

Churnet Valley Masterplan

Consultation Statement

March 2014

Churnet Valley Masterplan Consultation Statement



| | |
|---|----|
| 1 Introduction | 5 |
| 2 How consultation was undertaken | 7 |
| 3 Main issues raised by individuals and bodies | 12 |
| 4 How comments have influenced the Masterplan | 23 |
| Appendix 1 - Key Stages in the Churnet Valley Masterplan Production Process | 26 |
| Appendix 2 - Churnet Valley Masterplan Leaflet | 31 |
| Appendix 3 - CVLLP Roadshow Event Flyer | 34 |
| Appendix 4 - CVLLP Press Coverage | 36 |
| Appendix 5 - Roller banners | 38 |
| Appendix 6 Summary of comments at CVLLP Roadshow Events | 41 |
| Appendix 7 - List of those invited to the Churnet Valley Masterplan Visioning Event | 43 |
| Appendix 8 - Visioning Event Programme | 46 |
| Appendix 9 - Community Conversations Round 1 Flyer | 49 |
| Appendix 10 - Community Conversations Round 1 Poster | 51 |
| Appendix 11 Press Releases for Community Conversations Round 1 | 53 |
| Appendix 12 - Attendees List Bolton Copperworks Workshops | 55 |
| Appendix 13 - List of those consulted at Options Stage | 59 |
| Appendix 14 - Press Coverage at Options Stage | 65 |
| Appendix 15 - Locations where posters and flyers were displayed | 67 |
| Appendix 16 - Details of attendee numbers at consultation events | 70 |
| Appendix 17 Details of those consulted at publication stage | 72 |

| | |
|--|-----|
| Appendix 18 Letter to statutory consultees | 78 |
| Appendix 19 Letter to parish councils | 80 |
| Appendix 20 Email and postcard text | 82 |
| Appendix 21 Statement of representations procedure & document availability | 84 |
| Appendix 22 Extension of time postcard and email text | 86 |
| Appendix 23 Statement of representations procedure and document availability | 88 |
| Appendix 24 Advert and Press Coverage | 90 |
| Appendix 25 Summary Leaflet | 92 |
| Appendix 26 List of modifications | 95 |
| Appendix 27 Summary of representations to the Draft Churnet Valley Masterplan and officer response including late representation | 104 |

Introduction



1 Introduction

1.1 Prior to adoption of a Supplementary Planning Document, Regulation 12 part (a) of the Town & Country Planning (Local Planning) (England) Regulations 2012 requires the District Council to provide a statement setting out:

- i. The persons the Local Planning Authority consulted when preparing the Supplementary Planning Document;
- ii. A summary of the main issues raised by those persons; and
- iii. How those issues have been addressed in the Supplementary Planning Document.

1.2 The District Council is then required to make copies of this consultation statement available, together with the Draft Supplementary Planning Document when inviting representations before the document is adopted as Council policy. The Council did this in September 2013.

1.3 This document updates the Consultation Statement published in September 2013 to detail who was consulted at statutory public consultation stage, summarise the representations made including identification of the main issues raised on the published Draft Churnet Valley Masterplan and how these issues have been addressed in the Supplementary Planning Document.

1.4 Extensive consultation has taken place during the preparation of the Churnet Valley Masterplan to ensure that as many individuals, interest groups and businesses have had the opportunity to contribute to the process. Part 2 of this document details how consultation was undertaken as well as the individuals and organisations consulted during preparation of the Draft Masterplan. There were a number of opportunities to engage in the process from a visioning exercise at an early stage to an options consultation. To aid understanding of the process which has been undertaken, the key stages in the Churnet Valley Masterplan production process are outlined in the table in Appendix 1.

1.5 Part 3 of this document summarises the main issues raised by individuals and organisations who made comments during the consultation process and Part 4 explains how the comments made have influenced the Masterplan.

How consultation was undertaken



2 How consultation was undertaken

2.1 Consultation on the Churnet Valley Masterplan has been extensive. The table 'Key stages in the Churnet Valley Masterplan Production Process' (Appendix 1) summarises all of the consultation and publicity which has taken place and raised awareness about the plan, as well as when comments have been invited about the content.

Awareness Raising Event

2.2 In autumn 2010 a leaflet was produced to raise awareness of the Churnet Valley Masterplan (see Appendix 2 for leaflet). A letter and leaflet were sent to each parish council clerk in October 2010 to inform them of work being undertaken to produce a masterplan for the Churnet Valley. The letter explained that the enclosed leaflet had been produced to provide background information on the masterplan, that a dedicated web page had been set up and that officers would be attending the Churnet Valley Living Landscape Partnership (CVLLP) community roadshow events. The letter also provided details of the Bolton Copperworks workshop taking place on the 23rd November.

2.3 In October/ November 2010 a planning officer was in attendance at each of the four Churnet Valley Living Landscape Partnership roadshow events to raise awareness about the Masterplan and the key stages in the production of the document that would be undertaken. The CVLLP arranged the events and carried out the promotion for them (see Appendix 3 for CVLLP flyer and Appendix 4 press coverage). This provided an early opportunity to inform the public of forthcoming Masterplan work, and to add the contact details of those who expressed an interest in being informed of future consultation on the Masterplan to the Council's consultation database. In total, there were 20 requests to be added to the consultation database. An officer attended a further CVLLP event at Cauldon Lowe Village Hall on the 8 June 2011 in order to answer any questions on the Churnet Valley Masterplan. Two roller banners (see Appendix 5) were produced which were taken to each of the events as well as the leaflets. A summary of the comments made by attendees to officers is contained at Appendix 6.

Visioning Event and Feedback Session

2.4 The Council was successful, through the Rural Masterplanning Fund, in receiving support through a CABE appointed enabler to undertake visioning work.

2.5 A major visioning event took place on the 4th March 2011 at Consall Hall Gardens which all local Parish Councils, specific organisations and businesses were invited to attend. (see Appendix 7) The event was invitee only and with attendance to be confirmed in advance of the event due to the nature of the event which included interactive workshops which needed to be facilitated, groups arranged with seating and material produced in advance. The purpose of this event was to explore issues and challenges relating to the Churnet Valley and to establish a vision and key principles for the Masterplan (Appendix 8 contains the Event Programme). A feedback event followed on the 15th March 2011 at the Nicolson Museum and Art Gallery (Summary Feedback Sheet available online at www.staffsmoorlands.gov.uk/churnetvalleymasterplan).

Community Conversations

2.6 During summer 2011 a number of 'Community Conversation' events were held in villages across the Churnet Valley. These were widely publicised and open to all local residents to attend. Whilst these were held principally to inform the LDF on future site

allocations, the opportunity was also taken at each of these events to request comments from those present on issues relating to the Churnet Valley relevant to their area and the presentation which was given covered the purpose and timetable for the Masterplan and how local residents could get involved. Appendix 9 is a flyer containing details of events for the Community Conversations Round 1. Appendix 10 contains a poster used to publicise the Community Conversations. Appendix 11 contains press coverage relating to the Community Conversations. Further details of the Community Conversations including comments made can be found at www.staffsmoorlands.gov.uk/communityconversations

2.7 At the Parish Assembly on the 8th March 2012 a sheet containing details of the 'Community Conversations' was available.

Bolton Copperworks Masterplanning Workshops

2.8 A number of workshops were held to inform the Bolton Copperworks masterplanning work. In November 2010, three separate workshops took place, an officer workshop, stakeholder workshop and member workshop. At these events the Churnet Valley Masterplan leaflets were available and the roller banners were displayed and reference in the presentations was made to the wider Churnet Valley Masterplan work.

2.9 The purpose of the workshops was to discuss the findings and to consider options for the site.

2.10 The attendance list from the workshops is contained at Appendix 12.

Churnet Valley Masterplan Options Consultation

2.11 The Council consulted on Churnet Valley Masterplan Options for a 6 week period from 16th January to the 24th February 2012. Letters and emails notifying Parish Councils, organisations and those on the LDF database of contacts (all those who had requested to be informed of consultation on the Masterplan and all other contacts that the Council holds email contact details for) were sent out on or before the 16th January 2012. (Letters were sent in advance of the 16th January and emails were sent on the 16th January.) Details of those consulted at options stage can be found in Appendix 13. There was a Council press release on the 5th January 2012 and a reminder press release prior to the consultation ending. There have been a number of press articles relating to the consultation in local newspapers (see Appendix 14) and local radio coverage.

2.12 Posters were put up in the Churnet Valley area detailing the consultation events and how to find out more information about the Churnet Valley Masterplan Options consultation. The event venues were also asked to display the posters in advance of the events. (See Appendix 15 for poster and details of where they were put up at Appendix 16).

2.13 Flyers were also produced which were made available in public libraries and One-stop Shops as well as various other locations within the Churnet Valley including post offices, shops and Leek Tourist Information centre (see Appendix 17 for copy of flyer and Appendix 18 for details of where they were distributed). Visitor attractions and accommodation providers were also written to requesting that they display the flyers at their venue (list of those which we wrote to contained at Appendix 19). Contacts on the Council's LDF contacts database (those who had requested to be informed of future Churnet Valley Masterplan events and Parish Councils) were sent details of the events.

2.14 At the events exhibition boards were displayed summarising the options consultation (see Appendix 20 for exhibition boards and photographs taken at events), summary booklets were distributed, officers attended the events and copies of the relevant consultation documentation was available. In response to their request, the Churnet Valley Conservation Society was provided with space to display their material at the events.

2.15 The Council's twitter account was used to raise awareness of the options consultation and to provide reminders about the events (see Appendix).

2.16 An officer from the Economic Development team attended the Staffordshire Peak District Tourism Association Meeting on 2 February 2012. The exhibition boards and summary booklets were made available and there was an opportunity at the coffee break for people to look at these. There were approximately 30 attendees.

2.17 An officer of the planning policy team attended the Parish Assembly meeting in December 2011 to raise awareness of the forthcoming consultation.

Churnet Valley Living Landscape Partnership (CVLLP)

2.18 Throughout the masterplanning process officers have attended the CVLLP partnership board meetings and provided regular updates on progress of the Churnet Valley Masterplan.

Parish Assembly

2.19 Officers have attended a number of Parish Assembly meetings throughout the masterplanning process to keep the Parish Councils informed of progress and key stages of the Masterplan.

Key Issues Meetings

2.20 The Options consultation raised a number of important issues, concerns and opportunities which officers have been giving careful consideration to. Officers have had further meetings with English Heritage, Staffordshire County Council, Moorlands and City Railway, North Staffs Railway, Caldon and Uttoxeter Canals Trust, Staffordshire Wildlife Trust, RSPB, Churnet Valley Conservation Society, the Landmark Trust and Foxt Action Group to discuss further issues relating to transport, biodiversity, heritage and additional work needed.

Draft Churnet Valley Masterplan Targeted Consultation

2.21 A number of topic based meetings have taken place including a transport meeting, biodiversity meeting and heritage meeting. Meetings were also held with officers of the Council, Stirling Investments agent Signet Planning, Alton Towers Resort and their agent Nathaniel Lichfield and Partners, Laver Leisure and their agent HOW Planning, Foxt Action Group, Churnet Valley Conservation Society and Natural England.

AONB Meeting

2.22 A meeting took place on the 28th July 2013 regarding this.

Public Consultation on the Draft Churnet Valley Masterplan

2.23 Public consultation on the Draft Churnet Valley Masterplan took place from Monday 30th September to Monday 9th December 2013 at 5pm (time period was extended from the original date and time of 5pm on Monday 11th November 2013). The publication of the Draft Churnet Valley Masterplan was undertaken in accordance with the procedural requirements set out in the Town and Country Planning (Local Planning) (England) Regulations 2012 and the guidance issued by the Government. This involved the following:

- Copies of the Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents were made available at the District Council Offices - Leek Council Connect and Cheadle Council Connect.
- The Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents were published on the Council's website
- All individuals, developers/agents and other organisations who were on the LDF database as a result of previous representations or interest were notified of the publication of the Masterplan and were invited to make comments either via email or postcard.
- An advert was placed in the Leek and Cheadle Post and Times the Wednesday prior to publication of the Masterplan (see appendix 24)
- A summary leaflet was produced and distributed to the Leek and Cheadle One-Stop Shops, Leek Tourist Information Centre, and other venues across the area such as local shops (see appendix 25)
- Display boards containing information from the summary leaflet were put up in the Leek and Cheadle Council Connect.

2.24 There were over 270 individual representations to the consultation. These are available to view on the Council's Churnet Valley Masterplan webpage www.staffsmoorlands.gov.uk/churnetvalleymasterplan

2.25 Appendix 17 details those who were consulted at Regulation 12 of the Town & Country Planning (Local Planning) (England) Regulations 2012 stage (public consultation on the Draft Churnet Valley Masterplan SPD).

2.26 Appendix 18 is a copy of letter sent to statutory consultees and Appendix 19 is a copy of the letter sent to parish councils. At Appendix 20 is the text used for the emails and postcards sent to all others on the Council's LDF consultation database. Appendix 21 contains the statement of representations procedure and document availability.

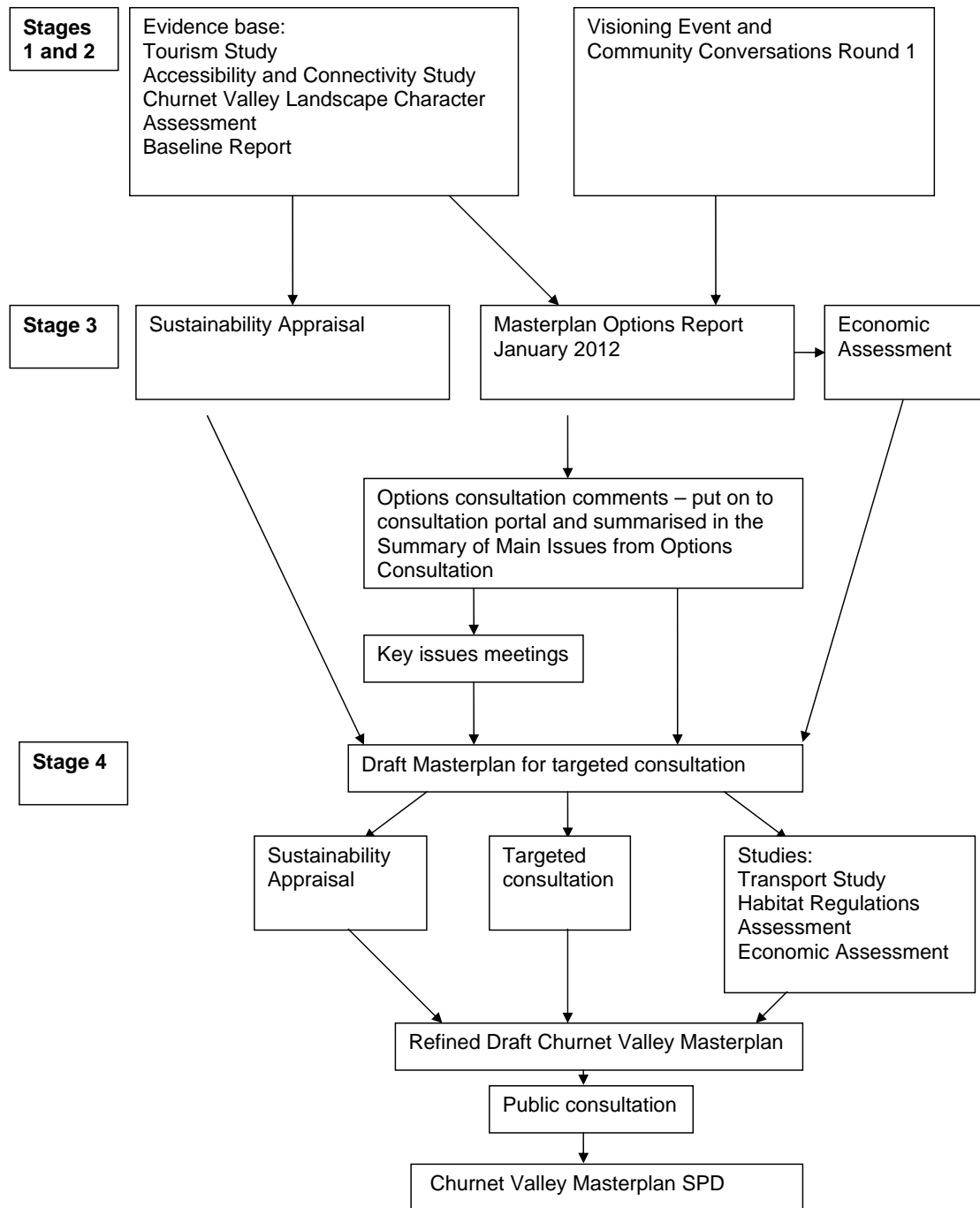
2.27 The consultation period was extended to the 9th December 2013 at 5pm. Appendix 22 details the text used in the postcard or emails sent to those on the LDF consultation database to inform them of the extension of time. Appendix 23 is the statement of representations procedure and document availability.

Main issues raised by individuals and bodies



3 Main issues raised by individuals and bodies

How has the Churnet Valley Masterplan been developed?



Visioning Event

3.1 The summary of the issues raised at the Visioning Event is contained in the document Visioning Event Feedback available at www.staffsmoorlands.gov.uk/churnetvalleymasterplan. Key points from the visioning event include:

- Area which is treasured for its natural environment and built heritage
- Offers much for visitors - families and older people
- Importance of local businesses and local produce
- Importance of local communities to Churnet Valley
- Area which is experiencing change - farming, redundant sites, railway
- Scope for improvement with much untapped potential
- The masterplan should:
 - Ensure that communities are at the heart of the future Churnet Valley
 - Support local enterprise and create local employment opportunities
 - Improve accessibility and connectivity
 - Respect, enhance and protect the positive aspects of the Churnet Valley
 - Deliver quality and sustainable tourism

Community Conversations

3.2 The Community Conversations Round 1 feedback is available at www.staffsmoorlands.gov.uk/communityconversations. Key points from the round 1 community conversations include:

Opportunities

- Participants were:

- Generally supportive of tourism which is in-keeping with the valley's sensitive environment.
- Generally supportive of developing and improving the footpath and bridleway network for walkers, cyclists and horse riders.
- Generally supportive of developing the valley's waterways.
- Generally supportive of promoting industrial heritage of the area.
- Generally supportive of developing a sustainable transport network including public transport and associated car parking i.e. park and ride.
- Generally supportive of more low-key holiday accommodation i.e. B & B's
- Generally supportive of developing the Bolton Copperworks site – range of uses suggested, employment use most common response.
- Many participants at the Oakamoor and Whiston events considered that the area should be designated an AONB.

Problems

- Seen to be enough tourism already – the roads and infrastructure cannot support further development.
- The Churnet Valley needs to be conserved and the minimum done to alter the environment. AONB designation strongly supported at the Oakamoor and Whiston events.

- Major traffic problems reported, particularly around the Alton Towers area.
- Existing parking problems at tourist 'hot-spots'.
- Participants at the Alton, Oakamoor and Whiston events were not positive about the Churnet Valley Masterplan. Why it was needed? Why had local people not been involved as key stakeholders?
- Considered that Alton Towers as developed enough.
- Participants at the Oakamoor and Whiston events would like to see support for an AONB designation before considering any more leisure development in the Churnet Valley.

