

Land to the west of Valley View Road, Whitehaven

(Edgehill Park Phase 4)

Full planning application for 109 dwellinghouses and associated infrastructure including landscaping, open space, access, highway and drainage.

Statement of Community Involvement

August 2022

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1) Introduction

- 1.1 This Statement of Community Involvement (SCI) supports a full planning application for 109 no. dwellings and associated infrastructure including landscaping, open space, access, highway and drainage on land west of Valley View Road, Whitehaven (Edgehill Park phase 4).
- 1.2 As encouraged by the National Planning Policy Framework (NPPF), this document confirms the nature and extent of public consultation undertaken during the preparation of this full planning application.
- 1.3 It sets out how the proposal has been informed by involvement of the public.
- 1.4 This document is to be read in conjunction with the detail submitted in support of this full planning application.

2) Planning Policy

- 2.1 At a national level, paragraphs 39 and 40 of the National Planning Policy Framework (NPPF) encourage applicants to engage in good-quality pre-application discussions, including the local community, and, where relevant, with statutory and non-statutory consultees, before submitting their applications.
- 2.2 The NPPF recognises at para 41 that *“the more issues that can be resolved at pre-application stage... the greater the benefits”*.
- 2.3 Paragraph 124 of the NPPF states:

“The creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process”.

- 2.4 Paragraph 128 of the NPPF also states that:

“Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive, and effective engagement with the community should be looked on more favourably than those that cannot”.

3) Public Consultation and Stakeholder Involvement

- 3.1 The site is identified as a proposed housing allocation in the draft Copeland Local Plan 2021-2038. As part of this process, Copeland Borough Council has carried out public consultation in the form of a Call for Sites, Preferred Options and draft publication version of the Local Plan. The draft Local Plan consultation period ended on 18th March 2022.
- 3.2 Story Homes has promoted the site to its proposed allocation status and has simultaneously sought the views of the public in developing our plans.
- 3.3 A public exhibition event was held on 19th January 2022 between 2:00pm and 7pm at the Gameriggs Community Centre adjacent to the site. To advertise this event, on 7th January 2022 Story Homes wrote to 144 no. nearby addresses and 4 no. local Councillors – see Appendix 1 and 2. The event was also advertised in the Whitehaven News on 12th January 2022 – see Appendix 3.
- 3.4 Story Homes presented exhibition boards at the event and members of the project team were in attendance to inform and answer questions of the proposals – see Appendix 4.
- 3.5 A large colour copy of the proposed masterplan was left on a table during the exhibition event. The project team annotated this plan with verbal comments received from members of the public at the event – see Appendix 5.
- 3.6 There were also feedback forms available that the public could fill in – see Appendix 6. At the same time of the exhibition, Story Homes published the consultation boards on their website and sought for comments within a two week public consultation period.
- 3.7 A total of 31 people attended the event and 5 feedback forms were completed at the event. A single written response was received during the online consultation.



Edgehill Park phase 4, public consultation event, 17th January 2022, Gameriggs Community Centre

Feedback Summary

- 3.8 The following table identifies some of the constructive consultation comments and how Story Homes has sought to address the issues raised;

Consultation Response	How the response has been considered / incorporated
No benefit to Greenbank, loss of wildlife, views and potential noise pollution	<p>The regeneration of the site shall help preclude unauthorised trespass and antisocial activities including flytipping and scramble bikes. This in turn shall help against complaints arising from the adjacent residents including those at Greenbank.</p> <p>There shall be a biodiversity net gain of a minimum 10% achieved through significant new landscaping and SUDS pond.</p> <p>The development shall maintain attractive views encountered from the PROW and within the site as there is no proposed built form to the south.</p> <p>There shall be noise mitigation during the construction stage as controlled through a Construction Environmental Management Plan, which Story Homes is happy to be conditioned as part of any planning approval (as per previous phases).</p>
Concerns regarding potential access link to the north at Wastwater Road – this could attract antisocial or unsafe use including use by motorbikes	The erection of suitable barriers/fencing can help prevent antisocial behaviour.
Drainage problems on Valley View Road from site	Story Homes is proposing a new land drain along the length of the eastern boundary to catch existing run off and divert it away from existing properties. This is subject to a separate engineering enabling works planning application and shall be put in place as soon as possible subject to permission being granted.
Overlooking from new houses into Valley View Road and tree sizes	Story Homes is proposing a significant landscaping tree belt that will help screen overlooking. Likewise some plots adjacent to Valley View Road shall be orientated gable-on. The trees to be planted shall be subject to an

