representatives of Turley Planning and Strategic Communications team together with members of the applicant's internal team as well as the project architect, transport consultant and ecology consultant.
- 3.45 We received 21 registrations for the event, and 8 people attended the public information event.
- 3.46 A total of 28 comments and questions were asked during the session. Each question was considered and answered by the relevant member of the project team during the webinar session or in a follow up email thereafter.
- 3.47 A breakdown of responses received by theme can be seen in Figure 3.2 overleaf. A full analysis of feedback received is presented in section 5.
- 3.48 For those unable to attend the live sessions, a recording of the event was uploaded to the consultation website. The video is available to be viewed here or by visiting <https://www.blythevaleconsultation.co.uk/feedback/>.

Figure 3.2: Thematic analysis of webinar questions

Theme	Number of References	Summary of Comments
Highways Infrastructure	6	Several respondents were concerned about the impact of the proposals on the existing highways infrastructure and the additional pressure that would be placed on the road network as a result.
Engagement	2	Respondents asked for further details about engagement with the local parish councils and sought assurances that engagement would be maintained throughout the planning and construction process.
Parking	1	One respondent requested further information about the provision of visitors parking on site.
Ecology	1	The layout of the Ecology area was praised.
Sustainability	1	Questions were raised in relation to the ways in which the scheme would seek to address the local climate emergency.
Wildlife	1	One respondent asked about the consideration of local wildlife and the measures put in place to protect them.
Pollution	2	Further information was requested about measures to reduce noise and air pollution from the surrounding road network.
Visual impact	1	The visual impact of the proposals from Uttoxeter Road was raised.
Future development	2	Respondents were interested to know if further development was planned on land south of the A50 as previously suggested.
Affordable housing	1	One respondent requested further information about the percentage of affordable housing that would be provided.
Public Right of Way	1	One respondent sought clarification about the public footpath diversion.
Naming of roads	2	It was suggested that new roads should be named after notable local people.

Feedback Channels

- 3.49 To ensure that residents and stakeholders had the opportunity to provide their feedback on the plans and to contact the project team with any queries, feedback and contact channels were live during the consultation period. These channels included:
- 3.50 A dedicated project email address contact@blythevaleconsultation.co.uk ;
- 3.51 A dedicated Freephone telephone number - 0808 1688 296;
- 3.52 An online feedback form.

- 3.53 Printed consultation materials were available on request, but no such requests were received.
- 3.54 The feedback period was open from Tuesday 27th April to Tuesday 11th May 2021. This gave respondents a reasonable amount of time to register their feedback. A summary of this feedback follows in section 4.

4. Consultation Feedback

- 4.1 This section of the report provides a summary of feedback received during the consultation period for the Proposed Development.
- 4.2 The focus of the early pre-submission consultation was on encouraging comments on the emerging proposals and to identify any issues which respondents considered should be taken into account.
- 4.3 A total of 19 pieces of feedback were received. A summary of the feedback received per format is included in **Table 4.1** below.

Table 4.1: Feedback received per format

Format	Total
Email	10
Online feedback form	6
Telephone calls	3
Total	19

Responses to feedback

- 4.4 Respondents had the opportunity to provide comments in relation to the proposals on the online feedback form, by phone and via email.
- 4.5 Their comments are outlined in the following section.

5. Feedback Analysis

- 5.1 All of the feedback received during the consultation has been considered by the project team.
- 5.2 The online feedback form asked respondents three feedback questions, including two closed questions regarding the planning application proposals and one open question for further comments and suggestions.
- 5.3 A list of the questions is provided below in **Table 5.1**.

Table 5.1: Feedback form questions

Question
Q1. What do you consider to be the main priorities for the proposed development? Please rate the items listed below from 1-5 in terms of importance to you with 1 being the most important and 5 being the least. Please click on the item and drag into your preferred order. 1: Affordable housing 2: Improving accessibility to and from the site 3: Provision of open green spaces 4: Quality of housing design 5: Enhancing ecological value and increasing biodiversity
Q2. In your opinion, do you agree that the new recreational spaces and ecology area will help to enhance the local area?
Q3. Do you have any further comments?