Consultation on Options

3.3 The summary of comments made to the consultation on the Masterplan Options Report can be viewed in the document Churnet Valley Masterplan Summary of Main Issues from Options Consultation July 2012 available at www.staffsmoorlands.gov.uk/churnetvalleymasterplan. Key points raised include:

- Majority supported Minimal Change followed by none of these options.
- Importance of landscape, heritage and biodiversity highlighted in responses
- Need to protect sensitive areas.
- Need to support local businesses
- Need to recognise local characteristics of the areas in the Churnet Valley

Key Issues Meetings

3.4 Below is a summary of the main issues raised through the **key issues meetings**.

Biodiversity Meeting

- Purpose of the meeting was to discuss key issues raised in response to consultation on options relating to biodiversity in order to inform the development of the draft masterplan.
- Need for a hierarchical approach to biodiversity
- Need for a more detailed information that the Opportunities Mapping - looking at expansion/enhancement of what is already in the area
- Woodland grants and creation projects discussed
- Role of CVLLP hotspots audit discussed - bringing people to places more sensitively
- Connectivity between sites was discussed
- It was commented that its about getting people to come for longer and encouraging people to appreciate the valley.
- Impacts of transport discussed.
- It was mentioned that an increase in visitors at Coombes Valley would not impact negatively.
- It was commented that most of the woodlands in the Churnet Valley are robust.
- It was commented that the hotspots work would need revisiting.
- Impact of dog walking was discussed - CV woodland - Consall area
- Discussion regarding car parking being limited at many sites.
- Main issues were hotspots, car parking issues, dog walking, limited access for some sites.
- Current fragmentation in the area mentioned - opportunities for biodiversity.
- It was commented that there is a need for different bodies to work together

- It was commented that the Churnet Valley is the most biodiverse part of the county and that there are key opportunities - need to get it right.
- Need for a framework for the areas that may see significant development.
- Need for an overarching set of guiding principles about activities and what may/may not be suitable and what needs to be done to make them suitable.
- Each of the projects were discussed.

Transport Meeting

- Purpose of the meeting was to discuss key issues raised in response to consultation on options relating to the potential re-opening of the railway and potential restoration of the Uttoxeter Canal in order to inform the development of the draft masterplan.
- Viability, feasibility, potential conflicts and biodiversity issues were discussed.

Heritage Meeting

- Purpose of the meeting was to discuss the issues raised relating to heritage and these can be addressed.
- Staffordshire County Council Historic Environment Record was discussed.
- Heritage at Risk Register was discussed.
- Froghall - Cauldon Low plateways were discussed.
- West Midlands Historic Farmsteads and Landscape Project was discussed and how this could be referenced in the document.
- Extensive Urban Survey, Historic Landscape Character and Churnet Valley Landscape Character Assessment were discussed.
- Potential research gaps were discussed - English Heritage and Staffordshire County Council to consider whether there are any.
- Discussed specific projects.

Churnet Valley Conservation Society Meeting

- Discussed the key issues raised in their response to the options consultation including transport and AONB.
- Discussed how CVCS may be able to be involved in the next stage of the process.

Foxt Action Group Meeting

- Main area of discussion was Bolton Copperworks site. Key issues raised include concern over number of dwellings suggested. 130 dwellings considered too many in relation to the size of current villages in the area - around 30 dwellings considered more realistic.
- Proposed changes to site are significant but understand that change will occur and need to manage that change
- Very supportive of having a 'Go-Ape' facility on the site
- Residents would like to see predominantly employment uses on the site - range of uses but probably more suited to small-scale business units
- Need to have a balance of uses across the site
- Suggested that a care/older persons home may be appropriate on site
- Would rather see holiday accommodation limited 'green' hotel and camping/ caravan club site.
- 'Green' development considered important -use of appropriate materials, assimilation into the environment

- Expanding canal basin -marina. Plan submitted showing several possible sites.
- Suggested considering different levels across the site - creating height for activities
- Possibility of organising a competition for architects
- Handed over information on contamination from a survey of residents local knowledge and handed over map showing proposal for re-alignment of road and junction improvements
- Railway Heritage Centre was a definite need
- Possibility of a transport interchange at Froghall discussed
- Consider that Moorland and City Railway will add to numbers of visitors and not reduce number of car borne visitors.

Targeted Consultation

3.5 Below is a summary of the main issues raised through the **targeted consultation**.

Biodiversity Meeting

- Questioned the terminology used regarding major and minor and whether there is a better terminology that should be used – it was suggested that key and other opportunities could be used
- Should be reference to ecosystem services
- Need for a natural environment (landscape) conservation strategy to be prepared – suggested a more detailed opportunities map for the area – including core principles could be developed through the CVLLP partnership
- Could be further explanation of how the Character Areas have been developed and questioned whether Character Areas is the appropriate terminology
- Suggested reference could be made to supporting traditional small scale farming in the economic development section
- Suggested in the Natural Environment section that the biodiversity/ ecology element could be strengthened

Transport Meeting

- Suggested that Deep Hayes could be included as a hub due to its positioning close to the canal and railway. Potential for a railway halt here.
- Suggested that historical routes should be opened up Froghall to Cauldon plateway was mentioned
- There were views expressed that the sustainable transport principle is negatively worded with regards to the potential for rail to Alton Towers. It was suggested that it could be reworded in a more positive way that reserves the position and identifies the safeguards that need to be put in place.
- Economies of scale and the need to take a holistic approach was mentioned and that there are commercial issues if the masterplan is not supportive.
- It was commented that the railway is a significant challenge and there are environmental issues which would need to be addressed at the planning application stage and that the issues should be listed but that the link to Alton Towers Resort should be supported. It was stated that there are similar issues in existence with re-opening the northern section but the support has been given to this in the masterplan. Issues of the multi-user path were raised. It was commented that the space allocations do work and that a canal comes with a towpath. There was a comment made that the same words could be used as have been used for the canal.

- It was commented that there could be explicit support for a footpath between Froghall and Oakamoor linking to a restored canal towpath.
- It was commented that there is potential for more than one location for the railway halt in Leek.
- It was suggested that the Moorlands Connect service could potentially be extended.
- It was commented that it would be helpful if the plans were more detailed – there was a view expressed that it needs to be more specific. For example for the opportunities the type of accommodation, number of units etc could be specified.
- Caution was expressed regarding the role of Consall Nature Park as a hub – need to consider the impact on the SSSI and also issues associated with access and parking were mentioned.
- Highway issues mentioned associated with Bolton Copperworks and Moneystone Quarry in particular.
- It was suggested that there should be caution regarding the amount of development in the Bolton Copperworks area – issues of density and scale
- Issue of viability and balance mentioned with regard to Moneystone Quarry.
- Questioned whether there is potential for a designated horse riding route at Oakamoor Picnic Site.

Heritage Meeting

- It was commented that at Consall Hall Gardens enabling development could not be heritage related.
- Lime kilns at Consall Forge were mentioned and it was stated that it would be good if the public could see into them.
- The current sense of discovery at Bolton Copperworks was mentioned. It was commented that how much/ what kind of development can the area take before it is destroyed.
- With regards to the hotel proposal at Bolton Copperworks it was commented that it depends on what type of hotel whether it would be suitable.
- Example of what can be achieved – mentioned Iron Bridge.
- Need to consider the Listed Building at Bolton Copperworks
- With regards to Cotton College it was suggested that a hotel may be a suitable use.
- It was commented that there needs to be a unified approach to interpretation.
- It was suggested that there could be guidance on landscape, farmsteads, dry stone walls etc and subsistence farming.
- Additional wording was suggested for the design section.
- Suggested there could be a developer contributions section.
- The Extensive Urban Survey work that is being completed by Staffordshire County Council was mentioned.

Peak District National Park Officer Meetings

- Peak District National Park officers mentioned the current DfT Cycling Bid opportunity and that it is creating a catalyst to think about improvements at Tittesworth and the Roaches with Severn Trent and Staffordshire Wildlife Trust and likewise with Staffordshire County Council and Stoke City Council on the Stockton Brook to Manifold link.
- Peak District National Park Authority officers expressed interest in exploring how we could co-ordinate any new signage, information and interpretation etc to encourage

dispersal of visitors between the two destinations, and ideally discourage more car journeys.

- Tittesworth should be a gateway
- The need for any scheme at Anzio Camp to pay close regard to the setting of the National Park in terms of design and landscaping was mentioned. It was commented that any scheme needs to be well conceived to complement the National Park setting and not place undue pressure on the area.
- The importance of landscape setting in the Roaches area was also mentioned and that the area has minimal parking facilities, so any opportunities to increase visitor numbers need to be aimed at sustainable transport access.
- Question whether the masterplan would generate / allocate funding for any public rights of way or other maintenance, improvements within the Peak District Fringe/ proposed gateways.
- Peak District National Authority officers state that Waterhouses has been included on their own suggested hubs and would welcome some joint thinking about the potential for the hub as the Churnet Valley Masterplan is implemented.
- Peak District National Park officer state that with regard to connectivity around the Churnet Valley, they would be interested to explore further the potential for cycling and public transport connectivity around the Churnet Valley and into and out of the National Park.

Alton Towers Resort Meeting and additional comments

- The need for flexibility in the Concept Plans was discussed.
- They provided detailed comments on the Concept Plan.

Bolton Copperworks Meeting and additional comments

- With regards to Bolton Copperworks, the agent for the site raised issues regarding the amount of residential development now being proposed and that this has been reduced from what is in the Taylor Young Final Masterplan. Issues raised regarding the need to cross subsidise other issues and whether it is achievable. Concerns were expressed regarding the amount of employment land being proposed and whether there is the market for this amount.
- They provided comments on the Concept Plan.

Moneystone Quarry Meeting and additional comments

- Laver Leisure discussed their latest plans and said there is demand for a conference facility and spa. The Transport Study that is to be undertaken was discussed. Laver Leisure asked if a hotel could also be considered within the Transport Study. Discussed AONB and the NPPF test demonstrating 'national interest'. Restoration was discussed. Issues of landscape and visual impact were discussed.
- They provided detailed comments on the Concept Plan.

Churnet Valley Conservation Society (CVCS) Meeting

- CVCS state that they have identified hubs but these may not necessarily be the same as SMDCs hubs.
- CVCS referred to the public consultation and that balanced development is more than they wanted. They commented that the public are not being listened to.

- CVCS consider that SMDC are going in the wrong direction and stated that 26% of people who commented at Options Stage did not want any of the options that were put forward.
- CVCS state that they agree with the principles of the Masterplan but not balanced development. Consider that the Masterplan does not meet the principles. Mentioned the impact on Weaver Hills and that it is far reaching into East Staffs. They consider that AONB should be driving the Masterplan. CVCS state that AONB should be a positive legacy of the CVLLP. AONB would have a management board.

Foxt Action Group Meeting

- Foxt Action Group regarding Bolton Copperworks stated that housing is not popular. Employment uses such as small starter units, technology and live/ work are supported – self sustaining uses. Issues raised
- Issue raised of when Transport Study is undertaken.
- Discussed highway concerns in the Froghall area
- Concern expressed regarding impact on the community of development – no. of people, cars and infrastructure. Factory hours and timing of visitors. Housing impact on the area in terms of peace and tranquillity.
- Foxt Action Group commented on the need to address contamination prior to development.
- Discussed AONB designation. Foxt Action Group stated that AONB designation is the solution to the problem, sets out a framework and controls are from Natural England. Commented that this would put SMDC in a position of strength. SMDC need to demonstrate their commitment to AONB by adopting the principles of AONB. They consider AONB would assist planning. Natural England will be on board to guide development – reassurance that things will be sympathetic and enabling people to be involved.
- It was suggested by Foxt Action Group that a planning event could take place around Froghall.
- Expressed concerns regarding the state of the Listed farm building on the site.
- Design at the Bolton Copperworks site is very important to Foxt Action Group. They feel it should be high quality – an exemplar of what can be done.

Natural England Meeting

- Discussed the Draft including the opportunities and the principles for the Masterplan.
- Natural England mentioned the Regional Landscape Character work they are doing and how the Masterplan work could inform this.
- Discussed AONB designation process - time scales and the issues over the definition of 'major development'.

Hubs and Gateways Meetings

- **Coombes Valley** - need to tell the wider story of the reserve and seasonal experiences. Discussed improved brown signs and on-site counters.
- **Rudyard** - its role as a hub is about modest amendments rather than fundamental change. The Railway consider themselves overlooked in the process. Rudyard Lake Steam Railway wish to improve facilities at the station both in terms of parking and toilets. There is no provision for coach parking. Both the Railway Company and Lake Trust expressed concern regarding the proposals to improve parking on the north of the lake and this would increase conflict between lake users and motorists. Suggested

a review of signage. The proposal to extend the railway to Leek was welcomed, and would also like the opportunity to extend the railway about a mile north along the lake to the former Cliff Park Halt. Both parties raised concerns about the growth of executive housing along the lakeside and if this continues it will have a detrimental impact on the lake and its setting.

- **Denstone Farm Shop** welcome the approach being taken, already had many people who ask to park a little longer at the premises to walk the greenway so agree there is potential.
- **Tittesworth Reservoir** discussed their future plans and having greater dispersal information for both the Churnet Valley and Peak District National Park
- **Railway** - to be arranged

SMDC Officer Meeting

- Officer meeting took place towards the end of the targeted consultation to discuss key issues raised, next steps and potential changes to the Draft Masterplan. This meeting involved officers working in conservation, planning policy, regeneration, development management, tourism, countryside and trees and woodland.

Publication of the Draft Churnet Valley Masterplan

3.6 Over 270 individual representations were received to the public consultation on the Draft Churnet Valley Masterplan. Appendix 27 summarises the responses received and officer response.

3.7 The main issues raised were:

- Concerns over the consultation process and why the 'balanced' approach **strategy** had been proposed when the minimal change option had received the most support.
- Concerns over the status of the **Masterplan**. This includes querying the relationship between the Core Strategy and the Masterplan, concerns that the Masterplan is being produced in advance of the Inspector's findings and adoption of the Core Strategy, and a lack of clarity as to the status the Masterplan will have. Concerns were also raised that it was considered that the Draft Masterplan does not reflect the main modifications to the Core Strategy.
- Of particular concern to a number of respondents is the impact of development on the local road network and potential for increased traffic. These are issues which are recognised and have been examined through a **Transport Study** which has informed the Draft Masterplan. There were a number of objections to the Transport Study undertaken by Atkins, in terms of how it was undertaken and its findings.
- Regarding **Alton Towers Resort** a number of issues were raised in relation to the Concept Plan zoning and Permitted Development Areas.
- Concerns over the identification of **Consall Nature Park** in the Draft Masterplan as a hub, with key issues of concern being limited parking, traffic impact on the surrounding area and ecological impact. Staffordshire County Council as owners of the nature park have objected to the identification of Consall Nature Park as a hub due to its sensitive location and limitations on parking and access which are detailed in Appendix 1, and request that the references to it being a hub are removed.
- Request from the RSPB who own and run **Coombes Valley Nature Reserve** that the site has potential to act as a hub with enhanced visitor facilities. The site is currently identified as a gateway and an opportunity site in the draft Masterplan.

- There were a number of objections to **Consall Hall Gardens** being identified as an opportunity site.
- There were a significant number of concerns raised in relation to the proposals in the Draft Masterplan for **Moneystone Quarry** and **Alton Towers Resort**.
- Another issue that was raised among representations was the need for a plan for **monitoring the performance** of the Masterplan.
- The **ecology of the valley** was also an important issue raised by respondents.
- Concern was raised with regards to the **inclusion of OS base maps** showing biodiversity sites within the Masterplan as the respondent consider these should be in the Site Allocations DPD as the Masterplan is not meant to be site specific and the boundaries of the sites are clearly identifiable.
- Natural England initially also raised concerns in relation to the soundness and legal compliance of the Masterplan and were of the view that not enough consideration had been given to Cannock Chase SAC in the **Habitat Regulations Assessment(HRA) Screening Report**.

How comments have influenced the Masterplan



4 How comments have influenced the Masterplan

4.1 The comments made at options stage and through the key issues meetings have been used to inform the Draft Churnet Valley Masterplan. The Churnet Valley Masterplan Summary of Main Issues from Options Consultation sets out the main issues raised to the options consultation and this has been used to inform the production of the Draft Masterplan. There were 226 respondents to the consultation and 3695 separate comments plus one representation received much later. The detailed comments made on each of the options and the preferences and alternative suggestions have been used to develop the Draft Masterplan approach of 'Balanced Development'. The majority of respondents supported Minimal Change followed by none of the options put forward. The reason why the 'Balanced Development' has been taken forward is the range of benefits it has including economic, it is not just about protecting the natural environment however this approach focuses development to key locations which can best accommodate change and allows only minimal change in other parts in order to protect sensitive areas. The balanced approach supports existing businesses. The detailed comments on each of the sections of the document including the sustainable tourism, masterplan principles, vision and, challenges and opportunities sections have been used to refine the relevant sections of the Draft Masterplan. The opportunities are identified in the Draft Masterplan rather than projects. There are a significant number of opportunities identified ranging from the very small to major schemes.

4.2 The key issues meetings raised a number of important issues which have been considered in the preparation of the Draft Masterplan. These include greater consideration of biodiversity and natural environment. The Draft Masterplan includes a development and management principle on the natural environment. The document highlights issues associated with re-opening the railway in terms of biodiversity issues and need to safeguard or re-provide route for horse-riding, cycling and walking. The scale of development at a number of sites is to be limited by the capacity of the landscape and biodiversity to take future development. Greater importance is placed on 'green' development. There was also the identification of a number of studies needed to be completed to inform the Draft Masterplan including an Economic Impact Assessment, Transport Study, Habitats Regulations Assessment and Sustainability Appraisal.

4.3 The targeted consultation meetings raised a number of issues relating to heritage, biodiversity and transport. These have been addressed where considered appropriate. The development and management principles have been expanded upon. The natural environment development and management principle now makes reference to the need for development where appropriate to create a net gain in biodiversity and encourage habitat connectivity to be informed by a natural landscape conservation strategy. Officers of the Council are working with the CVLLP to consider the best way to prepare this document. The principle on sustainable transport has been significantly reworded.

4.4 Regarding the Character Areas, further explanation of their purpose has been added. The Froghall Character Area has been extended to include the Froghall to Caldon plateways. The opportunities are now referred to as key and other opportunities. Maps are now included for each of the character areas identifying key actions. Concept Plans have been drafted through various discussions and have been incorporated into the document for each of the opportunities which have a Concept Statement.

4.5 The issue of AONB designation has been addressed through looking at the implications of designation and this information has been used to inform the Council.

4.6 A summary of the representations to the public consultation on the Draft Masterplan (including officer response) and a number of suggested modifications in response to the consultation on the Draft were considered by Service Delivery Overview and Scrutiny Panel on the 5th February 2014. At Cabinet on the 18th February 2014 the recommendations of Service Delivery Overview and Scrutiny Panel and an addendum to the list of suggested modifications were considered and approved. Appendix 26 details the modifications to the Draft Churnet Valley Masterplan. Appendix 27 contains the summary of representations to the consultation and officer response.

