



## **Akzo Nobel UK Ltd and Maximus Strategic Land**

### **CONSULTATION REPORT**

#### **Beaconside, Stafford**

Reference: Bir.2908 Date: October 2013

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## **1 Introduction**

1.1 The purpose of this Report is to set out how Akzo Nobel UK Ltd and Maximus Strategic Land have engaged with the local community and other key stakeholders in relation to land north of Beaconside, Stafford. It will outline the consultation process and the key issues that proposed development at Beaconside raise for the local community.

1.2 Just prior to the start of this consultation process Stafford Borough Council had published its final version of 'The Plan for Stafford Borough' before examination by an independent Inspector. The plan identifies a need to provide 7,200 new homes in the town of Stafford itself by 2031, and envisages the creation of new communities with supporting infrastructure such as health centres and schools at key Strategic Development Locations. Land north of Beaconside, Stafford has been identified as one of these locations.

### **Public Consultation – informing the approach**

1.3 Public consultation is now an essential element of the planning and development process. It is about engaging with local communities to shape a proposal so that the subsequent application takes into account, as far as is appropriate and possible, local views and opinions.

*'To be proper, consultation must be undertaken at a time when proposals are still at a formative stage. It must include sufficient reasons for particular proposals to allow those consulted to give intelligent consideration and an intelligent response; adequate time must be given for this purpose; and the product of consultation must be conscientiously taken into account when the ultimate decision is taken.'*

R v Brent London Borough Council ex parte Gunning (1985) 84 LGR 168.

1.4 The quality of the consultation undertaken is seen as increasingly important. The Pegasus Group has developed four 'quality indicators' which can be used to 'test' pre-application consultation. These are:

- Early engagement - to what extent was there an opportunity to influence and shape development?
- Meaningful vs tokenism – was it 'real' consultation, how did the project change as a result of the comments received, what tools and techniques were used?
- Involving the wider community – what steps were taken to 'reach out' to those who would not normally be involved in planning consultations?
- Monitoring of the consultation – monitor, review and take action to address geographic / demographic gaps.

- 1.5 The approach adopted by Akzo Nobel UK Ltd and Maximus Strategic Land in this consultation builds from best practice. This report documents the results of the consultation undertaken for this development location and reflects good quality, wide engagement with the local community at a stage where comments received can be properly taken on board, enabling subsequent plans to be shaped in response to local suggestions.
- 1.6 The approach adopted is consistent with the government's approach to encouraging community engagement in shaping the future of their local areas, which is reflected in the National Planning Policy Framework (2011) which advises local authorities to "*encourage any applicants not already required to do so by law to engage with the local community before submitting their applications.*"
- 1.7 Stafford Borough Statement of Community Involvement (July 2006) forms part of the Local Development Framework and sets out how and when people can get involved in development plan preparation and in planning applications.
- 1.8 The Introduction to the Statement of Community Involvement (SCI) indicates that the purpose of the SCI is  
*'to ensure, as far as possible, that all sections of the community, and other interested parties, have at least a reasonable opportunity to engage with the plan-making and planning application processes, and are not precluded from taking part in the planning system should they wish to do so'.*
- 1.9 For major applications, and applications seen to be of particular local significance due to scale or controversy, developers are encouraged and advised to undertake pre-application discussions and early community involvement.

#### **The Structure of this Report**

- 1.10 This report provides evidence of the very early stage, preliminary consultation which has been undertaken by Akzo Nobel UK Ltd and Maximus Strategic Land to assist in informing and shaping their early ideas for the sites.
- 1.11 **Section 2** sets out the approach which has been adopted to the consultation. It includes information relating to the different ways in which awareness of the consultation was raised within the locality, the material provided, the exhibition and the different ways in which views could be captured.
- 1.12 **Section 3** provides quantitative information relating to the numbers and origins of the responses received demonstrating how the wider community were involved.

- 1.13 **Section 4** documents the range issues raised by the respondents in relation to development at Beaconside.
- 1.14 **Section 5** contains the conclusions to the report. It notes that the process of consultation has been a positive one, engaging with local people, and capturing a wide range of different issues and views relating to potential development.

## **2 The Approach to Consultation**

- 2.1 A range of consultation activities were undertaken to raise awareness of the consultation to ensure that local people had a range of different opportunities to engage, that they could do so in a meaningful way, and that it was easy for them to make their views known.
- 2.2 Akzo Nobel UK Ltd and Maximus Strategic Land believe that this site is well located to play a positive role in meeting the need for new housing in Stafford Borough over the coming years. The size of the area involved and the location on the edge of Stafford meant that it was important to engage as widely as possible with the local community.
- 2.3 The approach adopted reflects the context of the site, the guidance set out in the NPPF and the Stafford Borough SCI (2006). In accordance with the Stafford Borough Council SCI, the applicant has undertaken a number of activities to raise awareness of the proposed development and encourage engagement with the local community. In summary the approach adopted involved:

### **Awareness Raising Leaflets**

- 2.4 A leaflet was designed which set out information about the site and explained the rationale behind the consultation. Circa 11,500 were delivered to homes and businesses in the surrounding area. The leaflet included a concept plan and set out details of the public exhibition, venue, and website. The aim of the leaflet was to provide initial information about potential development and invite engagement. In addition to providing information on the proposals and details of the exhibition dates (Friday 11<sup>th</sup> and 12<sup>th</sup> January 2013, and Friday 18<sup>th</sup> and Saturday 19<sup>th</sup> January 2013) and the website, the leaflet contained a pre-paid postage response form for comments. A copy of the leaflet is enclosed at Appendix A and a map of the distribution area can be found in Appendix B.
- 2.5 Regrettably we had to postpone the original second round weekend of exhibitions due to take place on Friday 18<sup>th</sup> January 2013 and Saturday 19<sup>th</sup> January due to adverse weather conditions. The event was rescheduled for Friday 15<sup>th</sup> February and Saturday 16<sup>th</sup> February. Therefore a further circa 11,500 flyers were delivered to local residents and businesses to advise of the new dates (15<sup>th</sup> and 16<sup>th</sup> February 2013). A copy can be found in Appendix C.

