

From: [John steele](#)
To: [Skeates, Stephen](#)
Cc: [James Aberley \(Cllr\)](#)
Subject: Kingsley Parish Council Statement of Case for the Appeal APP/B3438/W/24/3351035
Date: 28 November 2024 10:33:16

Kingsley Parish Council Statement of Case for the Appeal **APP/B3438/W/24/3351035**

We totally support the Decision Notice reasons for refusal of SMD/2021/0610 issued on 15th April 2024.

1. This site is situated outside the Development boundary of Cheadle. It is a greenfield site and lies within the open countryside. Spatial policies in the Local Plan seek to provide the housing requirement for Cheadle on allocated and windfall sites within the Development boundary. Furthermore the strategy for the rural areas of the District, such as this, allows only for development which has an essential need to be located in the countryside. No evidence of such essential need is put forward. For these reasons the proposal conflicts with Policies SS2,

SS3, SS4, SS10 and H1 of the adopted Staffordshire Moorlands Local Plan

2. In the Councils Landscape and Settlement Character Assessment the site lies within the landscape character type of Ancient Slope and Valley Farmland. Replacing open fields with

a suburban housing estate could not be said to respect or respond to key characteristics of this landscape character type. Although the plans show that some existing landscape features will be retained, the proposed roundabout will necessitate the loss of the whole frontage hedge. Furthermore there is no existing landscape feature defining the northern
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boundary. The landscape is relatively open and on rising ground and the site is visible not only from Froghall Road to the west but also from the south, in particular from Hammersley

Hayes Road (also the route of Public Footpath Cheadle 40) and in longer views from Public

Footpaths Cheadle 38 and 39. In these latter views Broad Hayes Farm is seen in isolation from the urban area of Cheadle. The proposed development would encroach into the landscape setting of this isolated farmhouse, noting that isolated properties are one of the key

characteristics of this landscape character type. Overall the proposal will not respect or enhance local landscape character and will result in a prominent visual intrusion into the countryside. As such there is conflict with Policy DC3 of the adopted Staffordshire Moorlands

Local Plan and the NPPF which says that planning decisions should contribute and enhance

the natural and local environment by amongst other matters recognising the intrinsic character

and beauty of the countryside

3. The proposal would result in a harmful encroachment of development into the open agricultural setting of Broad Hayes Farmhouse, a Grade II Listed building and loss of its sense of isolation, all key elements of how the asset is experienced and of its significance. In

addition there would be harm to the visibility of St Giles Church, Grade 1 Listed in

Cheadle.

For these reasons the proposal is contrary to Policy DC2 of the adopted Staffordshire Moorlands Local Plan and the NPPF which seeks to conserve and enhance heritage assets

Informatives

1. 2. The proposal is not considered to be a sustainable development and does not comply with the provisions of the National Planning Policy Framework.

In debating the application Members expressed concern regarding highway safety in respect of the proposed roundabout and traffic speeds on Froghall Road and the fact that in their view the proposal will lead to increased levels of traffic congestion in the town centre including at key junctions

X

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

The Decision by the Planning Applications Committee very much supports our own longstanding objections restated below:

Re: KPC - Planning Application SMD/2021/0610 - Proposed 228 New Dwellings at Broad Hayes Farm, Hammersley Hayes, Cheadle, (on land to the east of Froghall Road, Cheadle)

Kingsley Parish Council recommend refusal on the following grounds:

1. **SMDC Local Plan:** The proposed development is on agricultural land not considered as suitable for development within the SMDC Local Plan.
The SMDC Local Plan covers the strategic development of the Local Authority area from 2016 – 2033. The plan has been considered and revised many times over the last 8 – 10 years before being finally adopted as SMDC policy in September 2020. The land at Broad Hayes Farm is prime agricultural land outside the areas considered as suitable for development. This area of land has never been considered for development at any stage whilst formulating the Local Plan.
2. **Unnecessary Development:** The SMDC Local Plan identifies land as suitable for development to meet local needs up 2031. The proposed development exceeds the agreed quota for housing in the area.
The SMDC Local Plan identifies land as suitable for residential development to meet the anticipated needs for housing in the SMDC Local Authority area. Both Cheadle Town and Kingsley Parish have an allocated level of development within the Local Plan. The proposed development at Broad Hayes Farm significantly exceeds the housing allocation in the local Plan and is unnecessary to meet any perceived / identified need.
3. **Inadequate Road Infrastructure:** The existing road network to the north of Cheadle is wholly inadequate to cope with the existing level of local and through traffic. The proposed development would significantly add to the problem.
Having regard to vehicle usage by the existing population of the town, the Potteries Gardens development near Donkey Lane, the Oakamoor Road / Churchill Road development and the current volume of through traffic, the existing road network entering Cheadle from the north is wholly inadequate to absorb additional traffic from the proposed development. Even at present it can often take drivers queuing in slow moving traffic in Froghall Road, Leek Road and Butlers Hill up to 10 – 15 minutes to get into Cheadle town. This is wholly unsatisfactory in a relatively small, rural market town. It is noted that Cheadle compares very poorly with the nearby similar sized market towns of Ashbourne, Uttoxeter and Stone.
4. **Inadequate Cheadle Town Infrastructure:** The existing infrastructure of the town is barely adequate to cope with the existing population in particular with regard to schools and medical facilities. The proposed development would significantly add to the problem.
At present the school and medical facilities are barely adequate to cope with the existing population of the town. The ongoing Potteries Gardens development near Donkey Lane and the Oakamoor Road / Churchill Road will significantly exasperate the problem. The school and medical facilities in the town are wholly inadequate to cope with the proposed development.
5. **Highway Safety:** The proposed access onto the development site off Froghall Road (A521) is considered to present a serious road safety risk.
The main entrance onto the proposed development is off the A521 Froghall Road,

Cheadle, roughly where the present town sign is located. The location is only 80 – 100 metres from a bend in the road north of the proposed site entrance.

Notwithstanding:

- *the proposals set out in the Transport Report – Plan 3 (Page 53)*
- *the proposed movement of the existing 30mph sign to the north of the site*

It is considered that without major restructuring of the road layout and verge on the east side of the road to significantly increase visibility for approaching traffic from north of the site, the proposed entrance would present a very significant road safety risk to traffic entering / leaving the site and other road users.

The Parish Council formally request the granting of Rule 6 status. Our Chairman Cllr James Aberley will represent us at the inquiry.

The reference documents supporting our application for Rule 6 status are therefore :

1. The Decision Notice of refusal as quoted in part above
2. The SMDC Local Plan adopted in September 2020
3. The Case Officers report to the PAC on 28th March 2024

Sent from my iPad