Appendix 1 - Key Stages in the Churnet Valley Masterplan Production Process



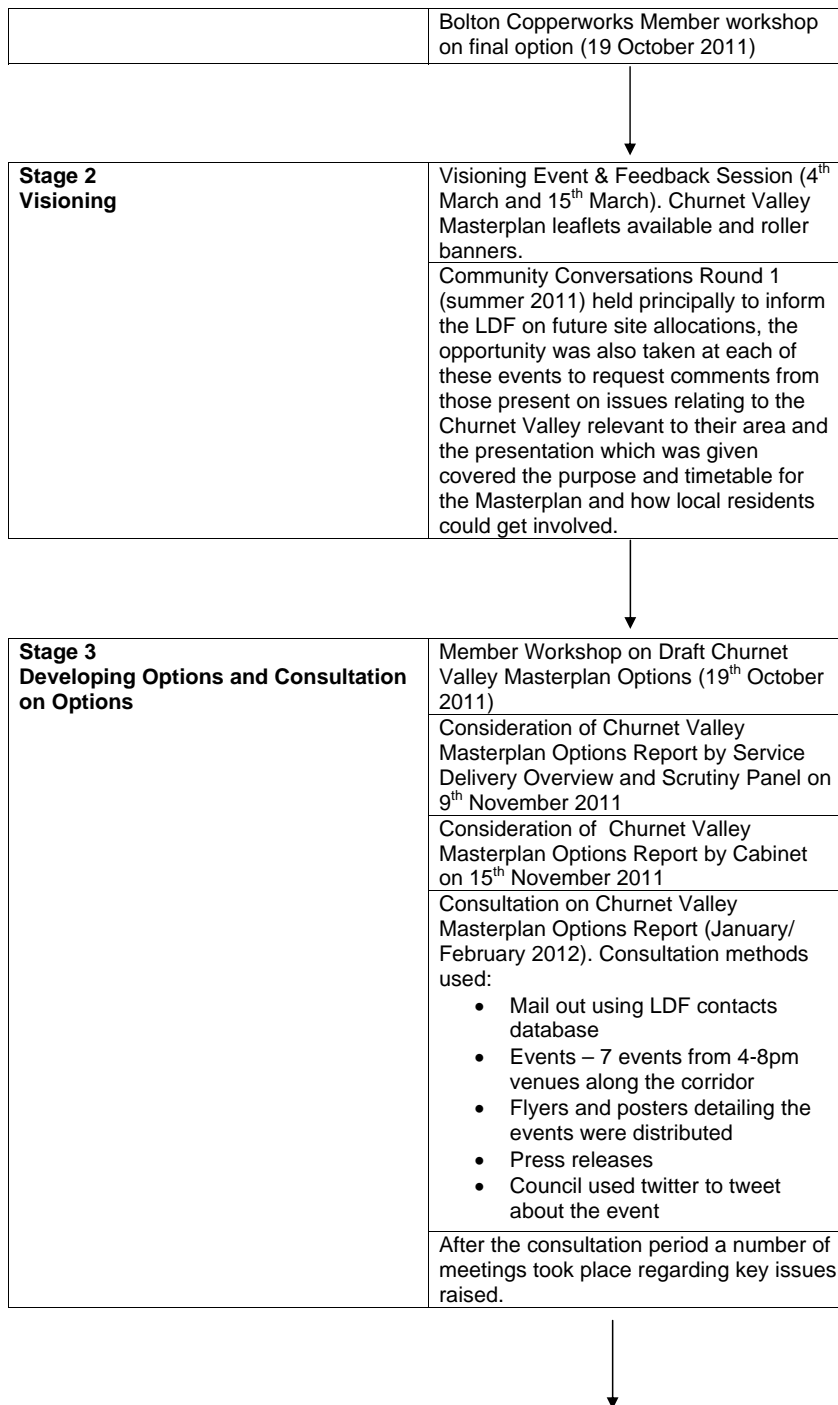
Appendix 1 - Key Stages in the Churnet Valley Masterplan Production Process

The table below outlines the key stages that have been undertaken in the production of the Churnet Valley Masterplan.

Key Stages in the Churnet Valley Masterplan Production Process

| | |
|--|---|
| Stage 1 Collecting baseline data and undertaking additional studies | Update on LDF presented to LDF Working Party 14 th April 2010. Report gave an indication of timescales involved in the production of the Masterplan. |
| | Officers attended regular Churnet Valley Living Landscape Partnership meetings providing regular updates on work to produce the masterplan. |
| | A leaflet was produced at this time, and distributed at the CVLLP events, to CVLLP board, to parish councils, Councils Connect Offices in Leek & Cheadle, Leek Tourist Information Centre. |
| | Dedicated Churnet Valley Masterplan webpage set up to provide latest information on the Masterplan with a friendly link which was detailed on the leaflet and posters. |
| | Officers also attended Churnet Valley Living Landscape Partnership Roadshow Events to raise awareness of the Masterplan work (October/ November 2010). Letters sent to Parish Councils with leaflets enclosed to raise awareness of the Churnet Valley Masterplan work, CVLLP roadshow events and dedicated webpage. |
| | Bolton Copperworks Officer workshop (3 November 2010). Churnet Valley Masterplan leaflets available and roller banners. |
| | 26 th January 2011 Report to Better Staffordshire Moorlands Overview and Scrutiny Panel on Churnet Valley Masterplan deferred to a future meeting of the Panel to give Members Opportunity to fully scrutinise. |
| Bolton Copperworks Masterplanning | Bolton Copperworks Member workshop (23 November 2010) (District and Parish Councils). Churnet Valley Masterplan leaflets available and roller banners. |
| | Bolton Copperworks Stakeholder workshop (23 November 2010). Churnet Valley Masterplan leaflets available and roller banners. |

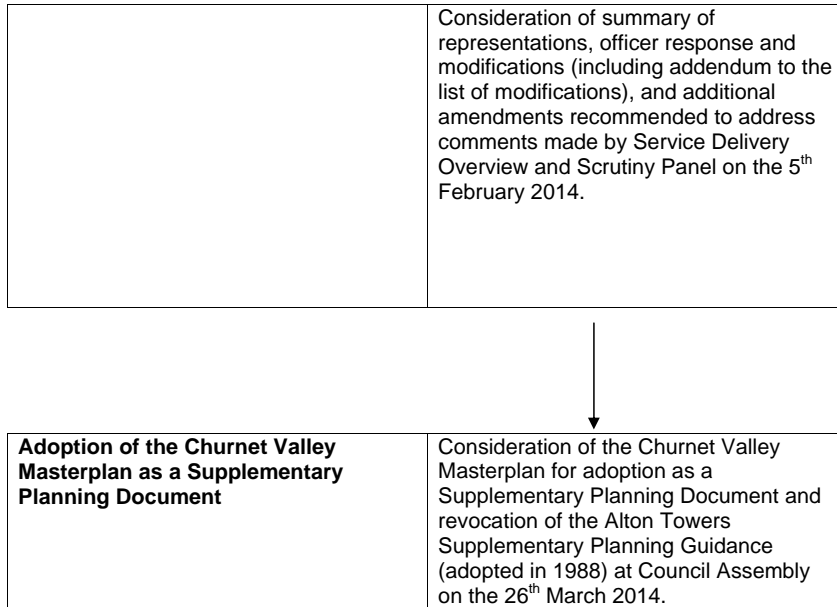
Churnet Valley Masterplan Consultation Statement



Churnet Valley Masterplan Consultation Statement

| | |
|--|--|
| Stage 4 Draft Churnet Valley Masterplan | Consideration of Draft Churnet Valley Masterplan for targeted consultation by Service Delivery Overview and Scrutiny Panel on 6 th February 2013 |
| | Consideration of Draft Churnet Valley Masterplan for targeted consultation by Cabinet on 19 th February 2013 |
| | Targeted consultation including meeting with the following: <ul style="list-style-type: none"> • Peak District National Park • Churnet Valley Conservation Society • Foxt Action Group • Natural England • Alton Towers Resort • Laver Leisure • Stirling Investments agent • Rudyard Lake Steam Railway • Rudyard Lake Trust • Churnet Valley Railway • RSPB – Coombes Valley • Foxlowe Arts Centre • Staffordshire County Council Meetings focused on particular issues: <ul style="list-style-type: none"> • Biodiversity • Transport • Heritage Officer attendance and update presentation on the Churnet Valley Masterplan at the Churnet Valley Partnership Board Meeting on the 20 th May 2013 and circulated officer draft prior to the meeting. Officer attendance and presentation at the Parish Assembly on the 27 th June 2013. |
| | Public consultation on the Draft Churnet Valley Masterplan took place from Monday 3 rd September to Monday 9 th December (time period extended from the original date and time of 5pm on Monday 11 th November 2013). |
| | Consideration of summary of representations, officer response and suggested modifications by Service Delivery Overview and Scrutiny Panel on the 5 th February 2014. |

Churnet Valley Masterplan Consultation Statement



Appendix 2 - Churnet Valley Masterplan Leaflet



Appendix 2 - Churnet Valley Masterplan Leaflet

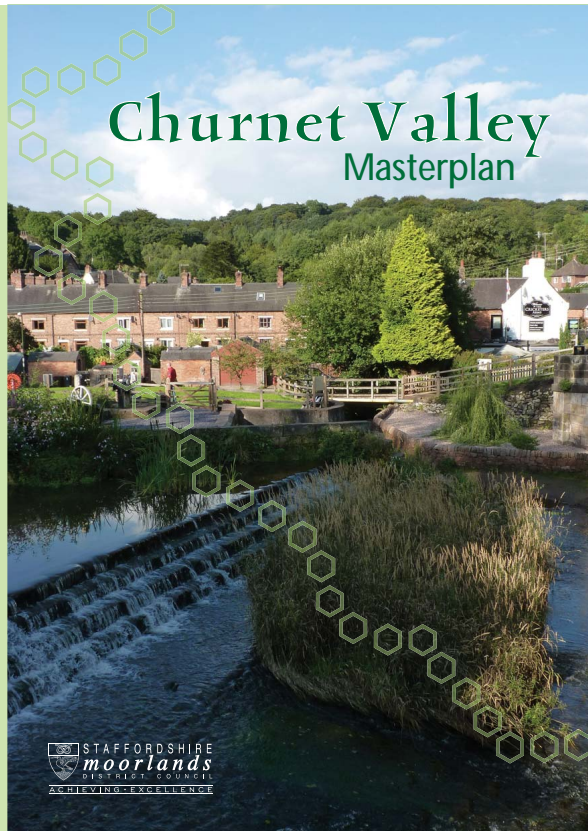
How to find out more

For further information on the Churnet Valley Masterplan you can:

- Visit the dedicated Churnet Valley Masterplan webpage on the Council's website at: www.staffs Moorlands.gov.uk/churnetvalleymasterplan
- Contact: Forward Plans Team, Regeneration Services, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek, ST13 6HQ.
Telephone: 01538 395570
Fax: 01538 395753
E-mail: forward.plans@staffs Moorlands.gov.uk

If you would like further information about walks, attractions and accommodation in the area you can visit the Tourist Information Centre at: 1 Market Place, Leek, ST13 5HH.
Telephone: 01538 483741
Fax: 01538 483743
E-mail: tourism.services@staffs Moorlands.gov.uk

If you would like further information on starting or developing a tourism related business in the Churnet Valley contact the Economic Development Team on 01538 395400 or email regeneration.services@staffs Moorlands.gov.uk

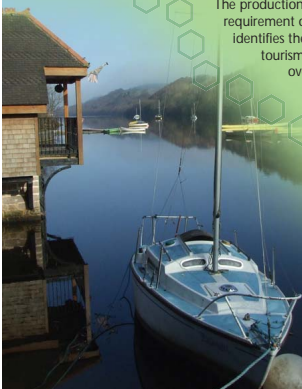


What is the Churnet Valley Masterplan?

The Churnet Valley is a treasured part of the Staffordshire Moorlands which is rich in history and natural beauty. It is also a living landscape which offers much for visitors and provides jobs, services and homes for local communities. This brings many pressures and demands on the area, as well as providing tremendous opportunities to enhance the overall contribution of the area.

To make sure we realise the potential of the Churnet Valley, whilst at the same time safeguarding what makes it special, the Council is leading the preparation of the Churnet Valley Masterplan. This will be a comprehensive plan for the area which will provide a framework for future development in the Churnet Valley. It will identify opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology.

The production of a Masterplan for this area is a requirement of the emerging Core Strategy which identifies the Churnet Valley as a major sustainable tourism corridor. The Masterplan will be an overarching Supplementary Planning Document which, once adopted, will have a major influence on future planning decisions affecting the area and on other initiatives and strategies.

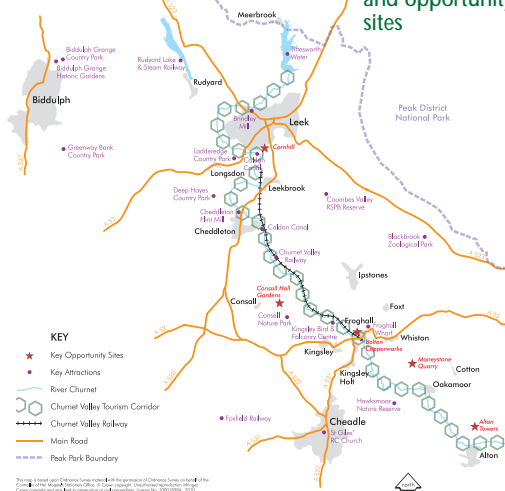


What area will it cover?

The Masterplan will cover the whole extent of the Churnet Valley Tourism Corridor which is identified in the submission Core Strategy as running from Tittesworth Reservoir and Ruydary Lake in the north west of the District, following the route of the River Churnet through Leek, Cheddleton and Froghall, to Alton in the south east of the District and linking to Cheadle.

The Churnet Valley Tourism Corridor has no precisely defined boundaries and it is expected that the Masterplan should define more precisely the extent of the area covered and its constituent parts.

Key attractions and opportunity sites





What will the Masterplan do?

There are a number of issues that the Masterplan will be expected to address, which can be grouped into 6 themes, each with a number of related questions:



Business and Investment

- What and where are the existing visitor attractions and leisure facilities and how do they support the area?
- What are the opportunities and capacity for further complementary growth of the visitor economy?
- What is the need for new employment development to be accommodated within the corridor?
- What type and scale of development is appropriate to the area and how can this be best accommodated?



Community

- How will growth of the visitor economy impact or benefit local communities?



Environmental Considerations

- What are the key environmental assets of the area and what measures are needed to protect, enhance and manage these?
- How can the environmental impact of development on these assets be mitigated?
- What economic opportunities are provided by environmental assets in the Churnet Valley?

Transport and Accessibility

- How is the area currently served by transport provision (foot, cycling, cars and public transport) locally and strategically and where are the constraints and problems?
- What measures are needed to improve connections and accessibility?
- What is the scope for promoting more sustainable means of transport?
- How can the proposals to extend the Churnet Valley Railway and the Uttoxeter Canal be accommodated?

Design and Sustainability

- How can development provide the highest level of design and sustainability and maximise opportunities for using alternative sources of energy?
- What forms of development will be the most sustainable?

Delivery

- What evidence is there that development will be viable and deliverable?
- What developer contributions will be collected and what will they be used for?

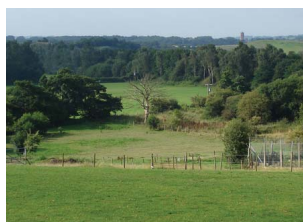
The Masterplan will also need to assess the scope for AONB designation of the Churnet Valley examining the advantages and disadvantages and the implications for key stakeholders.

Key Opportunity Sites

One of the key objectives of the Masterplan is to secure the complementary redevelopment of key opportunity sites, some of which may in themselves be subject to their own Masterplans. The key sites currently identified for further consideration are:

- Bolton Copperworks, Froghall
- Cornhill, Leek
- Alton Towers
- Consall Hall Gardens
- Moneystone Quarry

Additional opportunity sites may be identified during the course of preparing the Churnet Valley Masterplan.



How will it be prepared?

A small Steering Group has been established to provide direction to the project. A key role of the Steering Group will be to ensure that key stakeholders are involved in the project from an early stage and that their knowledge and expertise is sought to inform the preparation of the Masterplan.

Stakeholder involvement is crucial to the success of the Masterplan and in particular the implementation of the document. Workshops will be arranged for stakeholders at key stages in the preparation of the Masterplan and the outcomes of these events will help to shape the document.

There are strong links between this project and the Churnet Valley Living Landscape project which seeks to conserve, enhance and celebrate the area. It aims to improve land management, encourage better transport links and enable local people to learn new heritage skills in the Churnet Valley.

The Masterplan will be undertaken in 4 key stages over an 18 month period. A detailed timetable with key dates is published on the Churnet Valley Masterplan webpage.

| Stage 1 | Stage 2 | Stage 3 | Stage 4 | |
|---|--------------------|--|---------------------------------|------------------------|
| Collecting baseline data and undertaking additional studies | | | | Adoption of Masterplan |
| | Visioning Exercise | | | |
| | | Developing Options and Consultation on Options | | |
| | | | Publication of Draft Masterplan | |

Appendix 3 - CVLLP Roadshow Event Flyer



Appendix 3 - CVLLP Roadshow Event Flyer

CHURNET VALLEY LIVING LANDSCAPE PROJECT COMMUNITY ROADSHOW

Up to £2 million worth of Heritage Lottery funding has been earmarked for your area in 2012! Have your say on how it should be spent.



The Churnet Valley Living Landscape (CVLL) is a major project which aims to conserve, enhance and celebrate the special historic landscape that fringes the Peak District and runs through the Staffordshire Moorlands.

Come along to one of the roadshows below to find out more, and discuss how as an individual or a group you can get involved.

There will be presentations on proposed projects, and an opportunity to give views and suggestions on them. The roadshows will also give you a chance to discuss any new project ideas that link with the plans.

Roadshow dates - all 5pm - 7pm (presentation at 5pm but drop in anytime)

- Alton Village Hall, Alton - Monday 25th October 2010
- Church Room, St John the Baptist, Mayfield – Wednesday 27th October 2010
- Ipstones Village Hall, Ipstones – Tuesday 2nd November 2010
- Hotel Rudyard, Rudyard – Thursday 4th November 2010

There will also be info about Staffordshire Moorlands District Council's proposed planning framework for the area, called the Churnet Valley Master Plan.



For any further information contact Keith Tomkins, Project Development Officer. Email: k.tomkins@staffs-wildlife.org.uk or telephone 01782 502297.

Appendix 4 - CVLLP Press Coverage



Appendix 4 - CVLLP Press Coverage

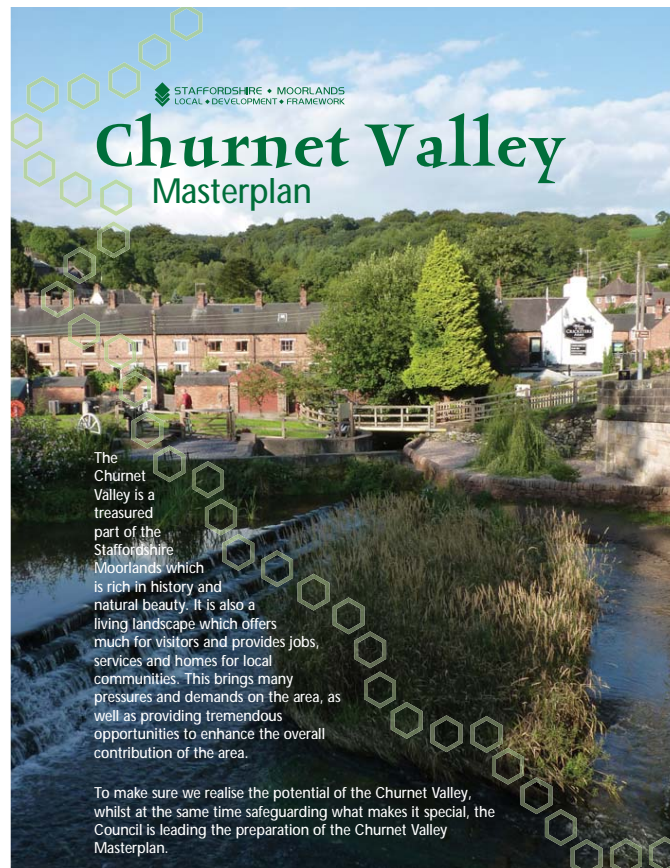
CVLLP Press Article October 2010

Appendix 5 - Roller banners



Appendix 5 - Roller banners

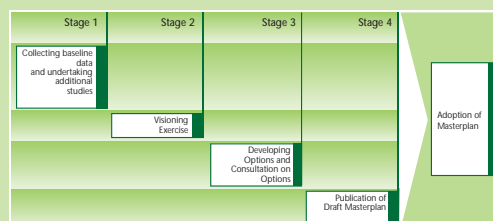
Roller Banners



What is the Churnet Valley Masterplan?