Consultation Response	How the response has been considered / incorporated
	ongoing management programme. They shall be of a height to help provide screening, but at the same time not be too high to cause an excessive loss in sunlight in the rear gardens of Valley View Road.
Play area should be considered and works to help bring Gameriggs football pitch back into use	Story Homes is proposing a trim trail within new POS alongside the PROW, which shall provide continuation from that already in existence in phase 2 linear park area. Story Homes is keen to explore ways in which it can support the football pitch at Gameriggs being brought back into a suitable condition for use. A formal and enclosed childrens play area is proposed in Edgehill phase 5 which has been granted planning permission. Phase 5 is planned to be constructed in tandem with phase 4.
If the proposed development is of same standard as the rest of Edgehill Park it'll be an asset to the town and the general area	It is Story Homes intention to continue its build with the same high quality designed house types, layout and landscaping so as to complement the existing Edgehill Park development. The layout has been designed with many interesting public viewpoints including long distance uninterrupted views from the development to the western Lake District hills. Access between the phases and the surrounding area has been at the forefront of the plans to help provide good links to the wider community.

4) Summary & Conclusion

- 4.1 In summary, this proposal has been informed by meaningful prior engagement and consultation with the public through the Council's new Copeland Local Plan consultation and Story Homes public consultation.
- 4.2 While the number of people responding was lower than that experienced in Story Homes other consultation events, those that did engage offered some valuable comments which Story Homes has duly taken on board in its scheme formulation.

Appendix 1

Consultation Letter

7th January 2022

Dear Sir/Madam

**PUBLIC CONSULTATION EVENT
RESIDENTIAL DEVELOPMENT ON LAND OFF EDGEHILL PARK, WHITEHAVEN**

A public consultation event is to be held on Wednesday 19th January at Greenbank Community Centre, Gameriggs Road, Whitehaven from 2pm until 7.30pm. The public consultation event relates to a planning application which is currently being prepared by Story Homes for residential development at Land off Edgehill Park, Whitehaven (see location plans on reverse).

We are writing to local residents to invite you to take part in this consultation process and to have your opportunity to influence the proposals prior to the application being submitted to Copeland Borough Council.

Display boards will be used during the public consultation event to illustrate and explain the draft proposals with representatives of the project team available to answer any questions you may have. Following the consultation, the project team will seek to address, wherever possible, comments raised by residents prior to submission of the planning application. Comments made during the consultation event will be summarised and submitted to the Council with the planning application.

If you are unable to attend the exhibition, you will be able to view the presentation material and download comments forms from Story Homes' website: www.storyhomes.co.uk from 20th January.

We look forward to discussing the proposals with you on the 19th January.

Yours faithfully



Adam McNally
Land & Planning Manager



Public consultation location,
Greenbank Community
Centre



Site at Edgehill Park
ph4, Whitehaven,
subject to future
planning application by
Story Homes

Appendix 2 –

Consultation Event Mailing List

Name	House Number	Address	Address 2	Town	County	Postcode
Marlene Jewell		Whitehaven Civic Hall	Louthter Street	Whitehaven	Cumbria	CA28 7NL
Peter Tyson	65	Greenbank Avenue	Greenbank	Whitehaven	Cumbria	CA28 9QT
Carl Walsley	44	Gable Road	Mirehouse	Whitehaven	Cumbria	CA28 8HF
Mike Hawkins	80	Rutland Avenue	Homewood	Whitehaven	Cumbria	CA28 8LG

Appendix 3

Whitehaven News, Weds 12th Jan, Public Notice

Public Notices Round-up

Drop-in to hear the latest Story

THE PUBLIC can learn more about phase-four plans for a housing development at a consultation event next week.