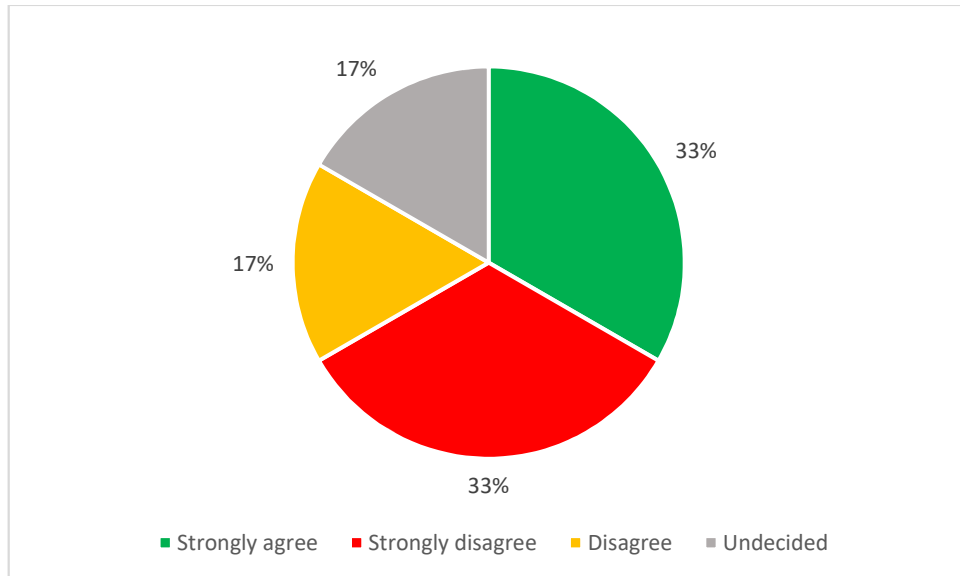
- 5.4 The results are described below.

Responses to Question 1:

- 5.5 A total of 6 responses were recorded to this question. Based on the weighted average of the responses received, the main priorities have been ranked in order below:
1: Provision of open green spaces
2: Affordable Housing
3: Improving accessibility
4: Enhancing ecological value and increasing biodiversity
5: Quality of housing design

Responses to Question 2:

- 5.6 A total of 6 responses were recorded to this question. Respondents specified their level of agreement or disagreement on a symmetric agree-disagree scale.
- 5.7 Two respondents strongly agreed with the statement, two respondents strongly disagreed, one respondent disagreed and one respondent was undecided.
- 5.8 A summary of responses is provided below.



Responses to Question 3:

- 5.9 Question 3 provided a space for individuals to add any further comments they had surrounding the proposals.
- 5.10 A total of 5 responses were recorded to this question and are included in Table 5.2
- 5.11 Every comment received through all feedback methods has been recorded and considered to identify the issues raised. Through this process, the applicant has been able to identify common themes and topic areas.
- 5.12 The themes are presented in order of frequency below.

Table 5.2: Thematic analysis of feedback

Subject and number of references	Representative comments	Applicant's response
Highways and traffic (5)	The proposals will increase traffic, endangering the safety of local roads. How will you be mitigating the impact?	A Transport Assessment will be undertaken to help us understand the travel patterns associated with the proposed development and to examine the likely transport implications on the surrounding area. This will determine whether any improvements are required to the existing road network in order to facilitate this development. We are working with Highways England to understand plans for the future of the Strategic Road Network in this area. Our transport assessment indicates that the existing network and the new junction with the A521 that was built with Phase 1 have sufficient capacity to support Phase 2. Our transport assessment will be submitted with the planning application.
Landscaping and biodiversity (4)	The proposals will result in the loss of open green countryside and will destroy biodiversity. How are you reducing your environmental impact?	A variety of public open space is proposed throughout the site to provide amenity space for existing and new residents, along with a children's play area. Boundary features will largely be retained and enhanced, maintaining and increasing connectivity for wildlife.
	The proposed orchard looks good. What type of trees will be planted?	We are exploring ways in which we can avoid any loss of biodiversity on site through the creation of new habitats. We will mitigate the loss of any habitats through the creation of new habitats and enhancement of existing and retained features. This will be achieved through the planting of native species and woodland, incorporating managed meadowland along hedgerows and creating and managing the ecology area.
	What consideration has been given to wildlife conservation?	
Benefits to the local community (4)	What benefits will the proposals provide to local people? Support for local community facilities, such as St Margaret's church would be gratefully received, especially with more people moving to the local area	The introduction of new homes will help to meet local housing needs, and will also help the town to sustain existing services and enhance the viability of new services at a time when the