- It will be a comprehensive plan for the area which will provide a framework for future development in the Churnet Valley.
- It will identify opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology.
- The production of a Masterplan is a requirement of the emerging Core Strategy which identifies the Churnet Valley as a major sustainable tourism corridor.
- The Masterplan will be an overarching Supplementary Planning Document which, once adopted, will have a major influence on future planning decisions affecting the area and on other initiatives and strategies.
- One of the key objectives of the Masterplan is to secure the complementary redevelopment of key opportunity sites, some of which may in themselves be subject to their own Masterplans.

Key stages in the preparation of the Masterplan

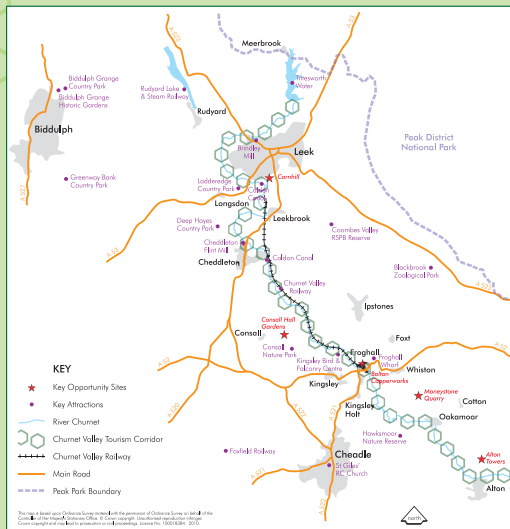


www.staffs Moorlands.gov.uk/churnetvalleymasterplan

STAFFORDSHIRE • MOORLANDS
LOCAL • DEVELOPMENT • FRAMEWORK

Churnet Valley Masterplan

What area will it cover?



Key Attractions and Key Opportunity Sites Diagram

- The Masterplan will cover the whole extent of the Churnet Valley Tourism Corridor which is identified in the submission Core Strategy as running from Tittesworth Reservoir and Rudyard Lake in the north west of the District, following the route of the River Churnet through Leek, Cheddleton and Froghall, to Alton in the south east of the District and linking to Cheadle.
- The Churnet Valley Tourism Corridor has no precisely defined boundaries and it is expected that the Masterplan should define more precisely the extent of the area covered and its constituent parts.
- It will encompass a large number of existing tourist, heritage and countryside attractions as well as a number of opportunity sites identified for further consideration.



STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING EXCELLENCE

www.staffs Moorlands.gov.uk/churnetvalleymasterplan

Appendix 6 Summary of comments at CVLLP Roadshow Events



Appendix 6 Summary of comments at CVLLP Roadshow Events

Summary of comments made to officers at the CVLLP Roadshow Events

Comments made to officers attending the Churnet Valley Living Landscape Roadshow Events regarding the Churnet Valley Masterplan

Issues raised over the railway/ canal

Concern about the loss of recreation opportunity if railway were to reopen

Two people keen to see the railway reopen but not the canal

Potential of reopening the canal - opportunities to create a path through the Churnet Valley - areas currently not accessible by foot

Concern about the state of the Consall Forge (the kilns and area used for parking) area and parking issues

Traffic and road issues associated with Alton Towers - Alton resident

Someone explained the work of the Beatrice charity and the way it provides an opportunity for disabled people to access the CV who wouldn't otherwise be able to.

Bolton Copperworks number of suggestions for the site including - Trentham Gardens & monkey world style development, gave example of what's been achieved at

Oakamoor - same could be done, issues of scale of residential development, issues of sustainability lack of services and facilities in area - school at Whiston has closed etc.

Issues of parking and accessibility around Consall area

Need to protect the area, concern over the impact of tourism

Kingsley Bird and Falconry concerned they've only just found out about the

Masterplan. Discussed issues they've had regarding marketing and brown signs

Opportunity to clean the river for recreational use - canoeing etc

Need for sustainable forms of transport

Asked if Froghall tunnel is listed

Discussed the chimney at Bolton Copperworks

Heritage needs to be fully recognised and appreciated - more interpretation boards, links throughout the Valley to heritage

Role of Ecton, Peak Park - industrial heritage

Events took place as follows:

- Alton Village Hall, Alton - Monday 25th October 2010
- Church Room, St John the Baptist, Mayfield – Wednesday 27th October 2010
- Ipstones Village Hall, Ipstones – Tuesday 2nd November 2010
- Hotel Rudyard, Rudyard – Thursday 4th November 2010
All 5pm – 7pm

Appendix 7 - List of those invited to the Churnet Valley Masterplan
Visioning Event



Appendix 7 - List of those invited to the Churnet Valley Masterplan Visioning Event

List of invitees to the Churnet Valley Masterplan Visioning Event

Parish Council Representatives

20 Parishes Alton
Biddulph
Bradnop
Cheadle
Checkley
Cheddleton
Consall
Cotton
Farley
Heaton
Horton
Ipstones
Kingsley
Leek
Leekfrith
Longsdon
Oakamoor
Rushton
Tittesworth
Waterhouses

Business

Alton Towers Resort Operations Limited
AMOS
Anzio Camp agent Stephen Miles
Beechen Hill
Biddulph Grange Gardens
Blackbrook Zoological Park
Brindley Mill Trust
Britannia Building Society
Brown End Farm Cycle Hire
Cheddleton Flint Mill
Choir Cottage
Colliers CRE
Consall Forge Pottery
Consall Hall Gardens agent Gez Willard
Daniel & Hulme/ Daniel & Sons
Foxfield Railway
Foxtwood Cottages (Froghall)
Huntley Quarry agent SLR Consulting Ltd
Kingsley Bird and Falconry Centre
Laver Leisure agent HOW Planning
Manifold Cycle Hire
Moorland and City Railway Ltd
North Staffordshire Railway
Party Houses
Peak Pursuits Ltd
Peakstone Rocks Brewery
Ramblers Retreat
Red Lion, Cheddleton
Rudyard Lake Steam Railway
Staffordshire On Foot
Stirling Investments LLP agent Signet Planning
The Threshing Barn

Tittesworth Water

Specific Organisations

Advantage West Midlands
British Waterways
Business Link Advisor (WM)
Caldon and Uttoxeter Canals Trust
Campaign to Protect Rural England
Chair of Friends of Consall
Chair of Staffordshire DMP, Staffordshire and Stoke LEP Member
Cheadle Business Group
Community Council of Staffordshire
East Staffordshire Borough Council
English Heritage
Environment Agency
Farm2Grow
Homes and Communities Agency
Inland Waterways Association
Leek and Moorlands Building Preservation Trust
Leek Chamber of Trade
Leek College
National Trust
Natural England
Operations Director, Peak District National Park
Peak District National Park
Ramblers Association
RSPB
Rudyard Lake Trust
Rural Transport Co-ordinator
SMCVS
Staffordshire County Council
Staffordshire Peak District Tourism Association
Staffordshire Rural Hub
Staffordshire Wildlife Trust
Visit Peak District
Woodland Trust

Appendix 8 - Visioning Event Programme



Appendix 8 - Visioning Event Programme

Churnet Valley Masterplan Visioning Event Programme

Friday 4th March 2011, 10.00 am to 3.15 pm, at Consall Hall Gardens

The objectives of the day are to:

- explore the character and identity of the Churnet Valley
- present the key findings of the Tourism Study, Landscape Character Assessment and Accessibility and Connectivity Study and implications for the Churnet Valley Masterplan
- to agree the principles of a vision for the Churnet Valley based on the concept of sustainable tourism
- explore the role of the key opportunities in the Churnet Valley

| | |
|----------|---|
| 9.30 am | Registration and coffee. Opportunity to network and look at display boards for the Churnet Valley Masterplan and key opportunity sites. |
| 10.00 am | Welcome, introduction and context of the day by Councillor Sybil Ralphs (Leader of the Council) and Councillor Andrew Hart (Portfolio Holder for Housing and Regeneration) |
| 10.15 am | Presentation of strategic urban design and place making principles; examples to include approaches to sustainable tourism at a sub-regional scale by Valerie Owen CABE Enabler |
| 10.45 am | Video interviews of people/ businesses working/ living in the Churnet Valley which explore their experience of place, experience of living/ working/ running a business in the Churnet Valley and what opportunities they think there are to increase the success/ attractiveness of the Churnet Valley |
| 11.05 am | Break for coffee |
| 11.15 am | Introduction to the morning workshop sessions by Valerie Owen |
| 11.20 am | Workshop exercises 1 and 2 exploring the character and identity of the Churnet Valley |
| 12.05 pm | Presentation by Graham Barrow from TEAM Tourism Consulting of the key findings of the Tourism Study and implications for the Churnet Valley Masterplan |
| 12.20 pm | Presentation by Nick Secker from AECOM of the key findings of the Accessibility and Connectivity Study and implications for the Churnet Valley Masterplan |
| 12.35 pm | Presentation by Barbara Juniper from Wardell Armstrong of the key findings of the Landscape Character Assessment and implications for the Churnet Valley Masterplan |
| 12.50 pm | Summing up of the morning and invitation to view the display boards for the key opportunity sites over lunch by Valerie Owen |
| 1.00 pm | Lunch and opportunity to look at information on the key opportunity sites |
| 1.45 pm | Introduction to the afternoon workshop sessions by Valerie Owen |
| 1.50 pm | Workshop exercise 3 to agree the principles of a vision for the Churnet Valley based on the concept of sustainable tourism |
| 2.30 pm | Workshop exercise 4 to explore the role of key opportunities in the Churnet Valley |
| 3.00 pm | Summing up of the day and explanation of the next steps including forthcoming feedback session by Valerie Owen |

Appendix 9 - Community Conversations Round 1 Flyer



Appendix 9 - Community Conversations Round 1 Flyer

STAFFORDSHIRE moorlands
DISTRICT COUNCIL
ACHIEVING EXCELLENCE

SMCVS

STAFFORDSHIRE ♦ MOORLANDS
LOCAL ♦ DEVELOPMENT ♦ FRAMEWORK

What's in store for your village?

The next 12 months are crucial in the future development of the towns and villages in Staffordshire Moorlands.

Appendix 10 - Community Conversations Round 1 Poster



Appendix 10 - Community Conversations Round 1 Poster

Community Conversations Round 1 Poster



The poster features a background image of a village street with a stone church tower. In the top left corner, there are two logos: the SMCVS logo (a stylized green figure holding a blue umbrella) and the Staffordshire Moorlands District Council logo (a shield with a bird and the text 'STAFFORDSHIRE moorlands DISTRICT COUNCIL ACHIEVING EXCELLENCE'). The main text 'What's in store for your village?' is written in large, white, bold letters across the center. Below this, a yellow text block reads: 'The next 12 months are crucial in the future development of the towns and villages in Staffordshire Moorlands.' In the bottom left, there is a small inset photo of a village street. To the right of this photo, the event details are listed in yellow text: 'Your village: Meerbrook, Blackshaw Moor & Bradnop', 'Date: Thursday 23 June • Starts 7pm, ends 9.15pm', and 'Venue: Meerbrook Village Hall, Meerbrook'. At the bottom, there is a white text block with contact information and a URL.

What's in store for your village?

The next 12 months are crucial in the future development of the towns and villages in Staffordshire Moorlands.

Your village
Meerbrook, Blackshaw Moor & Bradnop

Date
Thursday 23 June • Starts 7pm, ends 9.15pm

Venue
Meerbrook Village Hall, Meerbrook

We know that it's vital that you have your say on the future development of your village so please reserve a place at your village's event - contact Michelle Reynolds on 01538 381356 or michellereynolds@smcvs.co.uk.

STAFFORDSHIRE • MOORLANDS
LOCAL • DEVELOPMENT • FRAMEWORK

More information is available at www.staffsmoorlands.gov.uk/communityconversations.

Appendix 11 Press Releases for Community Conversations Round 1



Appendix 11 Press Releases for Community Conversations Round 1

- 'Residents turn out in force at meeting Community picks at plan for £50m leisure complex. The Sentinel Thursday 21 July 2011
- 'Protesters join talks on plan for land' Post and Times 20 July 2011
- 'Have your say about scheme' The Sentinel Saturday 16 July 2011
- Have your say on the future Leek and Cheadle Post and Times 13 July 2011
- 'Chance to air concerns over leisure plans' The Sentinel 28 June 2011
- Media release 'Planning Consultation Events Sold Out Extra session lined up to meet public demand' 14 July 2011
- 'Have your say on the region's future' Post and Times 22 June 2011
- 'Fears for character of area as talks continue over changes to the valley' Post and Times 22 June 2011
- 'Views sought over Staffordshire Moorlands area's future' Monday 20 June 2011

Appendix 12 - Attendees List Bolton Copperworks Workshops



Appendix 12 - Attendees List Bolton Copperworks Workshops

Attendance List Bolton Copperworks Workshops

Officer Workshop – 3rd November

Table 1

- Ruth Wooddisse Senior Planning Officer (Forward Plans), SMDC
- Rachael Simpkin Senior Planning Officer (DC), SMDC
- Ian Young Head of Housing Services, SMDC
- Perry Wardle Head of Regeneration, SMDC
- Will Spencer Transport Planning Officer, SCC
- Mark Vaughan Homes & Communities Agency
- Stephen Dean Principal Archaeologist, SCC
- Facilitator – Dinesh Maheshwari, Taylor Young

Table 2

- Gavin Clarke Planning Policy Manager, SMDC
- Andrea Bowers Destination Staffordshire, SCC
- Steve Massey Trees & Woodlands Officer, SMDC
- John Tildesley Environmental Health Manager, SMDC
- Daniel McCrory Pollution Officer, SMDC
- David Davies Planning Officer (Forward Plans), SMDC
- Facilitator – Simon Turner, Ekosgen

Table 3

- Michelle Wallace Regeneration Officer, SMDC
- Kathryn Poulter Planning Officer (Forward Plans), SMDC
- Chris Drage Conservation Manager, SMDC
- Sue Higton Engineering Officer, SMDC
- Steve Clarke Development Control Manager, SCC
- Arne Swithenbank Parks & Countryside Manager, SMDC
- Facilitator – Catherine Abbott, Taylor Young

Stakeholder Workshop – 23rd November

Table 1

- John Rider Caldon & Uttoxeter Canal Trust
- David Brain Thomas Bolton Ltd.
- Alison Smedley The Inland Waterways Association
- Rupert Smedley Caldon & Uttoxeter Canal Trust
- Tony Lovett SCC
- Alison Worrall Caldon & Uttoxeter Canal Trust
- Clive Worrall Caldon & Uttoxeter Canal Trust
- Sarah Greenwood Homes & Communities Agency
- Facilitator – Andrew Clarke, Taylor Young

Table 2

- Richard Sant North Staffordshire Railway Co.
- Chris Bailey British Waterways
- Wll Spencer SCC
- Steve Wood Inland Waterways Association
- Richard Higgs Leek College
- David Kemp Moorlands & City Railways Ltd
- Julie Arnold Caldon & Uttoxeter Canal Trust
- Gavin Clarke SMDC
- Facilitator – Simon Turner, Ekosgen

Table 3

- Chris Hemming British Waterways
- Deborah Patterson Autoline
- Alan Paterson Autoline
- Mike Beardmore Caldon & Uttoxeter Canal Trust
- Ivor Lucas Caldon & Uttoxeter Canal Trust
- Andrew Simmill Rayne Engineering
- John Irish Rayne Engineering
- Martin Evans Staffordshire Wildlife Trust
- Kathryn Poulter SMDC
- Facilitator – Paul Sheppard, Taylor Young

The following were also invited:

- Environment Agency
- Severn Trent

Councillor Workshop – 23rd November

Table 1

- Cllr Hilary Corby SMDC
- Cllr Margaret Lovatt SMDC
- Cllr Gill Heath SMDC/SCC
- Cllr Linda Malyon SMDC
- Cllr Sandy Richards Ipstones Parish Council
- Cllr Christine Taylor Ipstones Parish Council
- Patrick Stimpson Ipstones Parish Council
- Kathryn Poulter Officer, SMDC
- Facilitator – Andrew Clarke, Taylor Young

Table 2

- Cllr Gill Burton SMDC
- Cllr Norma Hawkins SMDC
- Cllr Andrew Hart SMDC
- Cllr Sheila Edwards SMDC
- Cllr Stephen Ellis SMDC

- Gavin Clarke Officer, SMDC
- Perry Wardle Officer, SMDC
- Facilitator – Simon Turner, Ekosgen

Abbreviations:

- SMDC – Staffordshire Moorlands District Council
- SCC - Staffordshire County Council