### **Emails, elected representatives, local community groups and local organisations**

- 2.6 Email / letters were sent to local community, voluntary and third sector groups in the area with an electronic copy of the leaflet and an invitation to attend the exhibition / visit the website. Groups were asked to help cascade awareness of the consultation around their membership and wider. Another was sent with details of the rearranged exhibition. This was another means by

which to encourage as wide a range of the community as possible to take part in the consultation process, and specifically those groups that may be harder to reach.

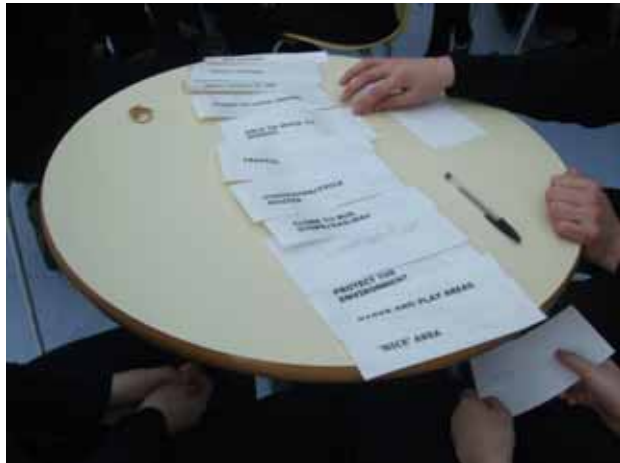
- 2.7 **A pre consultation 'workshop' style meeting** was held on Monday 10<sup>th</sup> December 2012. Invitations were sent to Ward members from Holmcroft, Tillington, Milford, Coton, Common, and Seighford, and Parish Councillors from Crewell, Marston, Hopton and Coton, Seighford and Whitgreave Parish Councils. The workshop was well attended and enabled the project team to share their initial thoughts on the development, the importance of consultation in helping to shape proposals further, and the consultation strategy adopted thus far. Councillors were asked their views on this process, and also to let the team know of any additional groups or individuals they would like to be contacted as part of this process.

### **Local Advertisements**

- 2.8 Advertorials were placed in the Staffordshire Newsletter and Express and Star on Thursday 3<sup>rd</sup> January 2013 with details of the scheme, exhibition and website. A copy of the Advertorials are located within Appendix D
- 2.9 Additional advertorials were placed in the Express and Star on Thursday 7<sup>th</sup> February 2013, and the Sentinel on Saturday 9<sup>th</sup> February 2013 to invite people to the rearranged consultation exhibitions. See Appendix E
- 2.10 Once a decision had been made to postpone the exhibitions scheduled for the 18<sup>th</sup> and 19<sup>th</sup> January, notices were placed on the website to advise local people, and the Parish Councillors were contacted individually advising them of the situation.

### **Workshops**

- 2.11 A workshop with **Sir Graham Balfour School Parliament** was held on Friday 11<sup>th</sup> January 2013. This comprised of an introductory workshop to explain the purpose of the planning system, and some of the issues in trying to find land for different types of land use. This led to encouraging the young people to consider the Beaconside sites, and to put forward their suggestions and concerns in relation to potential development. See photograph 1.



**Photograph 1**

### **Public Exhibitions**

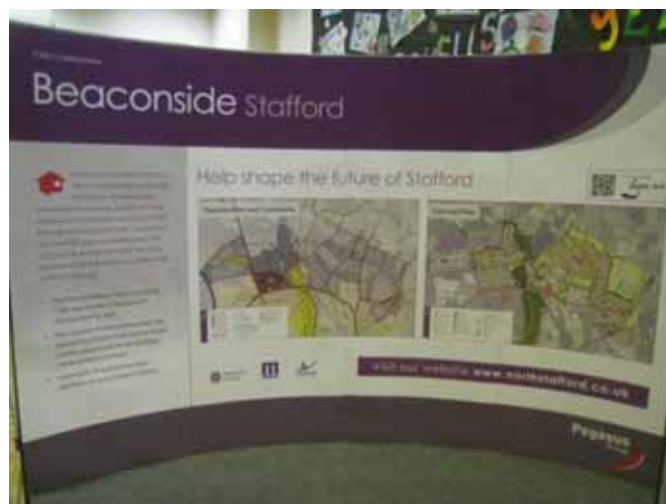
- 2.12 **A staffed exhibition at Stafford College** on Wednesday 23<sup>rd</sup> January 2013 to make young people aware of the ongoing consultation process and to encourage them to discuss the initial development proposals and make comments.
- 2.13 **Public Exhibitions** were held on:
- **Friday 11<sup>th</sup> January 2013**, 16.45pm – 8.00pm and **Saturday 12<sup>th</sup> January 2013** 10.00am – 4.00pm at Sir Graham Balfour school, North Avenue, Stafford
  - **Friday 15<sup>th</sup> February** 10.00am - 5.00pm and **Saturday 16<sup>th</sup> February** 10.00am – 4.00pm at Unit 17, Guildhall Shopping Centre, Stafford. This event replaced the exhibitions that had been due to take place on Friday 18<sup>th</sup> January and Saturday 19<sup>th</sup> of January which were postponed due to adverse weather conditions.
- 2.14 In order to further raise awareness of the public exhibitions at Sir Graham Balfour School, an 'A' board with information announcing the exhibition and inviting people in, was placed outside the venue to encourage people to 'drop in'. Similar signs were placed on the windows of the shop unit within the Guildhall shopping centre (Photograph 2).





