



**Town and Country Planning Act 1990
(as Amended)**

STATEMENT OF COMMUNITY INVOLVEMENT

Outline planning application for residential development, with all matters reserved except for access

Site: Land to the south of Manifold Drive,
Cheadle, Staffordshire

Applicant: CCP Developments (Stone) Limited

Our Ref: CCP/2/SCI

Document Date: May 2025

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CONTENTS

1.	INTRODUCTION	3
2.	THE BRIEF	4
3.	PLANNING CONTEXT	5
4.	THE CONSULTED COMMUNITY	6
5.	PARTICIPATION AND FEEDBACK.....	7
6.	CONCLUSION	13

Appendix 1 Copy of the public consultation flyers

Appendix 2 Copy of the feedback form

1. INTRODUCTION

- 1.1 This statement of community engagement has been prepared by Knights in support of a proposal to submit an outline planning application by CCP Developments (Stone) Limited (“the applicant”) for the erection of 50 dwellings, and associated access, landscaping and infrastructure (“the proposal”) on land to the south of Manifold Drive, Cheadle, Staffordshire Moorlands (“the site”).
- 1.2 Engagement has been undertaken with the local community, which included a leaflet distribution to members of the local community, offering the opportunity for residents to send in their opinions about the draft proposals for 70 dwellings (which has subsequently been reduced to 50 dwellings for this planning application).
- 1.3 The purpose of the community engagement was to engage with the local community ahead of the planning application submission. It aimed to introduce and explain the proposed development, gather feedback, and identify any concerns raised by local residents. These concerns could then be taken into account and, where appropriate, addressed through revisions to the proposals, with the objective of resolving potential objections prior to the application’s submission.
- 1.4 This report details the pre-application community engagement which has taken place and summarises the feedback received and the applicant’s response to that feedback.
- 1.5 All matters raised have been carefully considered and are addressed within this planning submission. Specifically, the number of proposed dwellings has been reduced from up to 70 dwellings to 50 dwellings, in order to deliver a scheme that is compatible with its surroundings.

2. THE BRIEF

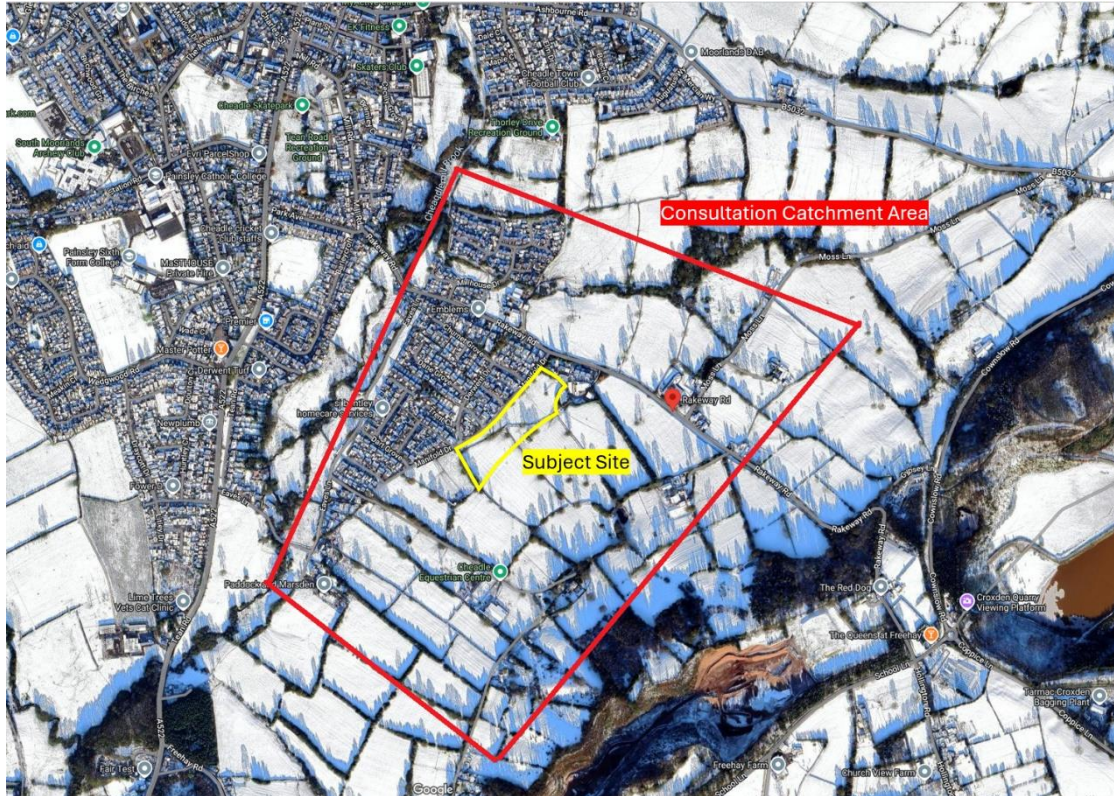
- 2.1 CCP Developments (Stone) Limited (“the applicant”) have commissioned Knights to apply for planning permission for residential development on at Manifold Drive, Cheadle.
- 2.2 As part of the process, Knights were instructed to co-ordinate engagement with the local community prior to submission of an outline planning application. This involved preparing and distributing leaflets containing details about the proposed residential development. Carrying out the community engagement will enable a fully measured planning application to be prepared through the provision of supporting assessments/justification, and to incorporate any amendments to the proposal where appropriate.
- 2.3 This report details the pre-application community engagement activity which has taken place and summarises the feedback received and the applicant’s response to that feedback.