Appendix 13 - List of those consulted at Options Stage



Appendix 13 - List of those consulted at Options Stage

| | List of those consulted |
|--|---|
| Letters, summary booklet and questionnaires sent to the following: | ADAS Bosley Parish Council |
| | Britannia Building Society |
| | British Telecommunications Plc |
| | Cable and Wireless |
| | Congleton Town Council |
| | Croxden Parish Council |
| | Defence Estates |
| | Department For Culture, Media And Sport |
| Secretary Of State For Transport | Department for Transport |
| | Department For Work and Pensions |
| | Derbyshire County Council |
| | E-on/Central Networks |
| | Fulford Parish Council |
| | High Peak Borough Council |
| | JC Bamford Excavators Limited |
| | Kidsgrove Town Council |
| | Leigh Parish Council |
| | Mayfield Parish Council |
| | Milwich with Fradswell and Sandon and Burston Parish Councils |
| | Ministry Of Justice |
| | Newbold Astbury-cum-Moreton Parish Council |
| | Ode Rode Parish Council |

| | List of those consulted |
|--|---|
| | Office of Government Commerce |
| | Okeover Parish Meeting |
| | Onecote Parish Council |
| | Orange Personal Communications Services Limited |
| | Rail Property Limited |
| | Ramshorn Parish Meeting |
| | Severn Trent Water Limited |
| | Stanton Parish Council |
| | T Mobile UK |
| | The Home Office |
| | Virgin Media |
| | Vodafone Ltd |
| Mr M Cashman, MEP | West Midlands Labour European Office |
| | West Midlands Regional Health Authority |
| Mr M Natrass, MEP | West Midlands Regional Office |
| Mr Weston | Wincle Parish Council |
| Mrs Fielding | Wootton Parish Council |
| Mrs K Bradley, MP | |
| Ms N Sinclair MEP | |
| Mrs E Lynne, MEP | |
| | NHS Estates |
| | |
| Others receiving email with letter, summary booklet and questionnaire attached and automatic email through Objective (Staffordshire Moorlands District Council's portal) | |
| English Heritage | |

| | List of those consulted |
|--|--------------------------------|
| Staffordshire County Council | |
| Stafford Borough Council | |
| Peak District National Park Authority | |
| British Waterways | |
| National Trust | |
| British Waterways | |
| Highways Agency | |
| Natural England | |
| Stoke-on-Trent and Staffordshire LEP | |
| United Utilities PLC | |
| North Staffordshire Primary Care Trust | |
| Derbyshire Gypsy Liaison Group | |
| Network Rail, Town Planning Team LNVW | |
| Mobile Operators Association | |
| East Staffordshire Borough Council | |
| Hilderstone Parish Council | |
| Home Builders Federation | |
| West Midlands Leaders Board | |
| Environment Agency | |
| Cheshire East Council | |
| Sport England | |
| Renew North Staffordshire | |
| Stoke On Trent Primary Care Trust | |
| Cash, MP | |
| Staffordshire County Council | |
| Derbyshire Dales District Council | |
| Staffordshire County Council | |

| | List of those consulted |
|--|--------------------------------|
| Derbyshire Dales District Council | |
| Staffordshire County Council | |
| Denstone Parish Council | |
| The Coal Authority | |
| Campaign to Protect Rural England | |
| Homes and Communities Agency | |
| Harvest Housing | |
| City Of Stoke On Trent Council | |
| Staffordshire County Council | |
| EON Energy | |
| Alton Towers Resort | |
| Stirling Investments LLP | |
| Colliers International | |
| De-Ville | |
| Consall Hall Gardens | |
| Laver Leisure (Oakamoor) | |
| Smartwright Developments Limited | |
| National Grid | |
| JC Bramford Excavators Ltd | |
| West Midlands HARP Planning Consortium | |
| All Parish Councils in Staffordshire Moorlands including the Peak Park | |
| Letters sent to | |
| Daniel And Hulme | |
| Friends of Consall | |
| Red Lion | |
| Business Link West Midlands | |
| Leek and Moorlands Buildings Preservation Trust | |

| | List of those consulted |
|--|--------------------------------|
| The Forestry Commission | |
| Ramblers Association | |
| Rural Transport Co-ordinator | |
| Leek and District Civic Society | |
| Community Council Of Staffordshire | |
| British Horse Society | |
| Staffordshire Rural Hub | |
| Peak District National Park Authority | |
| Peak Pursuits | |
| Tittesworth Water | |
| Cheadle Historic Society | |
| Black Lion Public House | |
| And members of the public with no email address. All contacts on the database with email address were sent an email 9/1/2012. 163 contacts including those from the Community Conversations Round 1 and those who had expressed an interest in being informed of consultation on the Churnet Valley Masterplan. Email sent on 23/01/12 regarding additional event in Leek. | |

Appendix 14 - Press Coverage at Options Stage



Appendix 14 - Press Coverage at Options Stage

- Staffordshire Moorlands District Council Press Release 'Public to have say on options for Churnet Valley' Published Thursday 5th January 2012
- Staffordshire Moorlands District Council Press Release 'Clock ticks on Churnet Valley consultation' Published Tuesday 21st February 2012
- Post and Times 'Report outlines extensive plans to create jobs and promote tourism' Published 16th November 2011
- Leek Post and Times 'Vision of valley future unveiled' Published Wednesday 16th November 2011
- The Advertiser 'The shape of things to come for Churnet Valley' Published November 17th 2011
- The Sentinel 'Development at copperworks could include 100 houses and a hotel Homes plan sparks concern' Published Friday 11th November 2011
- The Sentinel 'Campaigners present alternative to council plans Future vision for 'beautiful valley' Published Monday 9th January 2012
- Post and Times 'Have your say on valley blueprints' Published 11th January 2012
- The Chronicle 'Up for discussion: Churnet Valley' Published 12th January 2012
- Leek Post and Times 'Bid to register valley as area of 'natural beauty' ' Published 25th January 2012
- Cheadle Post and Times 'Bid to register valley as area of 'natural beauty' Published 25th January 2012
- Post and Times 'March deadline to have your say on Churnet Valley' Published 8th February 2012
- Post and Times 'Contamination clear-up could cost more than £3m' Published 8th February 2012
- Leek and Cheadle Post and Times 'Copper works plans criticised due to traffic concerns' 8th February 2012
- Cheadle Post and Times 'Groups action on development' 'We want to know what is going on' Published 29th February 2012
- Leek Post and Times 'We want to know what is going on' Published 29th February 2012
- The Sentinel 'Villagers have launched a campaign to ban tourist traffic from narrow country roads.' Published 29th February 2012
- Leek Post and Times, Cheadle Post and Times ' Make valley official area of beauty' - plea' Published 14th March 2012
- The Sentinel 'New talks on valley scheme' Published Friday 23rd March 2012
- The Sentinel 'Help to protect valley's beauty' Published Wednesday 21st March 2012

Appendix 15 - Locations where posters and flyers were displayed



Appendix 15 - Locations where posters and flyers were displayed

List of locations where posters were displayed (and flyers distributed) for Churnet Valley Masterplan Options Consultation January 2012

| Settlement | Locations/comments |
|---------------|--|
| Alton | Alton Village Hall, Hurstons Lane (on lamppost on verge) |
| | Lamppost near telephone box at Dimble Lane/Lime Kiln Lane junction |
| | Lamppost outside Royal Oak pub Malthouse Road |
| | Lamppost near Londis, Knight Lane/Lime Kiln Lane |
| | On lamppost near White Hart pub, High Street |
| | On lamppost opposite 3 Town Head (War memorial) |
| Farley | Leaflets given to Londis and Post Office on High Street |
| | On lamppost next to letter box at Farley Lane/Longshaw Lane junction (near Alton Towers main entrance) |
| Oakamoor | On lamppost down Longshaw Lane at Trough Ivy House B+B |
| | Lamppost near Cricketers Arms pub (Star Bank/Carr Bank/Bridge) |
| | On noticeboard inside bus stop opposite Cricketers Arms |
| Cotton | On noticeboard on side of Village Hall, Carr Bank |
| | Inside bus stop on Beelow Lane (just south of junction with Ramshorn Road) |
| Whiston | On lamppost next to telephone box/letterbox, Cotton Lane (near Ye Olde Star Inn) |
| | On lamppost next to letterbox outside the new houses at Horseshoe House (just after bend in road after climbing Whiston Bank) |
| | On lamppost next to public bench which is opposite junction of A52 with Ross Road (near the churches) |
| | On lamppost on the verge with telephone box/noticeboard which is opposite Sneyd Arms (A52/Eaves Lane junction) |
| Froghall | On lamppost outside entrance to Village Hall, Eaves Lane. |
| | On lamppost at bus stop opposite junction of A52 with Froghall Road (ie Bolton's car park) |
| | On lamppost opposite Railway Inn, near letterbox and signs for railway |
| Kingsley | On tree on corner of turnoff for Froghall Wharf on the lane which goes to Foxt (next to public toilets and opposite public car park) |
| | On lamppost next to bus stop at junction of Holt Lane/A52 (opposite houses that were Plough Inn) |
| | Lamppost outside 30 High Street (just next Bulls Head pub) |
| | On High Street near Wesley House |
| Kingsley Holt | Leaflets given to Bulls Head pub |
| | On lamppost on verge at junction of Churnet Valley Road and Sidney Drive (near letterbox) |
| | On lamppost to the left of the telephone box in the parking area to the Methodist Church, Churnet Valley Road |
| | On lamppost outside Blacksmiths Arms (ie the bus stop), Churnet |

Churnet Valley Masterplan Consultation Statement

| | |
|--------------|--|
| | Valley Road |
| | Leaflets given to Blacksmiths Arms |
| Foxt | On lamppost outside Village Hall |
| Ipstones | On lamppost outside 53 Froghall Road/former Linden Tree pub car park |
| | On lamppost next to letterbox, on verge of junction of Brookfields Road/Froghall Road |
| | On lamppost outside 26 Brookfields Road (opposite Sealion Pub) |
| | On lamppost at parking area opposite 'Old School House', Brookfields Road. |
| | On lamppost at bus stop, outside butchers at Church Lane/Froghall Road junction |
| | On lamppost outside 3 Church Lane |
| | On lamppost outside Churchfield Court (Housing Association?), Church Lane (near St Leonard's Church) |
| | Leaflets given to Londis/Post Office |
| Consall | On lamppost just right of public bench/letterbox on the verge of the main junction in village. |
| Wetley Rocks | On lamppost outside the Powys Arms on main road (opposite petrol station) |
| | On lamppost outside the Village Hall, on Mill Lane |
| Cheddleton | On lamppost at bus stop at junction of Station Road with A520 |
| | On lamppost outside entrance to St Edward's CoE School, Hollow Lane |
| | On lamppost outside the Village Hall, Hollow Lane (opposite school) |
| | On lamppost outside "One Stop" store on A520 |
| | On lamppost outside chip shop/post office (bus stop) on A520 |
| | On lamppost outside Red Lion pub, A520 |
| | On lamppost outside 9 Basford Bridge Lane, next to letterbox, opposite cricket club. |
| | Fence to public footpath along canal, which begins in between 16-18 Cheddleton Park Avenue |
| | On lamppost near Bridge over Canal at Basford Bridge Lane, where towpath joins lane (opposite Boat Inn) |
| | On road sign opposite 'Cheddleton Station' building at railway crossing \ Station Road/Basford Bridge Lane junction. |
| | Leaflets given to: Post office near Red Lion pub; post office next to chippy; and to 'One Stop' store along A520. |
| Leekbrook | On lamppost outside 'Leekbrook News & Off Licence', on A520 |
| | On lamppost outside junction of Joshua Wardles estate (Wardle Gardens) with main Road |
| | Leaflets given to above store/off licence |
| Leek | On lamppost outside entrance of Birchall Playing Fields car park with main road (A520) |
| | On lamppost/bus stop outside Morrisons (inbetween Whitfield |

| | |
|----------------|--|
| | St/Selborne Road). |
| Leek | On lamppost close to All Saints Church of England First School |
| | Tourism Information Centre poster and flyers |
| Blackshaw Moor | On lamppost at junction of the road to Meerbrook with the A53 Buxton Road (at the water reservoir site, opposite the Three Horseshoes Inn/Hotel) |
| | Leaflets also given to Three Horseshoes Inn/Hotel |
| Meerbrook | On lamppost on grassed area (bench/telephone) at junction of main street with road to reservoir |
| Rudyard | On lamppost where 'The Drive' meets Camrose Hill |
| | On lamppost outside Rudyard Methodist Church |
| | On lamppost at entrance of 'Hotel Rudyard' on Lake Road. |

Appendix 16 - Details of attendee numbers at consultation events



Appendix 16 - Details of attendee numbers at consultation events

| Event | 4-5pm | 5-6pm | 6-7pm | 7-8pm | Total |
|-------------------------------------|-------|-------|-------|--------------|------------|
| Ipstones Tuesday 17 January 2012 | 45 | 17 | 30 | 20 | 112 |
| Cheddleton Thursday 19 January 2012 | 10 | 9 | 7 | 7 | 33 |
| Alton Friday 20 January 2012 | 35 | 13 | 1 | 2 | 51 |
| Oakamoor Wednesday 25 January 2012 | 19 | 13 | 20 | 14 | 66 |
| Whiston Thursday 2 February 2012 | 30 | 8 | 16 | 15 | 69 |
| Rudyard Thursday 9 February 2012 | 7 | 5 | 0 | 2 | 14 |
| Leek Wednesday 15 February 2012 | 2 | 7 | 2 | 0 | 11 |
| | | | | Total | 356 |

Appendix 17 Details of those consulted at publication stage



Appendix 17 Details of those consulted at publication stage

Statutory Consultees - Letter sent - see appendix 18

ADAS

Alstonefield Parish Council

Alton Towers Resort Operations Ltd

BIS West Midlands

Bosley Parish Council

Britannia Building Society

British Telecommunications Plc

British Waterways

British Waterways

Butterton Parish Council

Cable & Wireless

Campaign To Protect Rural England - Staffordshire Branch

Cheshire East Council

City Of Stoke On Trent Council

Coal Authority

Congleton Town Council

Crown Office Estate

Croxden Parish Council

Defence Estates

Denstone Parish Council

Department For Business, Innovation & Skills

Department For Culture, Media And Sport

Department for Transport

Department For Work & Pensions

Dept For Environment, Food & Rural Affairs

Derbyshire County Council

Derbyshire Dales District Council

Derbyshire Gypsy Liaison Group
East Staffordshire Borough Council
English Heritage
English Heritage
Environment Agency
EON Energy
E-on/Central Networks
Fawfieldhead Parish Council
Fulford Parish Council
Grindon Parish Council
H M Prison Service
Harvest Housing Group
Heathylee Parish Council
Highways Agency
Hilderstone Parish Council
Hollinsclough Parish Council
Home Builders Federation
Homes and Communities Agency
Ilam Parish Council
J C Bamford Excavators Ltd
JC Bamford Excavators Limited
Kidsgrove Town Council
Leigh Parish Council
Longnor Parish Council
Mayfield Parish Council
Milwich with Fradswell and Sandon and Burston Parish Councils
Mobile Operators Association
National Grid
National Trust

Natural England

Network Rail

Newbold Astbury-cum-Moreton Parish Council

Newcastle under Lyme Borough Council

NHS Estates

North Staffordshire Clinical Commissioning Group

O2

Odd Rode Parish Council

Office Of Government Commerce

Office of Rail Regulation

Okeover Parish Meeting

Onecote Parish Council

Orange Personal Communications Services Limited

Peak District National Park Authority

Quarnford Parish Council

Rail Property Limited

Ramshorn Parish Meeting

Renew North Staffordshire

Severn Trent Water Limited

Sheen Parish Council

Sport England

Stafford Borough Council

Staffordshire County Council

Staffordshire Police

Stanton Parish Council

Stoke on Trent Clinical Commissioning Group

Stoke-on-Trent & Staffordshire LEP

T Mobile UK Ltd

The Coal Authority

The Home Office

The Planning Inspectorate

United Utilities PLC

Urban Vision

Virgin Media

Vodafone Ltd

Warslow And Elkstones Parish Council

West Midlands HARP Planning Consortium

Cashman, MEP

Nattrass, MEP

Wetton Parish Council

Wincle Parish Council

Wootton Parish Council

Bradley, MP

Sinclair MEP

Cash, MP

Bennion MEP

Parish Councils - letter sent - see appendix 19

Alton Parish Council

Bagnall Parish Council

Biddulph Town Council

Blore With Swinscoe Parish Meeting

Bradnop Parish Council

Brown Edge Parish Council

Caverswall Parish Council

Cheadle Town Council

Checkley Parish Council

Cheddleton Parish Council

Consall Parish Council

Cotton Parish Council
Dilhorne Parish Council
Draycott Parish Council
Endon With Stanley Parish Council
Farley Parish Council
Forsbrook Parish Council
Heaton Parish Council
Horton Parish Council
Ipstones Parish Council
Kingsley Parish Council
Leek Town Council
Leekfrith Parish Council
Longsdon Parish Council
Oakamoor Parish Council
Rushton Parish Council
Tittesworth Parish Council
Waterhouses Parish Council
Werrington Parish Council

Additionally all those on the Council's LDF consultation database were either sent a postcard or email with the details of the consultation. The text used for the emails and postcards is detailed at appendix 20.

Appendix 18 Letter to statutory consultees



Appendix 18 Letter to statutory consultees

Our Reference:7522/6
Telephone: 01538 395570
Email: forward.plans@staffsmoorlands.gov.uk
User ID:
Date: 26th September 2013

Town and County Planning (Local Planning) (England) Regulations 2012 (Regulation 12)

Notice of consultation on the Draft Churnet Valley Masterplan Supplementary Planning Document (SPD) Dated September 2013

Dear Sir/ Madam

I am writing to inform you of important consultation which is to take place on the Draft Churnet Valley Masterplan and to invite your organisation to comment. Responses received will be considered by the Council before the Churnet Valley Masterplan is adopted.

The Churnet Valley Masterplan has been prepared as part of the Staffordshire Moorlands Local Development Framework (LDF), a collection of documents which will form part of the new development plan for the District. The Masterplan provides a comprehensive framework for future development in the Churnet Valley. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology. This SPD, once adopted, will also replace the 1988 Alton Towers Supplementary Planning Guidance (SPG).

Enclosed is a summary leaflet which explains more about the Draft Churnet Valley Masterplan. Representations may be made electronically or in writing and must be sent to Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek ST13 6HQ or e-mailed to forward.plans@staffsmoorlands.gov.uk to be received by 5.00pm on Monday 11th November 2013. Representations may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

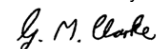
The full Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents are available for inspection throughout this period during normal opening hours (excluding public bank holidays) at the following District Council offices:

- Moorlands House, Stockwell Street, Leek, Staffordshire Moorlands, ST13 6HQ
- Cheadle One-Stop Shop, 15a/17 High Street, Cheadle, Staffordshire Moorlands, ST10 1AA

Paper copies of the representation form are also available from the venues listed above. Alternatively, the Draft Masterplan, representations form and supporting documents are also available on the District Council's website:
<http://www.staffsmoorlands.gov.uk/churnetvalleymasterplan>.

Further information can be obtained from the Planning Policy section by calling (01538) 395570 or emailing forward.plans@staffsmoorlands.gov.uk.

Yours faithfully



G M Clarke
Principal Regeneration Officer (Planning Policy)

Appendix 19 Letter to parish councils



Appendix 19 Letter to parish councils

Our Reference:7522/6
Telephone: 01538 395570
Email: forward.plans@staffsmoorlands.gov.uk
User ID:
Date: 26th September 2013

Town and County Planning (Local Planning) (England) Regulations 2012 (Regulation 12)

Notice of consultation on the Draft Churnet Valley Masterplan Supplementary Planning Document (SPD) Dated September 2013

Dear Parish Clerk

I am writing to inform you of important consultation which is to take place on the Draft Churnet Valley Masterplan and to invite the Parish Council to comment. Responses received will be considered by the Council before the Churnet Valley Masterplan is adopted.

The Churnet Valley Masterplan has been prepared as part of the Staffordshire Moorlands Local Development Framework (LDF), a collection of documents which will form part of the new development plan for the District. The Masterplan provides a comprehensive framework for future development in the Churnet Valley. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology. This SPD, once adopted, will also replace the 1988 Alton Towers Supplementary Planning Guidance (SPG).

Enclosed are several copies of a summary leaflet which explains more about the Draft Churnet Valley Masterplan. Representations may be made electronically or in writing and must be sent to Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek ST13 6HQ or e-mailed to forward.plans@staffsmoorlands.gov.uk to be received by 5.00pm on Monday 11th November 2013. Representations may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

The full Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents are available for inspection throughout this period during normal opening hours (excluding public bank holidays) at the following District Council offices:

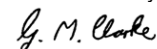
- Moorlands House, Stockwell Street, Leek, Staffordshire Moorlands, ST13 6HQ
- Cheadle One-Stop Shop, 15a/17 High Street, Cheadle, Staffordshire Moorlands, ST10 1AA

Paper copies of the representation form are also available from the venues listed above. Alternatively, the Draft Masterplan, representations form and supporting documents are also available on the District Council's website:

<http://www.staffsmoorlands.gov.uk/churnetvalleymasterplan>.

Further information can be obtained from the Planning Policy section by calling (01538) 395570 or emailing forward.plans@staffsmoorlands.gov.uk.