Photograph 2

- 2.15 Exhibition boards explaining the proposals and showing a concept plan were on display at the exhibitions (see Photograph 3). Representatives from the project team were on hand to discuss the proposals and answer specific questions.



Photograph 3

- 2.16 Comments forms were available for completion on the exhibition days. In addition copies of the leaflet were also available, providing visitors with a Freepost comments form should they wish to respond at a later date.

- 2.17 A 'general' thoughts board consisted of a map of the site and surrounding area where people were encouraged to write comments or suggestions on post-it notes and then stick them on to the plan (photograph 4).



Photograph 4

- 2.18 A 'map' activity which comprised an A3 sheet where people were encouraged to draw on locational issues we should be aware of, and their suggestions with particular reference to transport and traffic. However in this instance people decided not to use this method to draw out their issues or suggestions.

### **Project Website**

- 2.19 A website containing the same information as the exhibition went live from 28<sup>th</sup> December 2012 until the close of consultation on the 2<sup>nd</sup> March 2013. The site also included a comments form. The aim of this website was to enable those who could not, or chose not, to visit the exhibition to be able to participate at a time which was convenient to them.
- 2.20 The site included an 'audioboo' for people who may have wished to hear an explanation of the proposals.

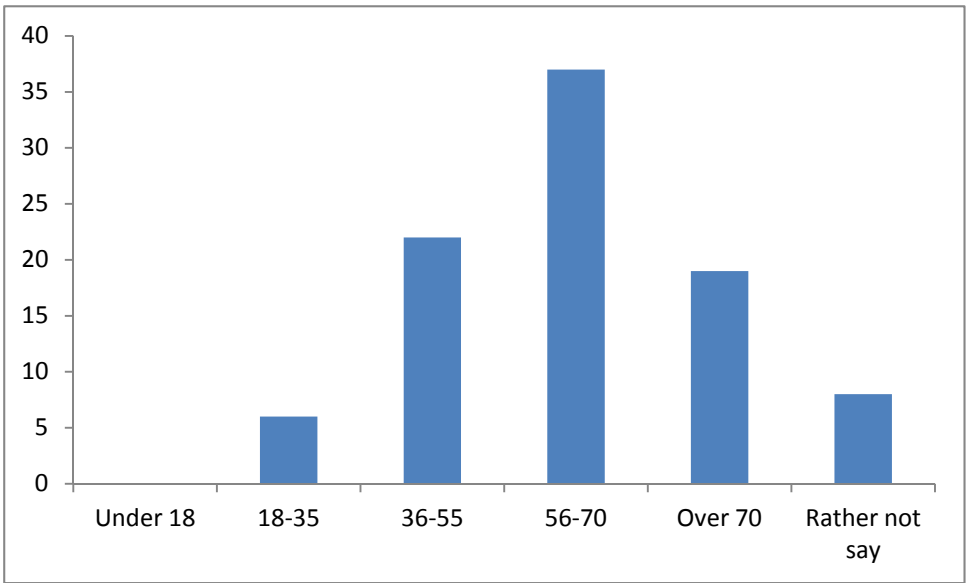
### **Monitoring engagement**

- 2.21 In order to see if the consultation reached out to the wider community those responding to the consultation were asked to help by completing monitoring information. The FREEPOST response cards and the website asked for information relating to gender, age group, and location in relation to the site. Visitors to the exhibition were asked (if they were willing to assist) to provide information relating to age / gender and where they had travelled from (through the use of 'sticky dots placed on a map of north Stafford).

**3 Public Consultation Responses - Quantitative analysis**

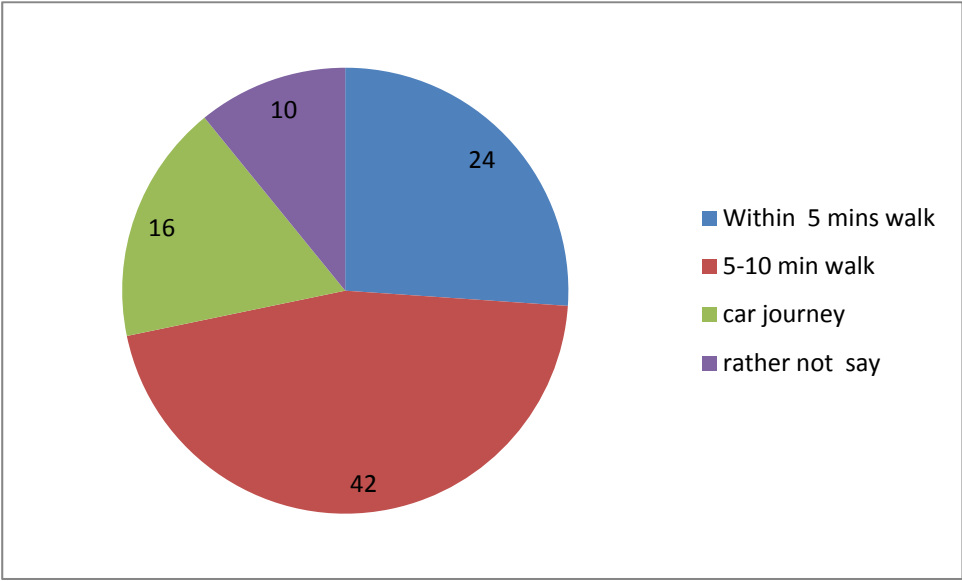
**FREEPOST responses**

3.1 88 responses were received using the FREEPOST reply paid form. The issues raised are set out in section 4 below. Of those who provided monitoring information, there was a significantly higher response rate from 53 male (65%) compared to 25 women (30%) respondents. Graph 1 below shows that a clear majority of postal respondents were within the '56 – 70' age category (40%), followed by significantly lower responses from the '36 – 55' (24%) and 'over 70' (21%) age groups. There were only a limited number of responses from the '18 – 35' age groups (6%) none from the under 18 age group. 8 people (9%) preferred not to say.