	Will non-residents be able to access the ecology area?	economic position of retail businesses has never been more precarious.
	Will you continue to name the new roads in Phase 2 after local notable people? This has been a great success in Phase 1.	Discussions with the Council, NHS and Local Education Authority will take place to determine if any financial contributions are required to help pay for improvements, expansion, or enhancement of schools, parks and open spaces, and larger scale transport improvements. The Council will decide where in the district this money is most required. A variety of public open space is proposed throughout the site to provide amenity space for existing and new residents, along with a children's play area. Members of the public will be able to access the recreational spaces. Whilst the naming of roads is ultimately determined by the local council, St. Modwen would be happy to collaborate with the local community to discuss road naming suggestions in the second phase of development.
Access (3)	How will you be able to build the roadway from phase 1 to phase 2 without crossing Woodlands Lane which is a private road? Will woodlands Lane be locked off?	Woodlands Lane will remain a private road and will not form part of the access either to or from Phase 1 and Phase 2.
Sustainability (3)	Will you be including EV charging points in Phase 2? What is your responsibility to climate change?	On Phase 1 of the development EV charging points have been provided on all plots with garages and parking adjacent to the house and we would look to follow a similar approach on Phase 2. We are focused on innovation and the future potential of our communities. We use the latest technology, materials, construction methods and sustainable energy sources wherever possible. As a result, we can ensure that we are doing the best for our customers, as well as communities and the environment. Our homes go above and beyond building regulation requirements in order to maximise energy efficiency. We help to reduce energy wastage by providing well-insulated properties that are built to be twice as airtight as required in order to avoid unnecessary heat loss and associated costs. Moreover, our homes are all designed to maximise daylighting and solar gains due to the larger windows and high ceilings.

Pollution (2)	The site is located in close proximity to the main road and new residents will be impacted by air pollution, especially children. How will noise pollution be dealt with?	An air quality assessment will be submitted as part of the planning application which will include mitigation recommendations if deemed necessary. To reduce noise, an acoustic baffle will be installed adjacent to the main road.
Further development (2)	Will St. Modwen be proceeding with further phases of development?	This pre-application consultation focuses on Phase 2 of Blythe Vale. Any future phases on the land to the south of the A50 will be the subject of their own consultation exercises.
Local infrastructure (2)	Primary and secondary school places in the local area are already oversubscribed. Additional residents would exacerbate the situation.	The site is in a sustainable location, with good access to a variety of nearby facilities and services including primary and secondary education institutions. Discussions with the Council and Local Education Authority will take place to determine if any financial contributions are required.
Affordable housing (1)	How much affordable housing will be provided and will you commit to the numbers you propose in the formal planning application?	Policy H3 in the Staffordshire Moorlands Local Plan sets out that 33% of the total number of houses should be provided as affordable housing. However, where justified, the Council will consider a lower level of provision taking into account the Local Plan and Site Allocations Viability Study, other up-to-date viability evidence and other contributions. Once the detailed layout is finalised, we will determine the number of affordable homes that will be provided.
Public Right of Way (1)	How are you allowed to build over public footpaths and rights of way?	Diversion of the footpath requires a section 257 application will be submitted separately to the full planning application. We are looking to ensure that a public right of way remains open throughout construction.
Design (1)	The design of the houses is poor.	Homes will be built to a maximum height of 2.5 storeys, taking into account the site's changing land levels from north to south. Our new