Yours sincerely



G M Clarke
Principal Regeneration Officer (Planning Policy)

Appendix 20 Email and postcard text



Appendix 20 Email and postcard text

Town and Country Planning (Local Planning) (England) Regulations 2012 (Regulation 12)

NOTICE OF CONSULTATION ON THE DRAFT CHURNET VALLEY MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT (SPD) DATED SEPTEMBER 2013

The six week period of consultation begins on Monday 30th September and will finish on Monday 11th November 2013

This postcard is intended to notify you of consultation on the Draft Churnet Valley Masterplan giving you the opportunity to comment if you wish to. Responses received will be considered by the Council before the Churnet Valley Masterplan is adopted. The Churnet Valley Masterplan has been prepared as part of the Staffordshire Moorlands Local Development Framework (LDF), a collection of documents which will form part of the new Development Plan for the District. The Masterplan provides a comprehensive framework for future development in the Churnet Valley. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology. This SPD, once adopted, will also replace the 1988 Alton Towers Supplementary Planning Guidance (SPG).

Representations may be made electronically or in writing and must be sent to Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek ST13 6HQ or e-mailed to forward.plans@staffsmoorlands.gov.uk to be received by 5.00pm on Monday 11th November 2013. Representations may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

The Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents are available for inspection throughout this period during normal opening hours (excluding public bank holidays) at the following District Council offices:

- Moorlands House, Stockwell Street, Leek, Staffordshire Moorlands, ST13 6HQ
- Cheadle One-Stop Shop, 15a/17 High Street, Cheadle, Staffordshire Moorlands, ST10 1AA

Paper copies of the representation form are also available from the venues listed above. Alternatively, the Draft Masterplan, representations form and supporting documents are also available on the District Council's website: <http://www.staffsmoorlands.gov.uk/churnetvalleymasterplan>. Further information can be obtained from the Planning Policy section by calling (01538) 395570.

Appendix 21 Statement of representations procedure & document availability



Appendix 21 Statement of representations procedure & document availability



STATEMENT OF REPRESENTATIONS PROCEDURE & DOCUMENT AVAILABILITY

Title:

Draft Churnet Valley Masterplan Supplementary Planning Document (SPD) Dated September 2013

Subject Matter and Area of Coverage:

Representations are invited on the Draft Churnet Valley Masterplan. Responses received will be considered by the Council before the Churnet Valley Masterplan is adopted.

The Churnet Valley Masterplan has been prepared as part of the Staffordshire Moorlands Local Development Framework (LDF), a collection of documents which will form part of the new Development Plan for the District. The Masterplan provides a comprehensive framework for future development in the Churnet Valley. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology.

This SPD, once adopted, will replace the 1988 Alton Towers Supplementary Planning Guidance (SPG).

Representations:

In accordance with Regulations 12-13 of the Town and Country Planning (Local Development) (England) Regulations 2012, this document is now subject to a six week period of consultation. The six week period begins on Monday 30th September and will finish on Monday 11th November 2013.

Representations should be made on the District Council's representation form and sent to:

Freeport RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek, ST13 6HQ (No stamp needed)

or by e-mail to: forward.plans@staffsmoorlands.gov.uk

to be received by 5.00pm on Monday 11th November 2013.

Representations may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

Document Availability:

The Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents are available for inspection throughout this period during normal opening hours (excluding public bank holidays) at the following District Council offices:

- Leek Councils' Connect, Moorlands House, Stockwell Street, Leek, Staffordshire Moorlands, ST13 6HQ.
- Cheadle Councils' Connect, 15a/17 High Street, Cheadle, Staffordshire Moorlands, ST10 1AA.

Paper copies of the representation form are also available from the venues listed above. Alternatively, the Draft Masterplan, representation form and supporting documents are also available on the District Council's website: www.staffsmoorlands.gov.uk/churnetvalleymasterplan. Further information can be obtained from the Planning Policy section by calling (01538) 395570.

Appendix 22 Extension of time postcard and email text



Appendix 22 Extension of time postcard and email text

Town and Country Planning (Local Planning) (England) Regulations 2012 (Regulation 12)
NOTICE OF CONSULTATION ON THE DRAFT CHURNET VALLEY MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT (SPD) DATED SEPTEMBER 2013
The period of consultation has been extended until Monday 9th December 2013

This postcard is intended to notify you that the consultation period for making comments on the Draft Churnet Valley Masterplan has been extended until 9th December. If you have already submitted comments these will be considered and there is no need to re-submit them unless you wish to make any additional comments. All comments received will be considered by the Council before the Churnet Valley Masterplan is adopted.

Comments (representations) may be made electronically or in writing and must be sent to Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek ST13 6HQ or e-mailed to forward_plans@staffsmoorlands.gov.uk to be received by 5.00pm on Monday 9th December 2013. They may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

The Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents are available for inspection throughout this period during normal opening hours (excluding public bank holidays) at the following District Council offices:

- Moorlands House, Stockwell Street, Leek, Staffordshire Moorlands, ST13 6HQ
- Cheadle One-Stop Shop, 15a/17 High Street, Cheadle, Staffordshire Moorlands, ST10 1AA

A representation form for making comments is also available from the venues listed above. Alternatively, the Draft Masterplan, representation form and supporting documents are also available on the District Council's website:

<http://www.staffsmoorlands.gov.uk/churnetvalleymasterplan>. Further information can be obtained from the Planning Policy section by calling (01538) 395570.

Appendix 23 Statement of representations procedure and document availability



Appendix 23 Statement of representations procedure and document availability



STATEMENT OF REPRESENTATIONS PROCEDURE & DOCUMENT AVAILABILITY

Title:

Draft Churnet Valley Masterplan Supplementary Planning Document (SPD) Dated September 2013

Subject Matter and Area of Coverage:

Representations are invited on the Draft Churnet Valley Masterplan. Responses received will be considered by the Council before the Churnet Valley Masterplan is adopted.

The Churnet Valley Masterplan has been prepared as part of the Staffordshire Moorlands Local Development Framework (LDF), a collection of documents which will form part of the new Development Plan for the District. The Masterplan provides a comprehensive framework for future development in the Churnet Valley. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology.

This SPD, once adopted, will replace the 1988 Alton Towers Supplementary Planning Guidance (SPG).

Representations:

In accordance with Regulations 12-13 of the Town and Country Planning (Local Development) (England) Regulations 2012, this document is now subject to a period of consultation. The period begins on Monday 30th September and will finish on Monday 9th December 2013.

Representations may be made on the District Council's representation form or in writing and sent to:

Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek, ST13 6HQ (No stamp needed)

or by e-mail to: forward.plans@staffsmoorlands.gov.uk

to be received by 5.00pm on Monday 9th December 2013.

Representations may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

Document Availability:

The Draft Churnet Valley Masterplan, Sustainability Appraisal and Consultation Statement, additional supporting evidence and supporting background documents are available for inspection throughout this period during normal opening hours (excluding public bank holidays) at the following District Council offices:

- Leek Councils' Connect, Moorlands House, Stockwell Street, Leek, Staffordshire Moorlands, ST13 6HQ.
- Cheadle Councils' Connect, 15a/17 High Street, Cheadle, Staffordshire Moorlands, ST10 1AA.

Paper copies of the representation form are also available from the venues listed above. Alternatively, the Draft Masterplan, representation form and supporting documents are also available on the District Council's website: www.staffsmoorlands.gov.uk/churnetvalleymasterplan. Further information can be obtained from the Planning Policy section by calling (01538) 395570.

Appendix 24 Advert and Press Coverage



Appendix 24 Advert and Press Coverage

STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
COURTIERING EXCELLENCE

STAFFORDSHIRE • MOORLANDS
LOCAL DEVELOPMENT FRAMEWORK

Churnet Valley

Have your say on an important document which will guide the future of the Churnet Valley

Final consultation on the draft Churnet Valley Masterplan is taking place from Monday 30 September to Monday 11 November.

The draft Masterplan sets out how this important rural area will be regenerated and managed taking full account of its heritage, landscape and ecology.

The Masterplan will inform planning decisions and provide guidance for a number of local character areas that reflect the distinctiveness of the Churnet Valley. It also proposes several key sites where development may be appropriate.

The draft Masterplan and supporting documents can be viewed at www.staffsmoorlands.gov.uk/churnetvalleymasterplan or by visiting the Leek or Cheadle One Stop Shops.

Comments can be made in writing to Freepost RRLJ-XCTC-JBZK, Regeneration Manager, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek, ST13 6HQ or emailing forward.plans@staffsmoorlands.gov.uk to be received by 5pm on Monday 11 November.

Advert

Press Coverage at Draft Masterplan Stage

- Staffordshire Moorlands District Council Press Release 'Final chance to have your say on Churnet Valley' (3 October 2013)
- Staffordshire Moorlands District Council Press Release 'Extension to Churnet Valley Masterplan Consultation' (18th November 2013)
- Advert 'Have your say on an important document which will guide the future of the Churnet Valley' appeared in the Leek and Cheadle Post and Times on 25 September 2013.

Appendix 25 Summary Leaflet



Churnet Valley Masterplan Consultation Statement

Appendix 25 Summary Leaflet

A number of studies have been undertaken to test the Draft Masterplan. These are as follows:

Sustainability Appraisal

A Sustainability Appraisal has been undertaken which predicts the likely significant effects of the Draft Churnet Valley Masterplan on social, environmental and economic factors.

The overall approach of 'Balanced Development' scores well in terms of supporting the heritage of the Churnet Valley, enhancing the landscape, providing local employment opportunities, regenerating brownfield sites and strengthening links between the rural areas and the towns.

Transport Study

The Transport Study, undertaken by Atkins, looks at the potential impact on the highway network of development at Cornhill, Bolton Copperworks, Moneystone Quarry, Alton Towers Resort, Leek and Chaele. The Transport Study also considers the potential role that hubs (existing centres of interest, visitor attractions), gateways and other travel modes may be able to play in the future, including railway and bus services.

Habitat Regulations Assessment (HRA)

The purpose of the HRA is to assess whether sections of the Draft Masterplan could have a likely significant effect on any European sites of nature conservation. The Screening Report, undertaken by Natural


Capital, considered that none of the development opportunities within the Churnet Valley Masterplan would be considered likely to generate impacts that would have a likely significant effect on sites.

Economic Assessment

This considers the economic impact of the Draft Masterplan.

Implementation and Delivery

In order to successfully apply the Masterplan there is a need for a coordinated implementation and delivery plan. The initial priorities are over a ten year timeframe and are detailed in the Masterplan.



Churnet Valley

STAFFORDSHIRE • MOORLANDS LOCAL • DEVELOPMENT • FRAMEWORK

Draft Churnet Valley Masterplan Summary

September 2013

How to make representations

Representations can be made on the District Council's representation form and sent to:


Freeport RRUJ-XCTC-JBZK,
Regeneration Manager,
Staffordshire Moorlands District Council,
Moorlands House,
Stodwell Street, Leek,
ST13 6HQ
(No stamp needed)

or by e-mail to: forward.plans@staffsmoorlands.gov.uk

to be received by 5.00pm on Monday 11th November 2013.

Representations may be accompanied by a request to be notified at a specific address of the adoption of the SPD.

Further information can be viewed at the Council One-stop Shops in Leek and Chaele or on the District Council's website: www.staffsmoorlands.gov.uk/churnetvalleymasterplan



Masterplan Principles

- 1 Ensure that communities are at the heart of the future Churnet Valley
- 2 Respect, enhance and protect the positive aspects of the Churnet Valley
- 3 Support local enterprise and create local employment opportunities
- 4 Improve accessibility and connectivity
- 5 Deliver quality and sustainable tourism

Aims of the Masterplan

The Churnet Valley is a treasured part of the Staffordshire Moorlands which is rich in history and natural beauty. It is also a living landscape which provides jobs, services and homes for local communities and offers much for visitors to enjoy. This brings many pressures and demands on the area, as well as providing tremendous opportunities to enhance the overall contribution which the area makes to the District and region.

To make sure we realise the potential of the Churnet Valley, whilst at the same time safeguarding what makes it special, the Council has led in the preparation of a Masterplan for the Churnet Valley which provides a comprehensive framework for future development in the area.

How have previous consultation responses shaped the Draft Masterplan?

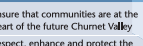
Visioning event – draft principles for the masterplan were developed with stakeholders and used to produce a vision. These principles were refined in light of the consultation on options.

Community Conversations – initial discussions with Churnet Valley communities about what is important to them in the Churnet Valley. Issues relating to traffic, Area of Outstanding Natural Beauty (AONB), and the environment were highlighted.

Options Consultation – this was a consultation open to the wider public on 5 options for the Masterplan with an opportunity to suggest an alternative option. This also included consultation on 9 projects in the area. From the consultation it became apparent that of the 226 respondents, most supported the minimal change option or none of the options considered. It was also clear that there was significant support for AONB designation and that conserving and enhancing the environment, heritage and landscape were high priorities and that it was felt that there could be more focus on these aspects. Concerns were expressed regarding traffic impact of future development. A number of key issues meetings were held to further explore how issues raised during the consultation could be addressed.

To find out more about the consultation undertaken and how it has informed the production of the Draft Masterplan see the Churnet Valley Masterplan Consultation Statement available at www.staffsmoorlands.gov.uk/churnetvalleymasterplan

The Draft Masterplan is a hybrid of those options previously put forward for consultation. The overall aim is to increase the economic contribution from sustainable tourism and regenerate key brownfield sites in the area in a manner which is sensitive to and enhances the heritage, landscape and ecology of the Churnet Valley. The approach is one of Balanced Development, focusing development in key locations with minimal change elsewhere. The strategy is based around a number of character areas, gateways, hubs and opportunity sites. In response to concerns about traffic impact, a Transport Study has been undertaken to test the likely impact of the Draft Masterplan. The Draft Masterplan has been refined in light of targeted consultation.



Churnet Valley

STAFFORDSHIRE • MOORLANDS LOCAL • DEVELOPMENT • FRAMEWORK

Draft Churnet Valley Masterplan Summary

September 2013

Masterplan Principles

The Masterplan principles are the foundation for the Masterplan and establish the 'rules' by which the Churnet Valley shall be managed.

The overarching principle is one of sustaining and enhancing the natural, built and historic environmental quality of the area, its settlements and its hinterland through managed change which provides for rural regeneration largely based on sustainable tourism.

- 1 Ensure that communities are at the heart of the future Churnet Valley
- 2 Respect, enhance and protect the positive aspects of the Churnet Valley
- 3 Support local enterprise and create local employment opportunities
- 4 Improve accessibility and connectivity
- 5 Deliver quality and sustainable tourism

Character Areas

Eight local character areas have been identified that reflect the distinctiveness of areas of the Churnet Valley and the role these individual character areas will play in achieving the vision for the Masterplan. These are shown on the map.

Gateways and Hubs

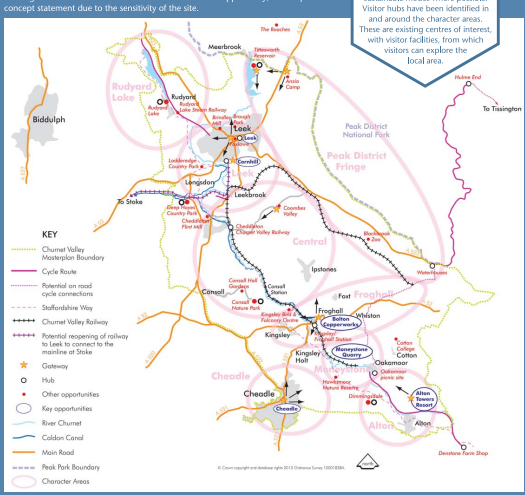
Gateways will be the main places of entry, from which to travel through the Churnet Valley by more sustainable modes where possible. Visitor hubs have been identified in and around the character areas. These are existing centres of interest, with visitor facilities, from which visitors can explore the local area.

Opportunity Sites

The key opportunity sites are attractions or sites which have or could play a key role in delivering the strategy. These are Cornhill, Froghall (Bolton Copperworks), Moneystone Quarry and Alton Towers Resort and each are subject to a detailed concept statement. The towns of Leek and Chaele are also key opportunities and have their own Masterplans. Other opportunities have been identified which are not subject to concept statements but are identified as having scope for change or acting as a focus for activities. Although Consall Hall Gardens is identified as an "other" opportunity, it is subject to a concept statement due to the sensitivity of the site.

Area of Outstanding Natural Beauty (AONB)

The Council is supporting a proposal to establish an AONB. The Council will work with Natural England and local partners to identify the most appropriate way forward to recognise the importance and value of the area at a national level.



Churnet Valley Masterplan Consultation Statement

Opportunity sites with concept plans

Cornhill
 Address new regeneration opportunity comprising of:
 • Employment facilities, light industrial
 • Leisure & recreational facilities
 • Residential

Artistic impression of Cornhill

Artistic impression of Monogstone Quarry

Bolton Copperworks
 Creation of a Retail Centre comprising of mixed use development:
 • Employment – craft, industrial, creative, digital, education, of existing premises, new
 • Emerging employment and high tech for the creative to attract investment
 • Provision of railway canal heritage centre and workshop
 • Provision of outdoor sports and leisure
 • Craft/hour-based retail units
 • Provision of outdoor activity centre
 • Increased parking to cater outdoor and retail use

Artistic impression of Bolton Copperworks Visitor Centre

Consall Hall Gardens
 Enabling development comprising of:
 • Localised developments of four impact residential blocks (maximum of 15) within the gardens

Artistic impression of Consall Hall Gardens

Alton Towers Resort
 Ready to be in the form of:
 • New leisure and entertainment facilities
 • Additional accommodation
 • New water based developments
 • Increased parking
 • New food and beverage outlets
 • Increased parking
 • Increased parking
 • Increased parking
 • Increased parking

Moneystone Quarry
 New Resort based around the quarry comprising of:
 • Employment facilities
 • Visitor recreation facilities including walking, cycling, horse riding and climbing
 • Leisure within Zone 1
 • Recreation lake to include non-motorized water based activities in Zone 3

Moneystone Quarry
 Quarry 1 (Zone 1)
 Quarry 2 (Zone 2)
 Quarry 3 (Zone 3)

Alton Towers Resort
 Zone 1
 Zone 2
 Zone 3
 Zone 4
 Zone 5
 Zone 6
 Zone 7
 Zone 8
 Zone 9
 Zone 10
 Zone 11

Summary Leaflet

Appendix 26 List of modifications



Appendix 26 List of modifications

Modifications to Draft Churnet Valley Masterplan

The modifications detailed below were approved at Cabinet on the 18th February 2014:

General

- Remove Consall Nature Park from being identified as a hub in the Masterplan. Specific changes to references in the text are detailed later in this report.
- Add after the second paragraph of 8.1 Natural Environment “With regard to areas under SSSI designation the landowners and planners have a legal duty to comply with a sites legal protection.”
- Enlarged Map 6.5 Recreation Routes in the Churnet Valley (South)

1. Introduction

No changes suggested by officers

2. The Churnet Valley

- Section 2.0.1 amend as follows ‘The corridor area is crossed by major roads including the A523
- Section 2.1. ‘Challenges and Opportunities’ – amend bullet point about Ladderedge Country Park in ‘Opportunities’ section to include following additional text - “Potential opportunity to make more of Coombes Valley RSPB Nature Reserve by enhancing the current visitor facilities
- Section 2.1. ‘Challenges and Opportunities’ – add in ‘Opportunities’ section additional bullet point making reference to interpretation of heritage assets which along with an understanding of the natural heritage could be used to promote walking routes.
- Section 2.1 ‘Challenges and Opportunities’ - add in ‘Threats’ section additional bullet point making reference to “Invasive Non-Native Species which are having a detrimental impact on the ecology and landscape character of the Churnet Valley.’
- Section 2.1 ‘Challenges and Opportunities – add in ‘Threats’ section additional bullet point that ‘Water supply and management will be a significant issue for the canal.’

3. Consultation

No changes to this section are suggested by officers.