Greenbank Community Centre is hosting a drop-in event for Story Homes on Wednesday January 19.

The event, which begins at 2pm and runs until 7.30pm explains the developer's plans for phase four of its development on land at Edgehill Park, Whitehaven.

Story Homes will have a project team on-hand to answer any queries. Planning permission has not been submitted for phase four as of yet, the developer is consulting the public as part of the pre-application process.

A planning application for the next phase of the build is likely to be submitted in the spring.

The developer was given the go ahead for a third phase of development at Edgehill Park in April, 2021. Phase three was comprised of 335 homes.

The proposed street names for the estate built by Story Homes in phase three were revealed in May: Pollard Way, Hope Drive, Mayflower Lane, Grace Drive and Fame Lane.

The name Pollard Way was put forward by the developer as a tribute to a colleague from Story Homes who managed the early phases of the site and has since passed away.



APPLICATION: Works will take place at Doddick Farm, subject to planning permission

Plans to bring run-down farmhouse back to life

Latest

Extract from p8, Whitehaven News, Weds 12th January 2022

Appendix 4 –

Public Consultation Exhibition Boards

EDGEHILL PARK-PHASE IV, WHITEHAVEN

INTRODUCTION AND PLANNING CONTEXT

Welcome to this Community Consultation Event which relates to the proposed residential development of circa 116 units forming the next phase of Edgehill Park, Whitehaven (the site also known as Edgehill Park Phase IV). The proposal is for a mix of open market homes, affordable homes and associated infrastructure including drainage works and pond extension, landscaping, roads and pedestrian routes.

The site is a proposed Housing Allocation within the current Copeland Draft Local Plan 2021-2038 under reference HWH3.

Story Homes is currently working on a full planning application for the site and as a key element of that work, a draft layout has been prepared which is presented here for public comment.

Please take a look at this exhibition; feel free to talk

to members of our team and let us know your views, which in turn can help shape our plans. Consultation forms are available to complete here today, or you can simply email or post responses to us no later than 2nd February 2022.



BOARD ONE



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EDGEHILL PARK-PHASE IV, WHITEHAVEN

SITE OVERVIEW AND CONTEXT

The proposal site extends to approximately 4.8ha and consists mainly of agricultural green fields. Importantly, the site is bounded by existing housing development to the north and east.



The Edgehill Park Phase IV site is located (Google Earth extract)



An existing track providing access to high moor (which also forms a Public Right of Way (PRW)) that is retained, with the southern extent of any proposed development forming part of Phase IV and the PRW to the north of the road. Recent Story Homes development completed as part of Edgehill Park Phase I is visible to the north and east of the public right of way.

To the west of the site is the Story Homes Edgehill Park Phase III development. The proposed Phase IV development featured at this event will be accessed through Edgehill Park Phase III.



Existing view looking east over existing houses along Valley View Road. There will be potential as part of any submitted scheme to introduce new planting across the area to help screen and filter views from existing property. Many new houses across the proposed development will enjoy extensive views towards the landscaped hills and moorland - especially from upper floors.



View looking north-east towards existing houses across Edgehill Road and Valley View Road from the existing PRW / track which also provides access to high moor.



Potential for improvement to the existing PRW access, along gate and associated fencing.



Edgehill Park Phase I under construction. The resulting close proximity between Phase I and Valley View Road will be a key feature of the development. The resulting close proximity between Phase I and Valley View Road will be a key feature of the development. The resulting close proximity between Phase I and Valley View Road will be a key feature of the development.