		homes will be built to complement the existing homes in Phase 1.
Submission timings (1)	Has this already been given permission to go ahead?	The planning application has not yet been determined by Staffordshire Moorlands District Council.
Flooding and drainage (1)	The existing drainage system does not have the capacity to deal with new homes.	The drainage system for the development has been designed to reduce surface water run-off when compared with existing rates. Attenuation will be provided as part of the development to help manage surface water by holding it on-site and controlling the rate at which it is discharged into the network. Foul water will discharge into the existing network.
Management (1)	Who will be responsible for managing issues at the play area?	Long-term maintenance of the play area will be the responsibility of the residents' management company. Management of human behaviour in the public open spaces will be a matter for local community support officers who may be alerted to any issues by local residents and other members of the public.

6. Conclusion

- 6.1 The consultation activities undertaken by the applicant have been informed by local and national policy guidance relevant to the proposed development.
- 6.2 The applicant has used a number of methods to ensure that the wider community and key stakeholders could view the development proposals and have a chance to comment, including:
- Contacting local stakeholders offering briefings on the proposed development;
 - Distributing information about the proposed development to residents in proximity to the proposed development site and on social media, and encouraging them to provide feedback;
 - Hosting a consultation website to provide information ordinarily displayed at public exhibitions with an interactive feedback facility;
 - Hosting a live digital information event to provide members of the public with further information and answer questions.
- 6.3 The project website formed the basis of the public consultation and was far-reaching, with a total of 1,028 page views during the two week consultation period.
- 6.4 A total of 8 people attended the public information events and 28 questions were asked during the session.
- 6.5 The feedback received allowed the applicant to understand and respond to common queries from the local community.
- 6.6 All comments have been summarised and responded to by the applicant.
- 6.7 The applicant continues to engage with residents and stakeholders who have raised questions in relation to the proposals.
- 6.8 In summary, the applicant considers that the pre-application consultation activity undertaken with the local community and stakeholders to have been timely and effective.

Appendix 1: Councillor Letters

Dear Councillors,

I am emailing you on behalf of St. Modwen Homes, in your capacity as councillors for Checkley ward, to offer a virtual briefing about plans for Phase 2 of St. Modwen's Blythe Vale development. We are hoping to open a pre-application public consultation towards the end of April before submitting an application by the end of May.

The proposals will deliver up to 230 new homes to help meet local housing need. This next stage of development will build upon the progress of Phase 1 by offering additional community amenities for both new and existing residents, including: further public open spaces, a new children's play area, and new footpaths and exercise trails that connect to the existing public footpath network.

We are committed to engaging with the community and gathering feedback on the proposals ahead of submitting our application. Following our recent meeting with officers at Staffordshire Moorlands District Council (cc'd), we would welcome the opportunity to brief you and get your input on our plans for the development and a digital-led public consultation.

We have also copied in the clerk for Draycott in the Moors parish council, for their information, should they want to join or have a separate briefing.

The team's diaries are fairly flexible Monday to Wednesday next week (commencing 12th April) and Tuesday to Friday the following week (commencing 19th April).

We hope one of these dates works for you and look forward to meeting you.

Kind regards

A solid black rectangular box used to redact the signature of the sender.

On behalf of St Modwen Homes

Dear Councillor Ralphs and Councillor Wain,

I am emailing you on behalf of St. Modwen Homes, in your capacity as the leader and cabinet member for planning, development and property at Staffordshire Moorlands District Council (SMDC), to offer a virtual briefing about plans for Phase 2 of St. Modwen's Blythe Vale development. We are hoping to open a 2-week pre-application public consultation towards the end of April before submitting a planning application by the end of May.

The proposals will deliver up to 230 new homes to help meet local housing need. This next stage of development will build upon the progress of Phase 1 by offering additional community amenities for both new and existing residents, including: further public open spaces, a new children's play area, and new footpaths and exercise trails that connect to the existing public footpath network.

We are committed to engaging with the community and gathering feedback on the proposals ahead of submitting our application. Following our recent meetings with officers at SMDC (cc'd), we would welcome the opportunity to brief you and get your input on our plans for the development.