Graph 1: Postal – Age Profile

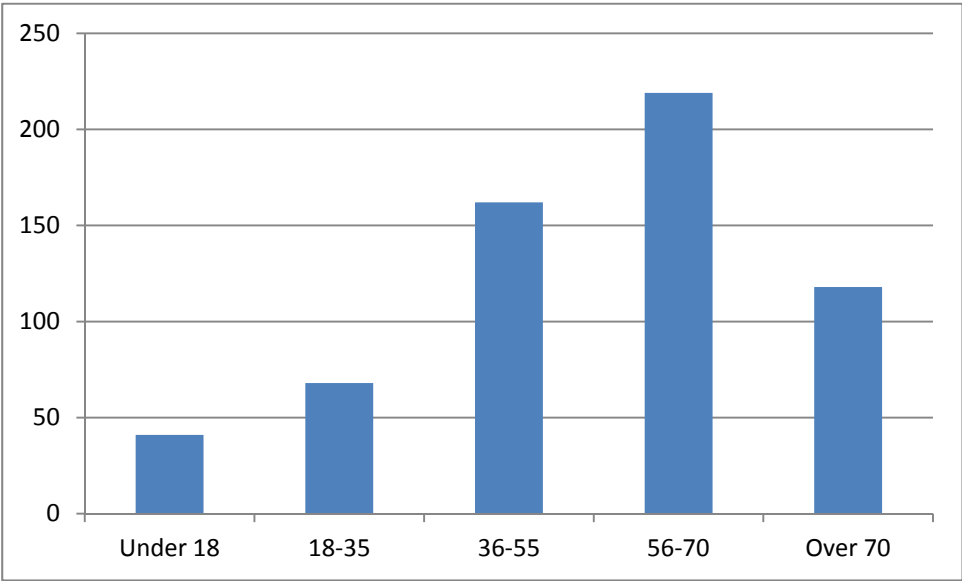
3.2 Where geographical monitoring information was provided, a clear majority of respondents lived within a 5 to 10 minute walk of the site (Graph 2 below).



Graph 2: Postal – Distance of respondents homes from the site

**Public Exhibition**

3.3 A total of 972 were recorded as having visited the exhibitions over the two weekends. Of those who provided monitoring information, there was a reasonable balance between the number of recorded males and females, with 300 male (49.3%) and 308 female (50.7%) visitors respectively. Graph 3 shows the recorded age profile of the attendees. This clearly shows that the majority were in the '56 - 70' age range, followed by the '36 - 55' age group. Attendance by the '18 - 35' and 'under 18' was somewhat lower, but this is still reasonably good for this type of consultation.



Graph 3: Exhibition - Age Profile

- 3.4 The geographic monitoring indicated the areas where interest in the proposals has been greatest as shown in photograph 5 below, a majority of those attending the exhibition lived in close proximity to the site, and mostly lived along the boundary of the site.



Photograph 5

#### **Scheme website**

- 3.5 The website, which contained the same information as the exhibition, went live from 28<sup>th</sup> December 2012 until the 5<sup>th</sup> March 2013. The website attracted 727 visits, with 537 being unique visits. A total of 2,704 pages were viewed, with average 3.72 pages viewed by each visitor. A high number of visitors (184) used their mobile phones or 'tablets' to access the website.
- 3.6 The site also included a comments form. A total of 6 responses were returned through the website, 2 were from males, and 4 from females. 5 of these respondents were within the '36 – 55' age group, with only 1 in the '18 - 35' age group. Four of the respondents lived within a 5 – 10 minute walk of the site, 1 within a 5 minute walk, and 1 a car journey away.
- 3.7 On the basis that the web site had so many visits, but only 6 responses it would suggest that the overwhelming majority of those visiting the website did not, after having read the material, feel strongly enough to spend time leaving their comments, or made their comments by alternative means.

#### **Summary**

- 3.8 Overall there was a good level of participation in the consultation process with local residents making good use of the opportunities presented to visit the exhibition to make comments, or to respond via the FREEPOST comments form. Whilst there was a low response rate from the

website, there were a high number of visitors to the site, who clearly took the opportunity to study the information.

- 3.9 Across the different consultation routes, there was a slightly higher response from men. Despite the opportunities presented to encourage as many of the younger age groups to get involved, the number of responses were fairly limited, although of course it may be the case that many of the visitors to the website were from the younger age groups.

#### **4 Consultation Responses – Issues raised**

4.1 The focus of the pre-application consultation was to encourage views and perspectives from the local community that could help shape potential development on the sites, rather than on the principle of development per se, as this would be a matter for the local authority to decide. The project team did however explain to those who did express a view that they had an opportunity to comment on principle during the Local Plan consultation period, and /or on the submission of any subsequent planning applications.

4.2 A total of 599 comments were received from all sources during the consultation process up to the 2<sup>nd</sup> March 2013. These were identified through:

1. 88 comments forms received by post;
2. 228 comments forms and 'thoughts board' notes from the exhibition, divided into;
  - o 152 comments on a general 'thoughts boards'
  - o 76 written comments forms
  - o 8 'map' based feedback; and
3. 6 website comments form completed.