Existing proposed view looking west and north from the recently developed 1000 plot - retained to deal with surface water drainage associated with Edgehill Park Phase I and II. Houses located towards eastern margin of Edgehill Park Phase I are visible to the left of the panoramic view. The proposed Phase IV site would be located between high moor to the north of the view and existing development of Valley View Road to the right. As part of wider proposals a new landscape buffer may be provided to the south of the proposed development which will help filter views through to any new houses alongside an extension to the existing gate and entrance area. This will be of benefit to local biodiversity.



Existing proposed view looking east and south from the northern boundary of the proposed Phase IV development area. Whilst a buffer associated with existing houses along Valley View Road are visible to the left, high moor and the new Story Homes development are visible to the right (west) of the view. There may be opportunity to provide pedestrian linkage between Unthank Gardens / Watnhead Road and the southern margin of the proposed development.

BOARD TWO



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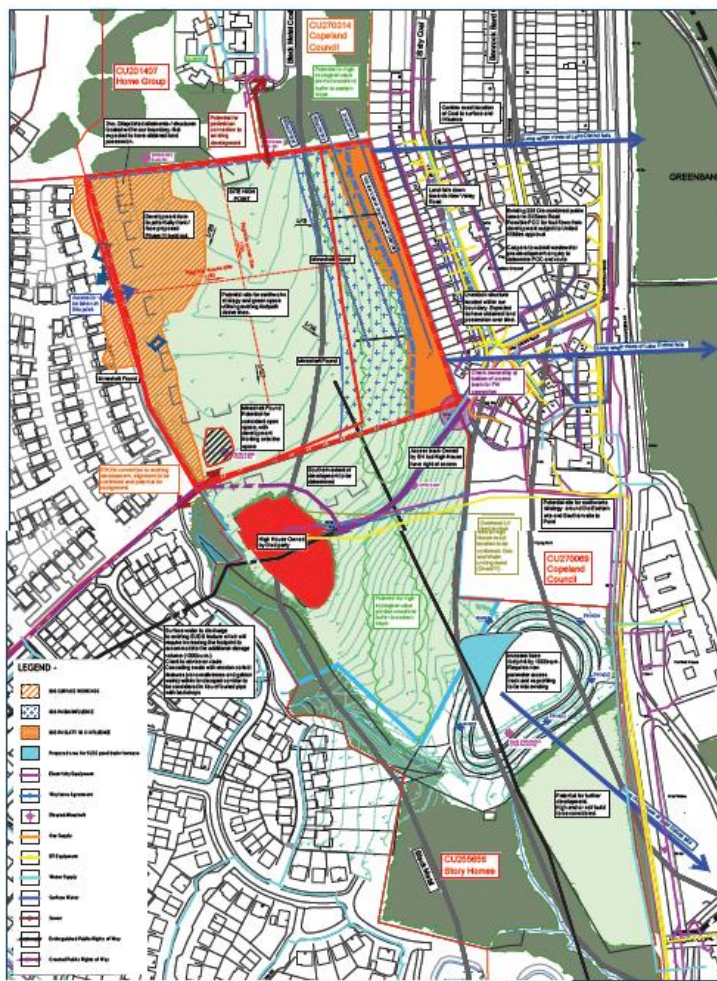


EDGEHILL PARK-PHASE IV, WHITEHAVEN

KEY OPPORTUNITIES AND CONSTRAINTS

An Environmental Impact Assessment Scoping Report was submitted to Copeland Borough Council in September 2021. The Borough Council responded to that request in November 2021 and confirmed that there would be no requirement for Story Homes to prepare an Environmental Statement.

However, a suite of technical studies are now being carried out to support the planning application covering matters relating to archaeology, flood risk and drainage, ground investigations, transport, ecology and trees and hedgerows.