We have already emailed the members for Forsbrook and Checkley wards to seek their input ahead of the digital public consultation opening.

If you would also like to be briefed before the consultation opens, our team's diaries are fairly flexible Monday to Wednesday next week (commencing 12th April), and Tuesday to Friday the following week (commencing 19th April). We can of course be even more flexible thereafter and would be more than happy to brief you once the consultation is live.

Thank you for your time and consideration and we hope to meet you soon.

Kind regards

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On behalf of St Modwen Homes

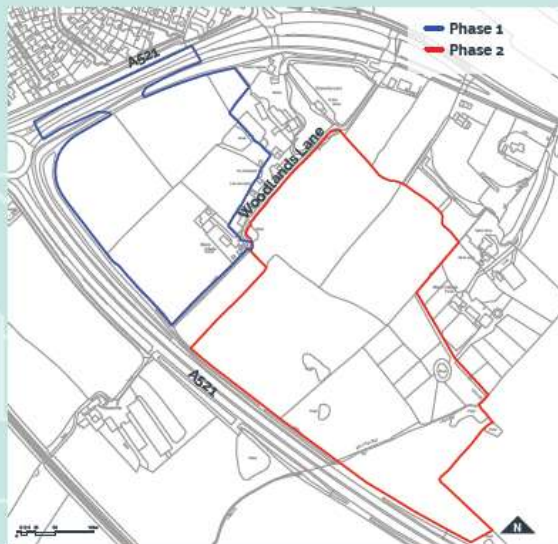
Appendix 2: Consultation Leaflet

BLYTHE VALE PHASE 2

St. Modwen Homes is preparing plans for the second phase of residential development at Blythe Vale, south of Uttoxeter Road, near Blythe Bridge.

The proposals will deliver approximately 200 high-quality new homes to help meet local housing need. The plans build upon the success of Phase 1 by offering a number of benefits to the local community including:

- Further design-led development featuring a mix of family homes and affordable housing to meet the needs of a wide range of people.
- Additional community amenities including public open spaces and a children's play area.
- New public footpaths and exercise trails which will be connected to existing public rights of way.



To find out more about the project and to submit your feedback, please visit our consultation website www.blythevaleconsultation.co.uk where you can sign up to our live webinar event on Wednesday 5th May.

About St. Modwen Homes

St. Modwen Homes is an award-winning housebuilding business dedicated to delivering high quality, design-led developments.

We work collaboratively with members of the local community and other key stakeholders to deliver family homes that local communities can be proud of. Find out more at www.stmodwen.co.uk

How can I find out more and share my feedback?

We are in the process of preparing a full planning application, which is due to be submitted to Staffordshire Moorlands District Council in June 2021.

If you would like to find out more or provide your feedback you can do so by:



Visiting our project website www.blythevaleconsultation.co.uk where you can find project information, sign up to an online information event on Wednesday 5th May and share your feedback.



Emailing the project team on contact@blythevaleconsultation.co.uk



Calling our Freephone consultation number on **0808 1688 296** and leaving a message for a member of the team to call you back.

We would be grateful to receive your feedback by **11th May 2021** and look forward to hearing your views.

Appendix 3: Social Media Adverts

T Turley Strategic Communications Sponsored

Join our webinar on Wednesday 5th May at 7pm to find out more about the second phase of residential development at Blythe Vale. To speak live to the project team, register via our website here: <http://bit.ly/BlytheValePhase2>



BLYTHEVALECONSULTATION.CO.UK
Join our webinar
St. Modwen Homes is bringing forward...

[SIGN UP](#)

Like Comment Share

T Turley 12,182 followers Promoted

Join our webinar on Wednesday 5th May at 7pm to find out more about the second phase of residential development at Blythe Vale, located within walking distance of Blythe Bridge railway station. To speak live to the project team, register via our website here: bit.ly/BlytheValePhase2



Join our webinar

blythevaleconsultation.co.uk

[Register](#)

Appendix 4: Consultation website

www.blythevaleconsultation.co.uk

HOME FAQs FEEDBACK



Welcome to the Blythe Vale Phase 2 consultation website

St. Modwen Homes is bringing forward plans for the second phase of residential development at Blythe Vale, Blythe Bridge.