The responses received often contained more than one comment, hence the difference in the figures presented above.

4.3 In addition to the traditional 'feedback' form, a range of tools and techniques were used to encourage comments. These different approaches (see section 3) provide quick, easy, and varied opportunities for people to participate and share views.

#### **Issues Raised**

4.4 The comments received through the various approaches described above have been tabulated on the basis of the issues raised by respondents.

4.5 Table 1 below documents the issues raised. For ease these have been broken down into key themes and set out as 'comments' 'suggestions' and 'questions'.



Table 1: Issues Raised

<b>Traffic / Access / Parking</b>	
<b>Type of Response</b>	<b>Summary of issues raised</b>
<b>Comment</b>	Already traffic congestion when problems on M6  Will create excessive traffic problems adding to Staffords current problems
	12 sets of traffic lights on 2 mile Beaconside Road!
	Whitgrange lane will become a rat run  Marston Lane is already overloaded with rush hour traffic and people cutting through
	Too many entrance / exit routes to Beaconside (A513) – traffic cannot flow  Beaconside cannot cope with more traffic - until the junction with the A518 is resolved there will continue to be traffic jams  Access onto and exit to Parkside already issue unable to turn right off the estate unless go around the A34 roundabout/ it is gridlocked between 8.30 - 9.00am weekdays and 5.00 - 6.00pm Beaconside cannot cope with anymore traffic lights
	Missing link (Bus/Employment vehicles) to Primepoint - via "Bus Gate" controls
	Existing transport links inadequate - Stone road can't cope
	Concerns for migration of population via narrow country lanes as the commute north and north east  Rat runs will happen towards Marston, Yarlet and Sandon
	Glad to hear of dual carriageway
	Sandon Lane already a problem with morning commuters
	Provision of 2 schools on the site will aggravate the situation even more.
	Concerned that the 400 plus houses already granted planning permission will be built bordering Beaconside leaving inadequate space for road improvements
	At moment have to cross island at Beaconside without any lights etc See there is enough parking space
	Put in roads first
	Integrated pedestrian flow with Parkside

	The road system is of upmost importance. The eastern distributor road is a must before we develop and build more houses etc
	It is difficult at the moment to get into town from Sandon Road on a Saturday to Sainsbury's
	Need to ensure any exit onto the A34 is at same point as exit from new technology - please talk to each other.
	Roads/ traffic need to be looked at - widen Beaconside possibly? From Redhill to university
	Large development on top of development at the MOD Stafford plus Science Park = very busy Beaconside/Parkside Access - already an issue - cannot exit estate unable to turn right
	The roundabout at Parkside can already be a nightmare at times - it needs to have considerable thought
	Sat Navs taking heavy vehicles through the villages
	How soon will they build the schools? In the meantime children will have to cross the Beaconside Road to get to Parkside / parks
	The 2 road improvements (Beaconside extension and Moregate to Castlefields) were both abandoned in 2010.
	Buses have no bus station to clear waiting buses on Chell Road - it's too crowded - you need several bus stations away from traffic
	Road in the vicinity of Hepron Garage is already known locally for the number of traffic accidents there and it seems madness to put further impediments to traffic by including a major Gateway feature in this area.
	Negligible provision for pedestrians
	The A34 Stone/Cannock Rd needs to be sorted before anything else Beaconside is a very busy route from the M6 and north of the A34. Also it is a major route to Stafford Hospital from the west and north of Stafford.
<b>Suggestions</b>	Please can you make sure you create traffic lights at Marston Lane / Beaconside Junction / Need traffic light control at Parkside Avenue
	Beaconside should be dual in its entire length to cope with extra traffic / Extend dual carriageway to facilitate traffic flow
	Too much emphasis on roads, not enough on walking and cycle ways – sustainability / Cycle paths to high school
	Northern ring road a must north of the A34 island
	Northern relief road to alleviate traffic from Beaconside - linked to a new

	junction on the M6
	Underpasses/overpasses on Redhill Roundabout
	Pedestrian link from Hopton to estate
	Please have a bus system
	If you have traffic lights for Parkside Avenue (2 entrances) what about entrances to new site - shouldn't they use some traffic lights?
	Footpath needed to Marston Lane to access church
	Stafford should also consider using traffic islands as against traffic lights which do not assist the flow of traffic as islands do
	Proposals include: open up ransom strip on the Prologis estate - construct a new road from A34 (by Yaret) to Beaconside by Marston Lane) - dual carriageway the entire length of Beaconside
	Industrial area needs a shuttle bus of some sort as shift work starts at 06.00
	Exit/entrances to Parkside /HP13 should be 2 cross roads. A513 needs to be dual carriageway from A34 roundabout at a minimum to the B5066 - preferably all the way to the university. Traffic exiting the development from MOD Sandon Road site will join A513, turn left then travel to town down B5066 - definitely a jam!
	Allow ample space for cars to be 'parked up' off the road
	A roundabout at the junction of Sandon Road onto Beaconside
	Removal of the lights at the top of Beaconside and replace with a roundabout.
	Good quality surfaced routes that link the developments together - sites should not be viewed in isolation.
	Wide refuge needs providing that connects the development site to the cycle path along Beaconside - similar to the refuge on Beaconside at the Marston Lane junction
	Ideally short section of pavement along Sandon Road should be widened to create a good quality cycle path link
	Existing cycle path along Beaconside should be extended up to Redhill Roundabout and a cycle refuge provided across the Beaconside leg of the roundabout
	A34 north from Redhill roundabout - pavement should be widened to accommodate a cycle route to link to housing and employment site - and some form of crossing the A34 is needed.
	It is vital that your plans include upgrades/improvements to local roads in particular A513 Beaconside between A34 roundabout and A518 roundabout ideally making this dual carriageway where possible as there is already heavy traffic at peak times causing delays
	Good bus routes to the University, Technology Park, North end, town and the bus station would be useful - this would allow for those not

	wishing to drive/cycle.
<b>Questions</b>	How will Brancote Gorse cope with all this?
	Why does the improved traffic corridor end where it does?
	Why don't the access points match those of Parkside?
	Plan OK - where are the traffic free cycle routes?
	Are there any provisions for getting on and off Parkside?
	Only 2 roads to cope with traffic - Sandon and Stone road - what happens when motorway is blocked at least twice a week ?