4. A Vision for the Churnet Valley

No changes to the vision or the boundary in map 4.1 are suggested by officers.

5. Sustainable Tourism and the Masterplan Principles

No changes to this section suggested.

6. Draft Spatial Strategy

- Amend para. 6.8.3.1 to add ‘Coombes Valley RSPB Reserve’ as a hub and to remove ‘Consall Nature Park’ from the list of hubs.

- Amend para. 6.8.3.3 to read “All visitor hubs should ~~potentially~~ offer adequate parking, clear brown signage, facilitate walking, cycling, and where possible riding, to places of interest, attractions etc. They have a cluster of activity and businesses that can benefit.”
- Enlarge map 6.5 Recreation Routes in the Churnet Valley (South)

7. Character Areas

- Within the Glossary add explanation of the term ‘Character Area’ as it is used in the Masterplan and how it differs from the same terminology in the Churnet Valley Landscape Character Assessment.

7.1 Rudyard Lake Character Area

No changes to this section suggested.

7.2 Peak District Fringe Character Area

- Add following text to para. 7.2.1.1: ‘This distinctive limestone landscape includes several large quarries and highly significant species rich grassland SSSIs and SBIs. Quarrying is a major activity around Caldon Lowe.’
- Add following bullet point to para. 7.2.3 Key Actions:
 - work with County Council to implement a long term strategy for mitigation, conservation and enhancement of the grassland resource and for mitigation of landscape impacts of quarrying.

7.3 Leek Character Area

No changes suggested

7.3.5 Cornhill Opportunity Site

- Amend the 5th bullet point in the ‘Accessibility and Connectivity’ section to read: “Make provision for a railway station and canal basin and associated car parking and create physical links between these.”
- Add ‘Part in Flood Zone’ to list of constraints.
- Section 7.3.5 Cornhill Opportunity Site – add following bullet point to the ‘Sustainable Development’ section:
 - ‘Ensure development makes appropriate provision for the sustainable management and use of surface water.

7.4 Central Character Area

- Amend Map 7.5 Central Character Area to identify Coombes Valley as a hub and remove the identification of Consall Nature Park as a hub.
- Identify Coombes Valley RSPB Reserve as a hub. Amend Section 7.4.4 as follows:

“Coombes Valley RSPB Reserve Hub and Opportunity Site”

~~Coombes Valley is an RSPB woodland nature reserve with a number of paths running through the site. There is an information centre. There is an opportunity for it to act as a gateway to the Churnet Valley from the Peak Park.~~

Coombes Valley

~~is located a short distance from Bradnop. The site has a small information centre, toilets and picnic area. The information centre is staffed daily during the period April to September and is the starting point for a programme of events/ guided walks. There are short and long trails that explore the valley. The site has two Public Rights of Way which will be connected through the heart of the reserve in 2013. A number of view points give views across the valley to the Peak District. There is an opportunity to make more of the site as a visitor hub~~

and an opportunity for it to act as a gateway to the Churnet Valley from the Peak Park. The site is owned and managed by the RSPB.

- Limited brown signs from the A523 near the Apesford Lane turning
- Parking (charge for non RSPB members)
- Connections
- Very close to the A523 and approximately 10 minutes drive from Leek

Possible Improvements:

- Improved Brown Signage from Leek and Cheddleton.
- Improved visitor infrastructure
- Improved interpretation through the site
- Better promotion of existing SMDC walk route
- Amend Section 7.4.5 to read ‘Consall Nature Park ~~Hub and Opportunity Site~~. The site is located a short distance from Consall and provides a visitor centre, picnic area and public toilets. There are walks of varying lengths around the site. ~~There is an opportunity to make more of the site as a visitor hub.~~ The site is owned and managed by Staffordshire County Council.’ The rest of the text within this section is recommended for deletion.
- Section 7.4.8 ‘Consall Hall Gardens Opportunity site – add following bullet point to the ‘Sustainable Development’ section:
 - ‘Ensure development makes appropriate provision for the sustainable management and use of surface water.’
- Section 7.4.8 ‘Consall Hall Gardens Opportunity Site’ – add following bullet points to the ‘Landscape and Visual Impact’ section:
 - “Ensure that any future development proposals give consideration to visibility from the surrounding area, and the character of the park and any development will be required to be low key and should be of a nature, character and style that is sympathetic to the character of the area.
 - Development proposals to be subject to a Landscape and Visual Impact Assessment and potential impacts on landscape need to be mitigated through sensitive design and a landscape strategy.”

7.5 Froghall Character Area

No changes suggested.

7.5.5 Bolton Copperworks Opportunity Site

- Section 7.5.5 Bolton Copperworks Opportunity Site – add the following bullet point to the ‘Sustainable Development’ section:
 - ‘Ensure development makes appropriate provision for the sustainable management and use of surface water.’

Update the Churnet Valley Masterplan Consultation Statement (September 2013) to reflect those who were invited as well as those who attend events such as the Visioning Event and the Bolton Copperworks Workshops.

7.6 Moneystone Character Area

No changes suggested.

7.6.5 Moneystone Quarry Opportunity Site

- Section 7.6.5 add in the constraints, ‘Potential of issues of water resource availability.’
- Section 7.5.5 Bolton Copperworks Opportunity Site – add the following bullet point to the ‘Sustainable Development’ section:
 - ‘Ensure development makes appropriate provision for the sustainable management and use of surface water.’
- Amend text in the Draft Churnet Valley Masterplan 7.6.5 Moneystone Quarry Concept Statement Overview (page 98) to read:
 - “Condition 35 of the quarry permission (planning permission ref: SM.96/935) requires the restoration of the site within 2 years from the completion of working and for the management and aftercare of the restored site for a period of five years from the completion of its restoration. The new owners, Laver Leisure, submitted amendments to the approved Restoration Plan. Laver Leisure withdrew their submission in January 2014 and replaced it with a Revised Restoration Plan. A decision is expected to be made in March 2014. in November 2012 a decision is pending. Staffordshire County Council (Mineral Planning Authority) recognises that alternative uses could be put forward which could be more appropriate and environmentally acceptable and could maintain/ enhance the quality of the land and landscape. The Mineral Development Centre and the Clay Body Plant are specifically excluded from the restoration plan.
 - New owners, Laver Leisure, have put forward draft proposals for an ‘eco-resort’ with outdoor recreational activities and quality holiday accommodation. They have undertaken masterplanning work for the site. Staffordshire County Council have confirmed that any afteruse(s) at the former quarry are matters for Staffordshire Moorlands District Council to determine.
 - The site R represents an opportunity to create a high quality leisure venue to complement other recreational and leisure attractions and enhance the area but

needs to be of a scale which does not undermine the tranquillity and character of this sensitive part of the Churnet Valley and other businesses.

- Add in the constraints section the following text after the bullet point “Mineral consultation area between Oakamoor and Whiston:
 - Proposal 7 of the Minerals Local Plan which is a saved allocation identifies it as an area of search for the winning and working of silica sand for use as a raw material at Moneystone processing plant only. Consideration needs to be had for the impact of any proposal to remove the Moneystone processing plant on any opportunity to implement this allocation.
 - Saved policy 5 of the Minerals Local Plan is relevant in the consideration of any future proposal this states: development within the Minerals Consultation Areas should not sterilise or seriously hinder the extraction of mineral deposits of economic value which are capable of being worked. Where the proposed development falls within the Mineral Consultation Areas and may have a significant impact upon mineral resources then the responsibility rests with the prospective developer to prove that the existence or otherwise, quantity and quality of the mineral prior to the determination of the planning application. It should be noted that the mineral safeguarding policy and the remaining mapping will be subject to review as part of the preparation of a new Minerals Local Plan but until such time as a new plan is adopted the Saved Policies version remains the Development Plan.
 - The Minerals Local Plan (saved policies 2007) Proposal 7 (inset Map 20) is a potential constraint.
- Add the following to the Development Strategy section: “The Concept Plan identifies a number of Zones for potential development. These are indicative and are as follows:

7.7 Alton Character Area

- Delete reference in Map 7.8 to ‘Increase access to Alton Towers gardens (ticketing options)’
- Amend 1st bullet point of paragraph 7.7.3 as follows: “continued ~~moderate~~ sensitive expansion of Alton Towers Resort”

7.7.6 Alton Towers Resort Opportunity Site

- Amend 7.7.6 Alton Towers Resort Opportunity Site Concept Statement Constraints “Alton Towers and many structures associated with the estate are Listed Buildings. ~~House and gardens are listed.~~ The gardens are a Grade 1 Registered Historic Park and Garden.
- Section 7.7.6 Alton Towers Resort Opportunity Site – add the following bullet point to the ‘Sustainable Development’ section:
 - ‘Ensure development makes appropriate provision for the sustainable management and use of surface water.’
- Amend Zone 5 text “Removal of Spinball Whizzer from this area will be encouraged.
- Area for improved car parking –~~advanced structural car parking~~ and new planting.
- Amend text for Zone 9 – The Gardens as follows “Protection and enhancement of existing gardens. ~~Consideration should be given to separate access to the gardens or~~

~~ticketing options to allow for separate admissions.~~—When considering visitor circulation within this area consideration should be had for the impact on the historic gardens.

- Amend typographic error within Zone 2 text to “sensitive to ~~distant~~distance views”
- Delete the following ‘~~Details of the Legal Agreement are to be included in the Appendix once agreed.~~’
- Regarding the question relating to ‘Station Lodge’ (Section 7.7.6 page 111) this refers to the Pugin built gatehouse across the road from Alton Station. It is suggested that further clarification of this could be added.
- Add to 7.7.6 Heritage and Conservation ‘Ensure that no proposed development will impact directly upon any known archaeological assets. There is the potential for previously unrecorded archaeological remains and desk-based assessments may represent the first stage of archaeological evaluation and mitigation associated with a given development proposal.’
- Add to section 7.7.6 Zone 11 ‘Limited potential for development. Any potential future development must be sensitive to the historic parkland and biodiversity of the area including where necessary provision of off-site mitigation of the SBI as well as on site enhancement and management.’

7.8 Cheadle Character Area

No Changes Suggested

8 Development and Management Principles

- Add in Section 8.1 ‘Proposals and associated infrastructure measures should not be detrimental to the sensitive ecology and geology of the area.
- Add to section 8.1 ‘Where, appropriate development should create a net gain in biodiversity and encourage habitat connectivity informed by a natural landscape conservation strategy. This should be informed by the Staffordshire Moorlands Biodiversity Opportunity Map and Staffordshire Biodiversity Action Plan.’
- Add to section 8.1 ‘Where development is proposed within 8 metres of the top of bank of any main river Flood Defence Consent will be required from the Environment Agency’
- Add to section 8.1 Natural Environment at the end that ‘Development should seek to reduce flood risk and improve the water environment.’
- Add in Section 8.7 Design Principles a sentence is added to the end of the section stating ‘Opportunities should be sought to incorporate high quality locally distinctive design features and layouts that will reduce crime and the fear of crime.’
- Add to the beginning of 8.2 Heritage ‘The Churnet Valley has a rich and diverse history and its past management has, in part, resulted in the landscape we are familiar with today. Iron Age hillforts sit side by side with 18th century parkland and threaded throughout the valley is a rich archaeological heritage relating to medieval and later industrial development in its flint and colour mills, its canal and railway and its nineteenth century industrial developments much of which supplied the burgeoning ceramics industry in nearby Stoke-on-Trent. Beyond the valley slopes a rich agricultural landscape survives and its character speaks of a mixed pastoral and arable form of farming which may may go back a thousand years. Certainly there are many small farmsteads with 17th century and possibly earlier origins.’
- Amend Section 8.2 Heritage to ‘The area’s designated heritage assets (listed buildings, scheduled ancient monuments and conservation areas) and its non-designated heritage assets shall be protected and maintained in a state of good repair and ~~restored~~enhanced where possible.

- Amend 8.2 to ~~Any Development proposals shall not cause avoidable harm to any heritage assets and ...~~
- Add to 8.2 paragraph 2 '... any surviving heritage assets where possible. Where impacts of a heritage assets (designated or undesignated) are justified, an appropriate degree of evaluation and/ or mitigation will be agreed commensurate to the level of impact and the significance of heritage asset/s to be affected.'
- Add to 8.2 text is added as a separate paragraph after 'These measures will, in turn, encourage visitors to experience the cultural heritage of the area. Development should seek to conserve and enhance the historic landscape character of the Churnet Valley. Extensive Urban Surveys have been completed for Cheadle, Alton and Leek and include detailed characterisations of historic character through these urban centres and provide advice regarding development within these centres.'
- Add after the first sentence of 8.2 Heritage the following text, 'The Caldon Canal is a Conservation Area and this should be given appropriate consideration.'
- Add to 8.7 'Design Principles' after the bullet point on local distinctiveness and bullet point for 'Site constraints'.
- Add to 8.7 'Design Principles' 'Opportunities should be taken to enhance the Churnet Valley by the treatment or removal of features or buildings which detract from the high quality of the area. This could also include remediation of contaminated and/or potentially unstable land resulting from past mining activities within the area. Positive improvements will be supported.'

9. Implementation and Delivery

- Add after section 9 on Implementation and Delivery a section 10 Monitoring. There is currently no section 10 in the Masterplan.
- Provide the following details within section 10 Monitoring 'As a part of the Annual Monitoring Report (AMR) a narrative report on the Churnet Valley Masterplan will be included annually from when it is adopted which will include relevant statistics reported in the AMR.'
- Amend reference to Moorlands Link to 'The Staffordshire Moorlands link consists of 23km connection from Stoke-on-Trent to the Manifold Trail and the Roaches via a segregated cycle route between Stockton Brook and Cheddleton (utilising the Caldon Canal towpath) combined with an on-road route from Cheddleton to the Manifold Trail.'
- Amend typographic error in 9.0.6 to 'The types of enhancements and potential funding sources for the hubs are listed in Table 42
- Add to 9.0.1 a risk assessment and set of timescales for the key opportunities prior to adoption of the Masterplan.

12 Alton Towers Resort Appendix

- Amend Map 12.1 (attached to the Addendum Appendix 3 to Cabinet Report on 18th February 2014)
- Amend Alton Towers Resort Appendix 12.19 Permitted Development Areas as follows:
 - The Town and Country Planning (General Permitted Development) Order 1995 part 28 sets out the definition of permitted development. Part 28 makes it clear that, subject to certain restrictions for development to be permitted it must be carried out on land used as an amusement park and relate to:-

(a) the erection of booths or stalls or the installation of plant or machinery to be used for or in connection with the entertainment of the public within the amusement park; or

(b) the extension, alteration or replacement of any existing booths or stalls, plant or machinery so used.

"amusement park" means an enclosed area of open land which is principally used (other than by way of a temporary use) as a funfair or otherwise for the purposes of providing public entertainment by means of mechanical amusements and side-shows. Where part only of an enclosed area is commonly used as a funfair or for such public entertainment, only the part so used shall be regarded as an amusement park

"booths or stalls" includes buildings or structures similar to booths or stalls. The areas shown on Map 12.1 are considered to benefit from permitted development rights. The modified permitted development areas of 5 metres would need to be secured through a Legal Agreement.

13 Transport Strategy

- Add a reference to the end of 13 Transport Strategy that 'Developers will be expected to undertake appropriate Transport Assessment and Travel Planning in consultation with the highway authority as an integral part of any planning application.'
- Add to 13.2 'Alton Towers – various measures established through the Alton Towers Traffic Liaison Group. The Transport Study states that “no changes in trip rates has been assumed for Alton Towers Resort.”
- Amend titles for the tables in 13 Transport Strategy in order that they are placed at the top of each table rather than at the bottom.

Other Officer Suggested Changes

- Amend typographic error at 12.5 from East Staffordshire District Council to East Staffordshire Borough Council.

Additional amendments recommended to address comments made by Service Delivery Overview and Scrutiny Panel on the 5th February 2014:

- Strengthen the reference to improving access to the gardens in 7.7.6 Alton Towers Resort Opportunity Site Concept Statement Zone 9 - The Gardens by adding 'Encourage better use of the gardens by visitors.'
- 2nd paragraph of 4.1 Vision add ' The designation of the Churnet Valley as an AONB will be supported.'
- Para. 7.5.5 Bolton Copperworks Opportunity Site Concept Statement add reference to 'Retention of the public house for community use.' The reference to a hotel is indicative only and would require further consideration through the Site Allocations Development Plan Document or a planning application
- Para. 7.5.4 add 'Improving connectivity for walkers, cyclists, horse riders to wider network.'

Appendix 27 Summary of representations to the Draft Churnet Valley Masterplan and officer response including late representation



Appendix 27 Summary of representations to the Draft Churnet Valley Masterplan and officer response including late representation

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

Please note that the officer response is made for each section which addresses all of the general issues raised relating to that section. Due to the detailed nature of the representations received some issues overlap with other sections. The officer responses to some issues may therefore be found in other sections of the document to avoid repetition.