3. PLANNING CONTEXT

- 3.1 Planning legislation and good practice requires the preparation of Statements of Community Involvement/Engagement where appropriate given the scale of proposed development.
- 3.2 In terms of site surroundings, the site is located to the south east of the town of Cheadle in a relatively flat terrain. It is bounded by an existing hedgerow, with some mature trees located to the perimeter of the site with a row of trees located to the site frontage. The site fronts onto Manifold Drive to the west and is delineated by a post and wire fence.
- 3.3 The site adjoins the Cheadle settlement boundary, with residential development located on the opposite side of Manifold Drive. This development is characterised by predominantly 1970's suburban development, the majority of which has no active frontage onto Manifold Drive.
- 3.4 Cheadle is one of three towns in the Staffordshire Moorlands and is one of the three largest settlements in the district. Cheadle has a town centre, a range of supermarkets, a leisure centre and primary and secondary education provision. Manifold Drive is served by an existing bus route, with a bus stop located on Manifold Drive to the north western corner of the site. Cheadle also benefits from a range of local employment opportunities, with a large industrial estate as well as JCB having a factory located to the north west of the town providing high skilled employment opportunities. Cheadle is therefore a highly suitable location for additional housing development, as recognised through the Local Plan settlement strategy.

4. THE CONSULTED COMMUNITY

- 4.1 Leaflets were distributed to local residents surrounding the subject site. A copy of the leaflet is enclosed at **Appendix 1**. The flyer that was distributed within the approximate catchment area as illustrated below.



- 4.2 Based on a postcode search from Royal Mail, the catchment area comprises 20 postcodes and 367 addresses.
- 4.3 In terms of contacting the local community leaflets were distributed on 22-23 March 2025 which explained the aspects of the proposal and how to contact Knights with any queries or comments.
- 4.4 The leaflet contained the details below so people could use them to make representation and make contact with queries regarding the proposal.
- (a) A dedicated website for the public consultation (www.knightsplc.com/manifolddrive/) with details of the proposal and an online feedback form. Feedback forms were made available by way of an online survey and paper forms were provided by post on request (enclosed at **Appendix 2**).
 - (b) An email address for Knights (enquiries@knightsplc.com) so any queries and representations could be sent by e-mail;
 - (c) The office address of Knights so members of public could contact Knights via post.