<b>Planning and Design</b>	
<b>Type of Response</b>	<b>Summary of issues raised</b>
<b>Comment</b>	Make use of the numerous brownfield sites and empty dwellings within Stafford before building on the outskirts
	Cheap housing for a cheap fix
	No need for more housing within the area, development based on speculation
	Need more jobs, not more houses
	Other developments in the area are unpopular and not selling
	No need for more 3 storey housing types
	Types of dwellings have not been specified so unable to determine the impact on existing house prices
	Development impact concerns regarding traffic, noise and pollution
	Unsustainable project and location
	Too far away from Stafford for starter homes
	Does not consider disabled people and single people
	Continues to close the gap on Stone
	Does not cater for any recreational areas
Uses up greenfield land	

	Conservation should take priority
	Don't build by RAF Stafford
	Development is too large
	Shelter - not next to building
	Stafford cannot cope with this number of homes
	Shops at other end of town.
	There is a need for more affordable housing
	Too big a project for a small town on greenfield sites
	Population in Stafford too large already - no jobs!
	Semi rural area being made into a new town
	There is no demand for such a large development as proposed.
<b>Suggestion</b>	Boundaries between the project and farms must be secure
	Need walkthrough connecting to Hopton Village
	Landscaping needs to be carefully designed
	Big houses
	Bungalows including disabled use
	Large gardens
	Include open space
	Include educational use
	Include shopping facilities
	No high buildings
	Reduce light pollution - e.g. the entrance nearest to Parkside west should be straight and not offset. (this will prevent lights shining into homes)
	Incorporate existing rights of way and retain hedgerows
	Pond next to a play area - safety!
Need affordable housing for people who cannot get a mortgage	

	More pubs and clubs
	Could a large supermarket be included as everyone will have to travel through Stafford to do a main shop
	Hopefully they will have lots of starter homes available for first time buyers / affordable small houses - 1 or 2 beds?
	Opportunities to create good quality walking and cycling links
<b>Question</b>	What types of structures are being considered for the areas?
	How many of the 7,200 homes are planned for north Stafford?
	What plans are there for screening the 'permitted schemes' from residents?

<b>Environment/ Green Space</b>	
<b>Type of Response</b>	<b>Summary of issues raised</b>
<b>Comment</b>	Will create excessive surface water adding to current flooding problems/Please consider any flooding risks
	Negative impact on the Green Belt and agricultural land/food security
	Negative impact on wildlife
	Concerns regarding traffic, light , noise and air pollution
	Use brownfield sites first
	Loss of views across the countryside
	Sound from RAF site will put off prospective residents
	Why should the countryside be available only to the fortunate few who can afford it?
	Play areas not 'good' for teenagers
	Site between the A34 and Marston Lane seems to be lacking in enough green space - especially if you compare it to the plans for the east of Marston Lane
	There are insufficient fields/ free play areas for children to play
<b>Suggestion</b>	Wildlife corridor north of employment area from Aston Fields
	There should be planned access for pedestrians across common land with rights for such access
	The land adjacent to Beaconside south includes an area of marshland which is home to increasingly more flora and fauna

	Concerned about water run off to properties downstream of Beaconside
	Drainage needs looking into - Holyrood close is always flooded every time it rains heavily
	Area 2 - turn this area into a wildlife sanctuary (comment placed on green area north of MOD barracks - Eastern area of small parcel)
	Landscape rear of Amberfield
	More open space including a park
	Flooding already exists on fields - where will water go? Sandon Road issue?
	What relief will be given to properties backing the A34, M6 link? traffic noise is already an issue from traffic etc.
	Has a flood review been carried out?
	Require definition of 'green infrastructure', will this be built on in the future?

Facilities	
Type of Response	Summary of issues raised
<b>Comment</b>	Lack of facilities in the area
	Negative impact and pressures on existing schools that do not have the capacity
	Local centres' need more detail and clarity
	Close proximity to one of the proposed schools with existing Parkside School
	Local schools doctors and hospital cannot support a further 7000 new homes
	There are only 3 primary schools on the plan yet no high school.
	I can't see any GP surgeries on the plan. Surely these are full to capacity. Also with hospital being shut there will be a strain on already over stretched services
	Lack of sporting facilities for youth i.e. football/rugby/hockey / There is a lack of communal facilities for the 16 – 24 year olds on this side of Stafford
	Stafford Hospital A and E closure - more families will need access to A and E / Negative impact and pressures on the hospital which is already struggling