BOARD THREE

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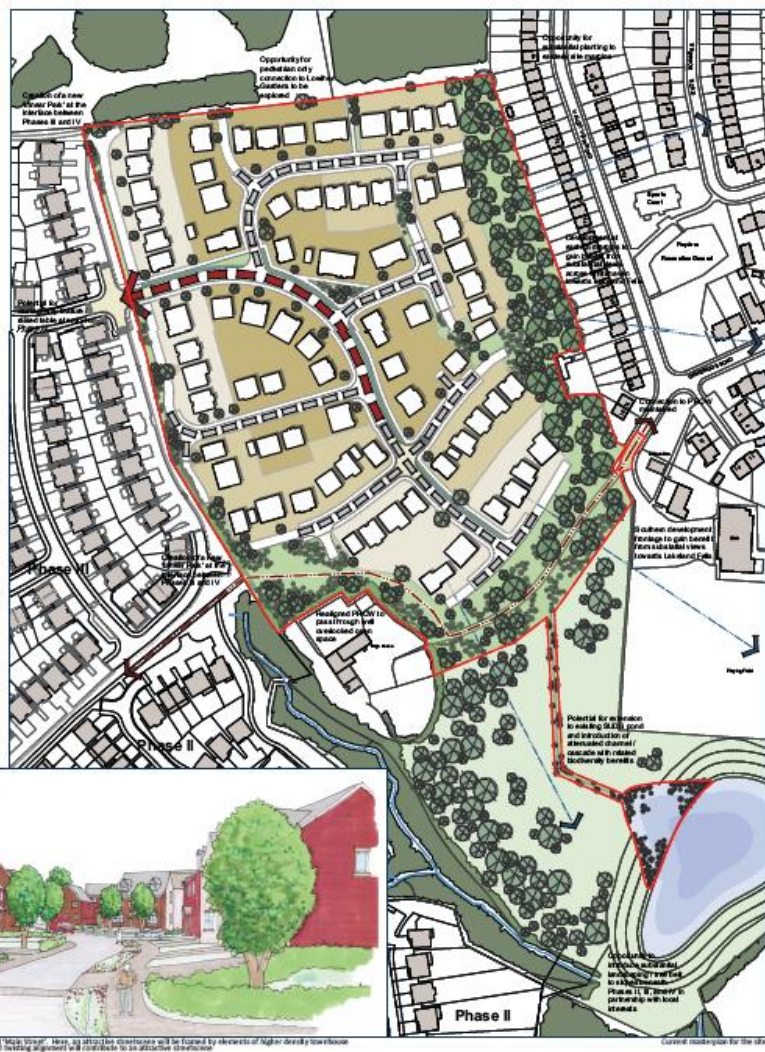
EDGEHILL PARK-PHASE IV, WHITEHAVEN

ILLUSTRATIVE MASTERPLAN

The proposed detailed planning application will establish key principles associated with the development of circa 116 homes at Edgehill Park Phase IV. The final detailed site layout drawing to be submitted to Copeland Borough Council will form a crucial part of any application, defining areas for residential use, public open space, drainage and associated infrastructure. An initial higher level Masterplan is presented below for comment, the overall design concept for which provides a direct and creative response to the site's principal and most important characteristics (see Board Three). Proposals look to establish an attractive new place based on a strong sense of character that integrates well with the existing Story Homes development Edgehill Park currently being developed to the west.

In collating proposals, careful attention has been paid to principal areas of not only built form but also the character of the local area generally. Housetypes, materials, landscaping and boundary treatments will each be carefully designed to help integrate proposals with their context and achieve a high quality overall design. Connectivity with existing access points and other local

footpaths will also ensure residents and visitors are able to easily access nearby facilities. Key streets will be well overlooked, offering good levels of natural surveillance and safe passage of movement, whilst to the south, significant areas of open space will allow views out to the local countryside beyond.