5. PARTICIPATION AND FEEDBACK

- 5.1 During the consultation period, a total of 49 responses were received — 46 via the online feedback form, 2 via email and 1 via post.
- 5.2 Of the responses received, 48 (98.0%) raised objections to the proposal, while 1 respondent (2.0%) expressed a neutral view.
- 5.3 In relation to the proposed inclusion of 33% affordable housing, 2 respondents (4.1%) expressed support. None of the responses received were from households that are currently on the Council's Housing waiting list. A total of 42 respondents (85.7%) objected to this element of the proposal, 1 respondent (2.0%) remained neutral, and 4 respondents (8.2%) either provided no feedback or were unsure.
- 5.4 Regarding the categories of new homes would like to see, 15 respondents (48.4%) did not express their views, 21 respondents (22.6%) were opposed to any new housing on the site, 4 respondents (9.7%) preferred *"two-bedroom starter homes for those wanting to get onto the property ladder"*, 4 respondents (12.8%) preferred *"bungalows"*, 2 respondents (12.9%) stated *"larger three / four bedroom homes for growing families"*, 1 respondent (3.2%) stated *"one-bedroom homes for people looking to downsize"* and 2 respondents stated other answers.
- 5.5 Regarding the 49 respondents who provided their concerns and feedback, their main concerns are summarised below:

5.6 Area of Concerns

Details of the concerns	Responses
Principle of the Development	
Respondents commented that the proposed development should not be allowed on Green Belt land, as it would set an undesirable precedent for further development in protected areas.	The proposal is located on the urban edge of Cheadle, resulting in a minor extension to the existing settlement. As such, the impact on local farming activities is expected to be not significant.
Suggestions were raised that there are more suitable alternatives, such as Grey Belt, brownfield, and other non-Green Belt sites.	The land is designated as countryside for planning purposes, and is not located within the Green Belt. The Council does not have a 5 year housing land supply, and further sites are therefore needed to deliver housing to meet open market and affordable housing need.
Concerns were raised about the negative impact on local farmers' livelihoods.	
Also, worries were raised that the development is expected to reduce nearby property values.	It is noted that a number of planned housing developments are coming forward on regeneration sites in other parts of the area.

	Devaluation to properties are not material planning considerations for new residential developments.
Housing Provision	
Respondents argued that there is already an oversupply of housing in the town, with a wide variety of housing types available. It is further argued that the area fails to meet the Five Year Housing Land Supply ("5YHLS"), pointing to recent significant housing provision and population data from the ONS and DCLG housing projections. Concerns were raised about the potential increase in council housing, which some believe could lead to social issues and higher crime rates and may not serve the needs of the existing local community. It was suggested that all room sizes, including bedrooms and spaces that may be used as bedrooms, should meet the Nationally Described Space Standards ("NDSS"). Additionally, all properties should provide suitable disability access, meeting current regulations such as Part M4(2) for Category 2 accessible and adaptable dwellings, including appropriate access routes. It was also noted that the housing requirements set out in the Local Plan are not based on genuine local demand—ONS population projections indicate minimal population growth. Instead, the targets are driven by a financially motivated model, meaning any new housing should offer a high-quality, desirable standard to be justifiable.	The proposal will provide mix of house types, including 1, 2, 3 and 4 bed properties to enrich the housing types in the new residential developments in the area. Five Year Housing Land Supply (5YHLS) is a calculation of whether there is a deliverable supply of homes to meet the planned housing requirement set out in Local Plan as required by the National Planning Policy Framework ("NPPF"). The proposal is currently submitted in the outline form. As such, the detailed housing mix would be considered at the reserved matters stage of the process. With regard to housing need, the proposal is required to comply with the requirements set out in the Local Plan, including the provision of 33% affordable housing. The Local Plan sets out an annual housing requirement to deliver 330 dwellings per annum. The changes to national policy and the new method for calculating housing need increases the annual requirement to be provided to 454 dwellings per annum. The proposal will be delivered complying with the relevant standards and Building Regulations.
Local Community Facilities and Community Benefits	
Comments were received that the site is not well located in terms of access to local amenities and schools, especially when	The site is accessible by foot, bicycle, and public transport. Notably, it is situated within a reasonable walking distance of Cheadle