	Nursery's are full - will need more to take kids from birth
	Please consider impact on secondary schools, health services and sports and leisure facilities including swimming pool
	Infrastructure appears to have been considered regarding schools and transport
<b>Suggestion</b>	Increased provision of health support
	Infrastructure/ shops/schools/ health centres should be in the initial stages of development and not at the end
	Provision of a Christian Church
	Shopping centre and restaurants
	Leisure centre and facilities within walking distance
	Schools to match local need
	Community centre
	Youth clubs
	Investment to upgrade the existing community facilities in surrounding areas
	Hopton needs to see some benefit from this development such as a play area
	There will be a need for mobile phone masts - their position should be shown on plans to be consulted on
	Nursery provision is lacking - 0-5 and above is needed and should be factored into the community areas I see there are plans for 3 primary schools. My concern is nursery provision from birth - 5 and above. There are lots of industrial units B1, 2, 8 planning class units around but no development suitable for nursery premises. Beacon Business Park are trying to address this but with the size of development I feel this needs to be taken into consideration
<b>Question</b>	Does the Borough have the infrastructure to support new development? With a particular focus on health support.
	Are all three proposed primary schools necessary?
	Is there any provision to expand the existing secondary schools in the area? If not is there a need to provide a new secondary school?/what about secondary schools



	How are the schools going to be funded in the future?
	Is there provision for a church and community hall?
	How will Stafford Hospital cope?
	Will the existing drainage services cope with the development without any improvements and alterations?
	What about facilities for teenagers?
	With no local centres near Hopton, what benefit does this development have for Hopton?
	Can we justify the houses if the hospital shuts? Where are current and new residents going to go for treatment?
	Traffic there is already congested at times on all roads leading into Stafford Hospital - what impact on ambulance arrival times will this have?

<b>Employment</b>	
<b>Type of Response</b>	<b>Summary of issues raised</b>
<b>Comment</b>	No work or industry available in Stafford
	Only provides short term jobs
	Too many underused industrial units already
	Lots of people are going to lose their farms and employment
	Provides employment opportunities at a critical time
<b>Suggestions</b>	(SSCC site) this purple development extends too far north
	Proposed employment area should not be built speculative - a clear customer should be signed up before the land is used
<b>Question</b>	Increasingly difficult to find employment. Are there enough jobs for these people to be able to afford these houses?

Other Comments	
Type of Response	Summary of issues raised
Comment	Trust that local residents will get priority
	It would be nice to see the project kicked off sooner rather than later
	Please consult and count me in for anything where a decision needs to be made
	Bunch of clowns you guys
Suggestion	Please don't build near the RAF site - cadets go there - they are loud and use weapons.
Question	I'm not against change or development but is it necessary and can we as a town support it?
	How will they pay for the properties? No handouts!

Principle	
For	I am all for 'change for the better'
	Hurry up I want to live there
	Bring it on.
	Plan looks very attractive
	I think it is important for houses to be built so people can have a home - Good Luck
	(If traffic concerns dealt with) development would be welcome
	I will be looking at the new houses with a view to buy - Good luck!
	Plans for Beaconside new estate looks and appears to look like a suitable area and amount of houses
	No principle objection to the overall plan

**Akzo Nobel UK Ltd and Maximus Strategic Land  
Beaconside, Stafford  
Consultation Report**

	A good idea and we're keen for the new development to go ahead - we would like to live here - the sooner the better
	Appears a sensible use of land
	I think it's a good idea to think ahead and planning out all of the area, however really this sort of thing isn't my cup of tea.
	What a brilliant site for a new development for Stafford - can't wait
	Quality!
	A very comprehensive proposal. It is good to see the inclusion of local centres, new schools, parks and walkways
	Certainly the best location on the edge of Stafford for the new housing which is desperately needed. I support the project
	Principle good but like to see more detail
	It's a good idea - we need new housing in the area
	Great ideas as long as you get it right with traffic
	Your development plans are excellent
	New housing being built I have no problem with, but no new main roads are proposed to move the extra traffic into town
	From what I can see will bring a welcome addition to Stafford.
	Anything that will improve Stafford is great
	Looks very good
	Good idea
<b>Against</b>	Eyesore encroaching on greenbelt
	Whole thing is a badly planned nightmare
	Unless you can get the Council to improve the road network I will be opposing your development.
	I would strongly oppose any attempt to expand housing on Beaconside. no thank you
	Leave all sites undisturbed
	No development
	Scheme is not needed or wanted
	I am dead against this as it will affect local wildlife and birds who have little enough countryside as it is
	Utter madness - only needed because of immigration - Stafford Borough Council not fit for purpose

	The Council are riding roughshod over individuals
	I do not approve of the housing plan for the future
	We oppose the plan for any development particularly residential development. The development of Beaconside technology park next to the university has significantly increased noise pollution and traffic congestion.

### **Overall summary**

The table above indicates that there were a large range of issues raised by the local community in relation to potential development at Beaconside. However the issue that drew most comments related to potential additional traffic along Beaconside, with consultees being particularly concerned about congestion and access points.

The other key area that attracted significant concern related to the impact of additional new dwellings on local facilities such as schools and doctors.