Our proposals seek to deliver approximately 200 new homes, enhanced landscaping and new public open recreation spaces and footpaths.

This consultation website provides details of our proposals, and answers a number of **frequently asked questions**.

How can I find out more?

As part of the public consultation we held a live webinar event to provide further information on the proposals and answer questions. By following the link below, you can watch the webinar that took place on Wednesday 30th May 2021.

[Click here to view our webinar](#)

Local community benefits

We are committed to delivering a scheme that benefits future residents, whilst also contributing to the local community. Our proposals offer a number of benefits for the surrounding community, including:

- The provision of high quality modern housing to meet the needs of a wide range of people.
- Additional community amenities, including public open spaces, a children's play area and walking and running routes.
- Enhanced landscaping to improve site boundaries and maximise biodiversity on the site.
- Improved site drainage compared to the current situation with surface water diverted into a culvert underneath the A50.

The site and vision

The site is located to the south of Uttoxeter Road, on the edge of Blythe Bridge, half a mile west of Drycote in the Moors and 5 miles from Stoke-on-Trent City centre.

Blythe Bridge offers a variety of local amenities including GP surgeries, primary and secondary schools and a number of shops and restaurants.

The site is located within walking distance of Blythe Bridge railway station and other modes of public transport are easily accessible.

Site considerations

Staffordshire Moorlands District Council's adopted Local Plan has identified that this site is appropriate for development, noting that the site has the capacity to deliver housing outside the Green Belt, in a sustainable and accessible location.

Our plans provide the opportunity to build upon the progress already made on Blythe Vale Phase 1, offering a logical extension to the existing development, helping meet local housing need, and providing significant public open space for both new and existing residents to benefit from.



The proposals

The proposals are for approximately 200 new homes. A mix of family homes and affordable housing, will be provided in line with local policy guidelines.

Phase 2 will be accessible via the new junction on the A521 which was built to serve Phase 1. This will be the only point of vehicular access, with Woodlands Lane remaining a private drive and only pedestrian access possible from the existing public right of way to the north of the Phase 2 site.

Design Considerations

Our plans have been designed to complement the character of the surrounding local area. When it comes to designing and building our developments, we consider the social and human impact of our work by creating much needed affordable homes, employment and entrepreneurial opportunities.

With top-class design and interiors guaranteed, we're able to concentrate on other things that we know matter to homebuyers, including security, local amenities, work, educational opportunities, public transport and access to green space.



Illustrative masterplan - click to enlarge

Design Development	+ / -
Landscaping and biodiversity	+ / -
Parking and Accessibility	+ / -
Sustainability	+ / -

About St. Modwen Homes

St Modwen Homes is an award-winning national housebuilder with developments across England and Wales.

Our core purpose as a business is 'Changing Places. Creating Better Futures'. We're committed to delivering high-quality homes and long-lasting communities, as well as excellent levels of customer service. We work collaboratively with members of the community and key stakeholders to create places which benefit existing and future residents.

Find out more at stmodwenhomes.co.uk.



[Click here to let us know your thoughts.](#)

St. Modwen Homes Limited. Head office & Registered Office: Park Point, 17 High Street, Lingsbridge, Birmingham, B37 2UG.
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FAQs

Please click the links below to read more:

Proposals details	+ / -
Highways and access	+ / -
Environment and sustainability	+ / -
Drainage	+ / -
Local community	+ / -
Consultation and delivery	+ / -

[Click here to let us know your thoughts.](#)

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Feedback

Watch our digital public information event



How do I provide feedback?

Thank you for taking the time to review our proposals. The public consultation closed on Tuesday 10th May 2021.

We hope to submit a planning application as soon as the application is ready following incorporation of the comments received during the public consultation. All feedback will be recorded and responded to in a Statement of Community Engagement which will be submitted alongside the planning application.

Once we have finalised our plans we will submit a planning application to Staffordshire Moorlands District Council. Once the council has validated our application, it will undertake its own statutory consultation on the planning application.

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