compared to other recent housing developments. More specifically, existing supermarkets are small and unlikely to meet the needs of a growing population. Medical and educational services are already operating at full capacity, and local schools lack sufficient staff and facilities to accommodate more pupils. Concerns were raised on the lack of clarity on whether new schools will be provided. Concerns have been raised about the additional strain on already overstretched emergency services. It was commented that despite previous development in Cheadle, the High Street continues to struggle, so this proposal is unlikely to increase footfall or create meaningful local employment opportunities. Also, it was several concerns that there would be overstrain of existing local infrastructure. It was suggested that the scheme should include contributions to improve traffic flow and invest in the wider town. There were also significant concerns about the ongoing maintenance of roads and community spaces, particularly given rising costs for residents and past failures to properly maintain shared areas and equipment. It was suggested that clear details are needed on whether the roads and open spaces will be adopted by the council or maintained through alternative arrangements.	Town Centre and its associated amenities, including nearby bus stops. The local education authority and the local health care trust will be consulted on this application. They will assess the likely impact of the proposal on school numbers and health care provision and will, if necessary request financial contributions towards the enhancement of such services. Should there be a need to enhance educational capacity in the area, the Council may seek contributions through a Section 106 Agreement. The infrastructure capacity of the locality will be assessed by the Council during the planning application stage to ensure the proposal would not have an unacceptable impact upon existing infrastructure provision in the area.
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Highway Matters	
Residents concerned that neither Manifold Drive nor Rakeway Road can support additional traffic. The development would negatively affect the local road network, particularly on Manifold Drive, Rakeway Road, and Mill House Drive, leading to increased congestion, longer journey times, and frustration for current residents. Worries were raised that the proposed access, with only one entrance and exit, would be inadequate. The location of the new junction, close to both Manifold Drive and Derwent Drive, would be likely to worsen traffic issues and cause disturbance to those living nearby. Significant disruptions during construction were also anticipated, including increased traffic, road safety concerns, and noise pollution. These impacts could be reduced if additional site access is provided. It was suggested that all properties should provide adequate car parking with practical side-by-side spaces, avoiding impractical front-to-rear arrangements. There should also be sufficient visitor parking on the roads without causing obstruction to other vehicles. It was further suggested that the development must allow proper access for service vehicles, such as bin lorries, within the site. Finally, the development should be fully self-contained, with no overspill parking onto Manifold Drive, Rakeway Road, or surrounding streets.	A Transport Statement has been submitted to accompany the planning application to demonstrate that the proposed access design would not result to unacceptable impacts on the existing highway network. Traffic congestion in Cheadle Town Centre is noted as a recurring concern raised by local residents and junction capacity has been examined in the submitted Transport Statement, taking into account recent permitted developments. The effect of additional traffic arising from the development on the local highway network is unlikely to have a negative impact on the local highway network during the peak hours. The capacity assessments show that the relevant road junctions and the A522 have sufficient spare capacity to accommodate the proposed development. The Transport Statement concluded that residual cumulative impact of the development cannot be considered 'severe' and in accordance with paragraph 111 of the NPPF there are no grounds to refuse the proposed development on highway grounds. The proposal will provide 2-3 parking spaces per dwelling across the site, which is in accordance with the Council's car parking standards. The internal road network will be designed to ensure the movements of service and refuse vehicles can be accommodated within the proposed internal roads.
Flood Risks	
Residents raised concerns about existing drainage issues on the estate below the proposed site, particularly along Manifold Drive.	The site lies within Flood Zone 1, an area which is considered to have the lowest probability of flooding from rivers i.e. less than 1 in 1000 annual probability of flooding (<0.1%).