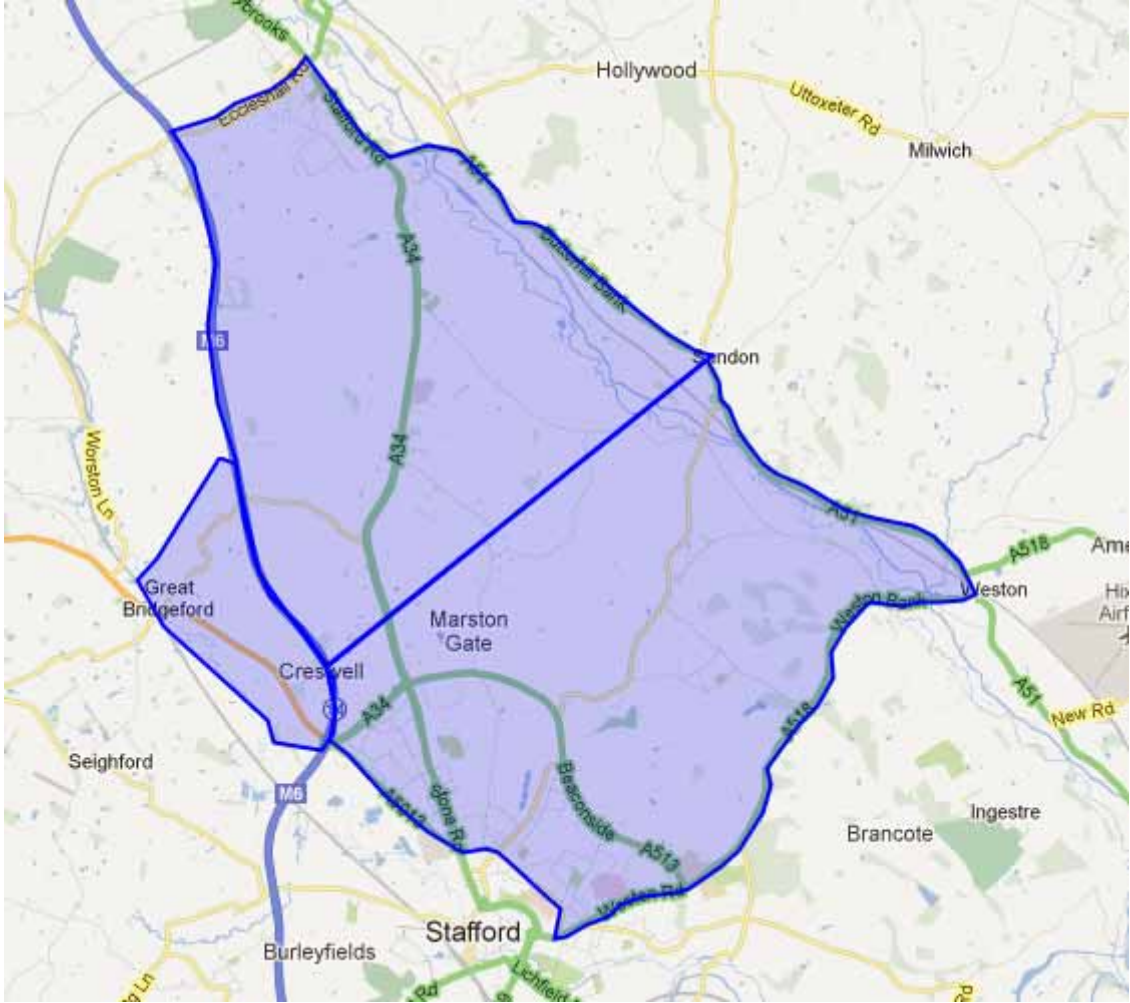
## **5 Conclusion**

- 5.1 The early engagement of the public as part of the process of bringing forward residential development at Beaconside was successful and positive in terms of highlighting the main issues and thoughts of the local community. The adopted approach represented early engagement, at the earliest stage of potential development.
- 5.2 It is clear from the table in section 4 above, that there are a range of different issues that any future developer would need to consider as part of their development proposals.
- 5.3 The consultation process also highlighted particular elements of the initial proposals which local people liked, such as the public open space, and cycle/footpath links.
- 5.4 The process also raised a number of concerns, most particularly in relation to traffic generation, to which will need to be considered as part of the development process.
- 5.5 The consultation process has therefore been a positive and beneficial process for the consideration of development at Beaconside, providing an opportunity to consider the views and issues of the local community at the very earliest stages of potential development.

**APPENDIX A**  
**SCHEME LEAFLET**



**APPENDIX B**  
**DISTRIBUTION AREA**







Multi-media: 2012 Jan 11 11:01

## LETTERS TO THE EDITOR

**ONLINE COMMENT**

**Thank you for the... (15 words)**

**Present Day State of Staffordshire**

**We all want these new facilities in Stone**

**Thanks to Christmas Day volunteers**

**Present Day State of Staffordshire**

**We all want these new facilities in Stone**

**Thanks to Christmas Day volunteers**

www.staffordfireplaces.co.uk

# Gift of life from Tony to help stranger live better



**Don't let the mist obscure MISTED GLASS UNITS REPLACED**

**Present Day State of Staffordshire**

**Present Day State of Staffordshire**

**Proposed new homes at Beaconside, North Stafford**  
 Being prepared to build a new house? We have the perfect solution for you. Our new homes are built to last and offer the best of both worlds. Call us today on 01829 744444 or visit our website at [www.akzonobel.co.uk](http://www.akzonobel.co.uk)

**Aims at town's homes for the poor**  
 The town's homes for the poor are being sold to private buyers. The homes are being sold to private buyers for a profit. The homes are being sold to private buyers for a profit.

**No trust in politicians**  
 The public have no trust in politicians. The public have no trust in politicians. The public have no trust in politicians.

**Tour was left to go**  
 The tour was left to go. The tour was left to go. The tour was left to go.

**Views from the web**  
 Views from the web. Views from the web. Views from the web.

**ON THIS DAY IN HISTORY**  
 On this day in history. On this day in history. On this day in history.

**DAY**  
 Day. Day. Day.

**Come and join travelling club**  
 Come and join travelling club. Come and join travelling club. Come and join travelling club.

**Fans' favourite pub is up for sale**  
 Fans' favourite pub is up for sale. Fans' favourite pub is up for sale. Fans' favourite pub is up for sale.

**Half of new BIAS customers paid least**  
 Half of new BIAS customers paid least. Half of new BIAS customers paid least. Half of new BIAS customers paid least.

**Plant for acid rain research**  
 Plant for acid rain research. Plant for acid rain research. Plant for acid rain research.

**Laxton Glass**  
 Laxton Glass. Laxton Glass. Laxton Glass.