BOARD FOUR



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EDGEHILL PARK-PHASE IV, WHITEHAVEN

KEY DESIGN FEATURES AND PARAMETERS

Key elements of the featured Masterplan include:

- Strong gateways alongside pedestrian and vehicular arrival points from Edgehill Park Phases II and III;
- Street patterns respectful of landscape features, built form context and, importantly, topography
- A highly legible development core reminiscent of local village form. Here, some 2.5 or 3.0 storey homes finished in render or stone will offer spatial containment
- A clear street hierarchy moving from principle streets through to local streets, lanes and shared surface areas, will each help reinforce areas of differing character and density;
- A Linear Park to the west at Phase IV's interface with Phase III, a clear well overlooked route for the PROW alongside other important areas of open space and easterly screen planting will each combine to offer an attractive green infrastructure for the development;



Developing 3D model extract - looking north towards southerly reaches of Phase IV, elements of existing development around Valley View Road (left) and west towards earlier development Phases (right). Phase IV's southern edge will be characterised by lower density development and larger scale houses, whilst planting to existing edges and extension to the existing pond will each offer an attractive foreground to the development.



Developing 3D model extract - overview of Phase IV from the south



Earlier story homes development in Whitehaven along attractive, congruent materials

The development proposal will comprise a mix of 2, 3, 4 and 5 bedroom homes similar in form, size, style and quality to existing Phase 2 and emerging Phase 3 development at Edgehill Park. Proposals will also be similar in terms of materiality, form, and appearance and the layout shall respect planning guidance in accommodating sufficient separation distances between existing properties both at Edgehill Park phase 3 and along Valley View Road.



Design cue - safe streets and walkways from school, story homes development, Whitehaven



Well landscaped meadows of open space, on the site here within earlier story homes development, Whitehaven



Open space and congruent materials, Whitehaven

- The creation of an attractive landscape buffer to the southern edge and SUDS pond will help mitigate against landscape and residential amenity impact whilst maintaining extensive views out from the scheme.

SUMMARY AND TIMESCALES

- Planning application - Spring 2022
- Site start - Spring 2023 (subject to planning)
- First occupation - Spring 2024 (subject to planning)



Developing 3D model extract - early point to Phase IV from the west (Phase II)



Mix of materials, and local development form, Whitehaven village to the west of Edgehill Park



Earlier Phases of Edgehill Park and wider development entrance off Valley View Road

BOARD FIVE



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Appendix 5

Illustrative Development Framework Plan with verbal comments received from public annotated by Story Homes

Appendix 6

Feedback form



Land at Edgehill Park, Phase IV Whitehaven

consultation@storyhomes.co.uk | www.storyhomes.co.uk

We welcome your views on the proposals which we are consulting on. Feedback will help inform the proposals prior to the submission of this detailed planning application in 2022.

Questions:

1. Do you support a housing development on this site?

Strongly Agree ☐ Agree ☐ No View ☐ Disagree ☐ Strongly Disagree ☐

2. Do you like certain features of the proposals?

	Strongly Agree	Agree	No View	Disagree	Strongly Disagree
Layout of the site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open space / landscaping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mix and type of homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicular access / parking arrangements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian and cycle access arrangements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic benefits of development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify)	<hr/> <hr/> <hr/>				

3. Overall, do you agree with the form and layout of the emerging proposals (please feel free to comment as to why on the following page)

Strongly Agree ☐ Agree ☐ No View ☐ Disagree ☐ Strongly Disagree ☐

Please turn over for more details.

consultation@storyhomes.co.uk | www.storyhomes.co.uk



consultation@storyhomes.co.uk | www.storyhomes.co.uk

4. Is there any site-specific issues that you would like to bring to our attention for future consideration?

Thank you for providing your valued comments.

Please place your completed questionnaire in the box provided. Alternatively, you can return questionnaires to:

Story Homes Ltd
Story House
Lords Way
Kingmoor Business Park
Carlisle
CA6 4SL

You can also contact us with comments by email at consultation@storyhomes.co.uk quoting Land at Edgehill Park Phase IV, Whitehaven. Comments on the proposals can also be provided online via Story Homes' website at www.storyhomes.co.uk on the 'Land and Planning' section.

Please return your questionnaire by 2nd February 2022 to ensure that your views are fully considered when taking forward the proposals for the development of the site.

consultation@storyhomes.co.uk | www.storyhomes.co.uk