Respondents living on Eves Lane, Avon Grove, and Derwent Drive have already experienced flooding recently. The main sewer, constructed in 1968, was considered inadequate to cope with additional demand from new developments. Respondents have noted that the field itself is often waterlogged, even in normal conditions, leading to expectations of further drainage problems if the development proceeds. It was commented that the site is already elevated above surrounding settlements, so any further raising of ground levels is inappropriate. It was suggested that water runoff and retention must be managed entirely within the site, taking into account that what were once 1-in-100-year flood events now occur more frequently. This is particularly important given the existing flood risk at the bottom of Rakeway Road.	The proposed development will feature a detailed drainage strategy that integrates sustainable urban drainage systems (SuDS), including features such as ponds and swales. These will manage surface water on-site by slowing its flow and gradually releasing it into the existing surface water drainage network. This approach will help prevent the local drainage infrastructure from becoming overwhelmed during periods of heavy rainfall.
Ecology and Habitat	
It was commented that the development would harm local wildlife habitats, which goes against the principles of sustainable development. It would lead to increased noise, light, and air pollution. Concerns were raised on the Wildlife in the nearby woods – including foxes, badgers, hares, and rabbits – would be displaced, resulting in a loss of biodiversity. One respondent commented that the overall carbon footprint of the development as a significant concern.	A Preliminary Ecological Appraisal Report is submitted in support of the application. Precautionary measures regarding species and habitats are recommended in a Precautionary Method of Works (PMW) and/or Construction and Ecology Management Plan (CEMP). In addition, Root protection areas in accordance with BS 5837:2012 for retained trees and hedgerow will be protected with tree protection fencing during construction. The development proposals will also seek to deliver a Biodiversity Net Gain (BNG) in excess of 10%, as required by the 2021 Environment Act, on adjoining land.

Design and Character	
It was commented that Cheadle is a rural town surrounded by attractive countryside, and the proposed development would spoil views of the landscape. One respondent noted a direct line of sight to the site from their kitchen window. Concerns have also been raised about the loss of hedgerows and mature trees, which would further impact the area's natural character and visual amenity. It was suggested that the height of any proposed development should not exceed that of existing properties, to prevent overlooking or dominating the current estate. This should be clearly demonstrated through cross-section street elevations showing the relationship between new and existing buildings. It was suggested that the design should also be in keeping with local character, using traditional brick construction and complying with SMDC planning guidance.	The proposal will be delivered to a high quality, with a carefully considered design to ensure it complements with and enhances the existing built character. The submitted Landscape and Visual Impact Assessment ("LVIA") demonstrates that the proposed development is of a suitable scale and respects the existing landscape character, making it appropriate for its setting. A detailed landscaping strategy accompanies to the submission, to demonstrate how it will enhance local Green Infrastructure connections and positively contribute to local character.

6. CONCLUSION

- 6.1 This statement explains the extent of community engagement that has been undertaken. The community engagement has enabled a fully measured and researched planning application to be prepared.
- 6.2 The community engagement exercise received a reasonable number of responses from local residents. The feedback provided valuable insights that informed several key aspects of the proposal, allowing for further review and refinement.
- 6.3 All matters raised have been carefully considered and are addressed within this planning submission. Specifically, the number of proposed dwellings has been reduced from up to 70 dwellings to 50 dwellings, in order to deliver a scheme that is more compatible with the local community and taking into account all feedback from the community and the Council at pre-application stage.
- 6.4 On balance therefore, the community engagement has been a valuable part of the preparation of this planning application. The project team has taken full account of the comments raised by the local community and adjusted the planning application accordingly through the provision of supporting assessments / justification as part of the application submission, and amendments to the proposal where appropriate.

Knights

May 2025