| Response No. | Name | Organisation | Summary of Representation | Officer Response |
|-------------------------|---|---|--|---|
| General Comments | | | | |
| 1 | Mr Malcolm Cunningham | Leek and District Fly Fishing Association | In all the information that seems to come out regarding the Churnet Valley we see little mention of the efforts that are made by Angling clubs who constantly work to protect the river and act as environmental watchdogs in addition to paying large amounts of money in rents to landlords. We would like to think that any further development will take into account the pressure this will have with regard to the ongoing well being of the River and its wildlife. | General comments The supportive and positive comments about the Masterplan content, made by various consultees including Natural England, Staffordshire County Council, Stoke-on-Trent & Staffordshire Local Enterprise Partnership, English Heritage, RSPB and Staffordshire Wildlife Trust are noted. It is considered that these reflect the positive work officers have undertaken with consultees in developing the Masterplan and which will be continued. |
| 2 | D. Russell | | SMDC have not given due consideration to the Churnet Valley important feature namely its landscape and the fact that it is rural and not urban. From the plans submitted consider that SMDC are more interested in pleasing outside developers than listening to communities and urbanising the countryside. Believe that the area should be granted AONB as its natural beauty is its biggest asset. Consider that none intrusive/ invasive sustainable projects should be the ones supported. Rather than unnecessary housing developments in areas which already have vacant properties and possess inadequate, unsuitable and hazardous road networks. | <u>Core Strategy and Masterplan Status and Role</u> In terms of the comments made regarding the Core Strategy, the Planning Inspector's Report has been received by the Council and this finds the Core Strategy policy SS7 to be sound with modifications. Officers consider that the Draft Masterplan is consistent with the Core Strategy, as modified, as it was prepared after the Inspector's Interim Conclusions and the subsequent modifications were published. |
| 3 | Peter Davenport Staffordshire County Council | Stoke-on-Trent & Staffordshire Local Enterprise Partnership | The Partnership is keen to see the progression of planning documents and encourages Local Planning Authorities to work with local businesses when formulating proposals. It is good to see an SPD that has taken economic opportunities into account. | |
| 7 | Mr T Hewitt | | You will hopefully be aware of the LEP Charter Mark which encourages LPA to develop plans and documents. The Churnet Valley south maps are too small (e.g. 6.3). 6.5 is not intended for the public to ascertain where they can walk – cannot find the Sabrina Way on it. | Masterplan is considered to be the correct term for this Supplementary Planning Document, as it is a comprehensive framework for the Churnet Valley but does not allocate sites for development and is therefore not a Site Allocations Development Plan Document or Area Action Plan. No changes are considered necessary, by officers, to the text regarding this matter as it is made clear within the introductory section of the Masterplan. |
| 16 | N J Moutt | | Please proceed with the development of the Churnet Valley ASAP and ignore the so called "Action Groups" that have sprung up to promote the selfish personal agendas of their leaders and do not represent the views of the majority of residents of the Churnet Valley. | |
| 107 | Lynn Cantlay | Consall Council Parish | Consall Parish Council and the vast majority of the residents of the parish are strongly opposed to the Draft Churnet Valley Masterplan Document (September 2013). | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|-------------------|------------------|--|--|
| | | | <p>We have held two public meetings in the Parish, one in February and one on 6th November, and on both occasions were well attended by members of the parish all of whom were unhappy with proposals for Consall Valley, Consall Hall Gardens and Consall Nature Park, not one person was in support of the Masterplan proposals. Consall is a beautiful place and will not be enhanced by any proposals within the Masterplan. SMDC's own rural policy states "no policy will be adopted if not to of benefit to local community" the Masterplan is basically ignoring this policy.</p> <p>With regards to sustainable transport they state that the roads in the Consall area do not lend themselves to safe walking, cycling or horseriding. With the narrow lane and the volume of traffic using them, often travelling a speed means they are not conducive with activities.</p> <p>Waste management – any increase in visitor numbers to the area with undoubtedly mean an increase in rubbish being left in the area. No mention in the Masterplan to combat this problem. Mention that fly tipping is a problem and that removal of general litter is not mentioned in the Masterplan. Comment that the area is only being kept tidy thanks to the goodwill of the Consall residents who constantly remove discarded rubbish from the roadside. Any increase in visitor traffic would only exacerbate this situation unless the matter was properly addressed in the Masterplan. Strongly object to the Masterplan as it stands with reference to Consall, Consall Hall Gardens and Consall Nature Park.</p> | <p>In section 1.0.5 it is stated that "The emerging Core Strategy, policy SS7, identifies the Churnet Valley as a sustainable tourism area. The Masterplan, once adopted as a Supplementary Planning Document (SPD), will have a major influence on future planning decisions and on other initiatives and strategies affecting the area. The Masterplan identifies key opportunities but it is the Site Allocations Development Plan Document (DPD) that will allocate land for development."</p> <p>The Draft Spatial Strategy which is set out in the Draft Masterplan of 'balanced development' has been tested through the Sustainability Appraisal and the Economic Impact Assessment, Transport Study and Habitat Regulations Assessment. This testing of the Draft Masterplan was undertaken in 2013.</p> <p>The Draft Masterplan seeks to balance the economic, social and environmental needs of the area in order to achieve sustainable development as required by the NPPF. See section 5.1 of the Draft Masterplan on Sustainable Tourism. Section 5.1.2 identifies that "The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination." Part of the aim of the Masterplan is that "Communities in the area will benefit from improved accessibility and enhancement of the natural environment as well as new employment opportunities." (Section 6.1 Aims of the Strategy).</p> <p>The way the Draft Masterplan is written is to a great extent governed by the regulations that it is required to meet and as the Masterplan will be used to inform future planning decisions it has to be written in a technical language.</p> <p>The implementation plan outlines the anticipated outcomes of the Masterplan.</p> <p>Any application for development in the Churnet</p> |
| 23 | Lilian Hodgkinson | | <p>Objects:</p> <ul style="list-style-type: none"> • Steep roads with dangerous bends inadequate for existing volumes of traffic; • Adequacy of physical infrastructure requires assessment; • Valley already thriving - very little unemployment compared with other parts of Staffordshire - too many people risks impacting upon the character of the area; • Object to loss of agricultural land - issue of food shortages, brown field sites could be used for limited development; • Too much emphasis on artificial entertainment which should be restrained, focus on natural pursuits; • Cotton College is an eyesore, over-development should be avoided, roads are dangerous; • Assessment of need for hotels is required to avoid a negative impact on existing local businesses; • Would like to see only small scale sympathetic development in the Churnet Valley. | |
| 170 | Pete Boland | English Heritage | <p>Support the thrust of this document that envisages a low key and sustainable approach to this sensitive historic landscape. In particular we endorse the overarching masterplan principle of 'sustaining and enhancing the natural, built and historic environment</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|------------------|-----------------|--|
| | | | <p>quality of the area'.</p> <p>Generally supportive of Leek and Cheadle in serving as the main gateways to the area. Given their established role as service centres this has inherent sustainability benefits together with the added opportunity for supporting their regeneration including the adaptive reuse of historic buildings.</p> <p>Masterplan seems to offer a way to capitalise on the area's special qualities whilst conserving the overall quality of the environment. The approach should enable well informed, targeted, high quality development in appropriate areas without the risk of the potentially harmful impact of dispersed development across the entire area.</p> <p>At Bolton Copperworks, Caldon Low and elsewhere in the Churnet Valley certain buildings and other assets are formally designated while many others are not. Non-designated heritage assets nevertheless make a vital contribution to the area's character, distinctiveness, significance and enjoyment and visitor experience. Would wish these assets to be fully taken into account. This could best be achieved through fully involving and supporting the historic environment officers at the County and District Council at all stages of the Masterplan's implementation.</p> <p>English Heritage has grant aided the County Council to commission further research on the area's historic plateways. Would like to see this work used. The plateways represent a remarkable landscape survival and are not as well recognised as they ought to be.</p> <p>Support. The Highways Agency welcomes the opportunity to comment on this document and would like to be kept informed of future opportunities to continue their involvement, particularly with respect to relevant transport strategy work.</p> <p>The latest draft is a great improvement on the original plan. I am concerned that major developments, if in the Masterplan, may be waived through the planning procedure when plans are submitted purely because they are on the plan.</p> <p>I personally favour the provision of factory space for medium sized manufacturing businesses, we cannot rely on low paid tourism businesses. More employment opportunities in the CV area are urgently needed.</p> <p>I object to any further expansion of the railways in the area. What they use at the moment is more than adequate. Under no circumstances should the railway be allowed to return to the trackbed between Oakamoor and Alton as it would ruin a tranquil walkway. Visitors and locals would strongly object to being herded</p> |
| 28 | Lisa Maric | Highways Agency | <p>Valley would be subject to normal planning procedure.</p> <p>The Site Allocations Development Plan Document (DPD) will identify development boundaries and infill boundaries for the towns and villages identified in the Core Strategy and will allocate sites for future development.</p> <p>The Churnet Valley is identified as a sub-regional asset for the Peak District National Park in the Core Strategy Development Plan Document. The Core Strategy has been produced in accordance with the regulatory requirements for producing a Local Plan document (Development Plan Document).</p> <p>A Masterplan is intended to have flexibility and unlike a Site Allocations DPD cannot allocate development therefore it would not be appropriate to be more detailed.</p> <p>The introduction sets out the role of the Masterplan and the planning policy context. The Sustainability Appraisal of the Draft Masterplan demonstrates how the Draft Masterplan performs with regard to the 17 sustainability appraisal objectives (social, economic and environmental objectives). The overall approach of 'Balanced Development' scores well in terms of supporting the heritage of the Churnet Valley, enhancing the landscape, providing local employment opportunities, regenerating brownfield sites and strengthening links between rural areas and the towns.</p> <p><u>Consultation</u> Regarding the comments in relation to the consultation on the Churnet Valley Masterplan, this report, and the Consultation Statement clearly outline the extensive consultation carried out on the Masterplan and that it goes far beyond that required in the regulations for a Supplementary Planning Document (SPD).</p> <p>With regard to the comment regarding accessing the information on the Council's website, there is a friendly link to the Churnet Valley webpage and</p> |
| 30 | Andrew Stevenson | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------------|-----------------|--|---|
| | | | <p>in to a narrow fenced off pathway to allow the train to chuff it's way to Alton. I also feel that there is no prospect of people leaving their cars at Stoke station and catching a train to Alton.</p> <p>As good as the plans are, it must proceed on the basis that anything suggested must be approved or otherwise via the normal planning procedure.</p> <p>More attention should be paid for the opportunity to build houses for local people to buy; as they are needed and the masterplan should not be tourists that benefit short term but local residents who want more affordable housing in rural areas.</p> <p>An opportunity for the public to attend the council offices to view the masterplan and leave comments would also have been beneficial.</p> <p>Audit of buildings that require planning permission should be taken. Boundaries around established business areas. Shooting of the wildlife should be stopped. Local people should be given priority for jobs. Need affordable houses for locals and a cap on holiday homes. Cyclists and walkers don't mix.</p> <p>General objections: 1) Who has determined that the valley needs additional tourism of the 'thrill seekers' variety? 2) Following consultation it was acknowledged that the minimum change option was preferred by a large number of respondents. This is not minimum change and is clearly deceiving the public. 3) What happens to the CVMP if the Core Strategy is not adopted? Are there contingency plans? 4) Do not agree that extensive consultation with the public has taken place. No discussion was allowed at the village conversations. 5) Difficult to access all documentation on the Council's website and excludes many who can't access the internet.</p> | <p>during the consultation period there was a link from the homepage to the Churnet Valley Masterplan page.</p> <p>There was an opportunity for the public to attend the Council Offices to view the Masterplan documents and the representations forms were available at both Leek and Cheadle One-Stop Shops. The documents were put deposit at the Council One Stop Shops in Leek and Cheadle and for the last week and a half there were display boards summarising the masterplan – using the information from the summary leaflet.</p> <p>Evidence Base It is noted that there was a delay in producing the Masterplan due to staffing issues in 2012 which lead to a delay in producing the Draft Masterplan and this issue was reported to Members in November 2012. Officers do not consider the evidence base to be out of date, and would highlight that in 2013 a number of studies were undertaken to test the Draft Masterplan including a Transport Study, Economic Impact Assessment, Sustainability Appraisal and Habitat Regulations Assessment. Sustainability Appraisal and other evidence base documents demonstrate that balanced development is appropriate for the area.</p> <p>With regard to comments on the impact of future tourism development on local businesses and it being commented that an assessment of need for hotels is required to avoid a negative impact on existing local businesses, the Staffordshire Moorlands Tourism Study (2011) identified that "At present there is likely to be modest growth potential from the District's current markets. They would be likely to support some further small scale developments – either accommodation (self catering, small serviced units, and possibly budget hotels) or attraction and activities linked developments." The Tourism Study (2011) also identifies a number of transformational projects "that provide the potential for a step-change in the tourism offer and they would be more catalytic and can transform the visitor economy of the area. These transformational projects could have a</p> |
| 32 | Ruth Binks | | | |
| 8 | Mr Malcolm Ward | | | |
| 35 | Mr David Fowler | | | |
| 60 | Mrs Betty Warrilow | | | <p>Object to the following: 1) Documents have been too lengthy and difficult to understand. 2) Public consultation meetings did not allow debate of the real issues and officers refused to answer questions. 3) The process has made a mockery of the democratic process. Officers have designed an exercise to produce the outcomes they want and have a disregard of the Localism Act. They appear to pay little regard to the instructions of Councillors who in turn represent the views and wishes of the electors whom they represent. 4) Where was the public consultation when it was decided that the Churnet Valley should be a sub-regional asset for the Peak District National Park? Natural England is satisfied with the content of the Churnet Valley Masterplan SPD itself. Natural England is satisfied that the Masterplan has considered the natural environment but a little disappointed that a number of suggested issues and comments</p> |
| 139 | | Natural England | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|-------------------|-------------------------------------|---|---|
| 136 | Mike Shurrner | RSPB | <p>within letter dated 2nd March 2012 has not been translated into the Masterplan. With that said, we are pleased that The Churnet Valley Masterplan SPD addresses the aims and vision that Staffordshire Moorlands District Council have set out to do.</p> <p>The RSPB views the Churnet Valley as an important area for biodiversity and for opportunities to connect people with nature. The area has been recognised as a priority for landscape scale nature conservation, due to the natural heritage and important sites present, and the opportunities to further enhance these for biodiversity. In the context, we welcome the Churnet Valley Masterplan and would support a vision to sustain the rich wildlife and heritage of the area.</p> <p>The RSPB Coombes and Churnet Valley Nature Reserves covers 170 hectares of mixed broadleaved woodland and grassland and are important sites for both upland and lowland woodland birds and other biodiversity. Both sites are designated as parts of larger Sites of Special Scientific Interest. They are also significant tourist attraction in the area with 7,500 -10,000 visitors per annum. We therefore feel that the RSPB has a key role to play in helping to deliver some of the aims and vision of the Masterplan.</p> <p>We are an active partner in the CVLLP, and operate a sustainable woodland management project through this partnership, working with land managers at a landscape scale to improve woodlands for biodiversity, and linking with other parts of the CVLLP programme to enable a co-ordinated approach to nature conservation here.</p> <p>Support. The overarching principle of sustaining and enhancing the natural, built and historic environmental quality of the area and the emphasis throughout the Masterplan on conserving the environment are welcomed as compliant with NPPF guidance on protection and enhancement of biodiversity and other natural and cultural assets.</p> <p>It is noted that the Masterplan has been extended eastwards to include the distinctive limestone landscape which includes several large quarries and a highly significant species rich grassland SSSIs and SBIs. However, no description of this distinctive and biodiverse Peak District fringe area appears in the draft Masterplan.</p> <p>Staffordshire County Council is working with Tarmac-Lafarge to prepare and implement a long term strategy for mitigation, conservation and enhancement of the grassland resource and for mitigation of landscape impacts of quarrying. Consideration could be given to reference to this area in some way and support of biodiversity and landscape conservation.</p> | <p>significant impact on the tourism economy of the District, either in terms of direct impact or in terms of catalysing wider development.”</p> <p>AONB The Council has agreed to support efforts to secure AONB status for the Churnet Valley where this will complement the overall aims of the Draft Masterplan.</p> <p>Concept Consultation on the concept of regeneration in this rural area based on sustainable tourism was identified in the Issues and Evidence Base Background Document for the Core Strategy and therefore has been consulted on throughout the production of the Core Strategy. The Draft Masterplan refers to a tourism area not a tourism corridor reflecting the Inspectors Interim Conclusions.</p> <p>Community The Draft Masterplan principles clearly outline the aims of the masterplan and recognise the importance of local community needs, the need to deliver economic benefits to the area and the need to protect and enhance the positive aspects of the Churnet Valley.</p> <p>The Masterplan seeks to support local communities with one of the principles being to ‘Ensure that communities are at the heart of the future Churnet Valley’ and another being to ‘Respect, enhance and protect the positive aspects of the Churnet Valley’</p> <p>One of the principles of the Draft Masterplan is to “Ensure that communities are at the heart of the future Churnet Valley”. Within this it states “by ensuring that future development brings benefits and a sustainable future for local communities through provision of employment, new or improved services and facilities improved accessibility and connectivity, and housing to meet local needs.” The Site Allocations DPD will allocate sites for future housing development.</p> |
| 119 | Mr James Chadwick | Staffordshire County Council | <p>Support. The overarching principle of sustaining and enhancing the natural, built and historic environmental quality of the area and the emphasis throughout the Masterplan on conserving the environment are welcomed as compliant with NPPF guidance on protection and enhancement of biodiversity and other natural and cultural assets.</p> <p>It is noted that the Masterplan has been extended eastwards to include the distinctive limestone landscape which includes several large quarries and a highly significant species rich grassland SSSIs and SBIs. However, no description of this distinctive and biodiverse Peak District fringe area appears in the draft Masterplan.</p> <p>Staffordshire County Council is working with Tarmac-Lafarge to prepare and implement a long term strategy for mitigation, conservation and enhancement of the grassland resource and for mitigation of landscape impacts of quarrying. Consideration could be given to reference to this area in some way and support of biodiversity and landscape conservation.</p> | <p>The Draft Masterplan principles clearly outline the aims of the masterplan and recognise the importance of local community needs, the need to deliver economic benefits to the area and the need to protect and enhance the positive aspects of the Churnet Valley.</p> <p>The Masterplan seeks to support local communities with one of the principles being to ‘Ensure that communities are at the heart of the future Churnet Valley’ and another being to ‘Respect, enhance and protect the positive aspects of the Churnet Valley’</p> <p>One of the principles of the Draft Masterplan is to “Ensure that communities are at the heart of the future Churnet Valley”. Within this it states “by ensuring that future development brings benefits and a sustainable future for local communities through provision of employment, new or improved services and facilities improved accessibility and connectivity, and housing to meet local needs.” The Site Allocations DPD will allocate sites for future housing development.</p> |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | <p>1) is mostly regarded as a corridor between a proposed site at Moneystone Quarry and Alton Towers. 2) The surrounding road infrastructure is inadequate, single track in places, steep and too much traffic. 3) Does not support development at Moneystone or expansion of</p> | <p>The Draft Masterplan principles clearly outline the aims of the masterplan and recognise the importance of local community needs, the need to deliver economic benefits to the area and the need to protect and enhance the positive aspects of the Churnet Valley.</p> <p>The Masterplan seeks to support local communities with one of the principles being to ‘Ensure that communities are at the heart of the future Churnet Valley’ and another being to ‘Respect, enhance and protect the positive aspects of the Churnet Valley’</p> <p>One of the principles of the Draft Masterplan is to “Ensure that communities are at the heart of the future Churnet Valley”. Within this it states “by ensuring that future development brings benefits and a sustainable future for local communities through provision of employment, new or improved services and facilities improved accessibility and connectivity, and housing to meet local needs.” The Site Allocations DPD will allocate sites for future housing development.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|-----|-----------------|--------------------|---|--|--|
| | | | accommodation at Alton Towers. 4) Extending the railway to Oakamoor could transport nature travellers who would support local cafes and pubs. | | Natural Environment In response to Staffordshire Wildlife Trusts comments that in areas that fall under SSSI designation the landowners and planners have a legal duty to comply with the sites' legal protection and that this should be supported by the Masterplan, it is suggested that an additional reference is added to the Natural Environment Development and Management Principles in relation to this point. |
| 47 | Mark Harrison | The Coal Authority | Parts of CV area contain coal resources that are at/close to surface – therefore legacy of coalmining, especially in southern half of CV. Records show in addition to shallow mineworkings, there are 600+ mine entries. These can pose risks to land stability and new development. Therefore coal authority objects to lack of reference to this locally distinctive issue in CVMP. Consider that the valley should not carry any additional road traffic but it could be opened to tourism using walking, cycling or the existing steam railway. | | It is considered that the comments on tree planting and tree removal should be considered through the production of the Natural Landscape Conservation Strategy. |
| 127 | Mr & Mrs Birch | | There is no Core Strategy in place so on what basis is the masterplan being proposed? How much of this is actually going to come to fruition? | | Reference is made in the Masterplan to the Water Framework Directive (WFD) and that every opportunity should be sought to improve the River corridor and work towards the Churnet achieving 'Good Ecological Status or Potential' by 2015 along the entire length. Under the WFD no deterioration in water quality is allowed. No changes are therefore suggested. |
| 114 | Samantha Strong | | The concept of balanced development has not been considered. Large companies will not bring in the right sort of money as they will be self contained and take money out of the area rather than support local shops, B & Bs, pubs and restaurants. You appear to have little or no idea of your aspirations for the area. Is there a model in Britain that you aspire the Churnet Valley to be like? If you seek to improve the roads and transport system you will only bring more pollution, rubbish and unappreciative people to the area who do not consider the beautiful and natural balance which currently exists. The money should be focussed on supporting local conservation groups so that they can continue to manage and preserve the countryside for future generations in a sustainable way. The flora and fauna is the main attraction of the area and should be preserved appropriately. | | Consideration is given to the impact of development on the landscape and recognition of the importance of decisions being informed by landscape impact assessments. It is considered that the safeguards on landscape, ecology and heritage will enhance and protect these elements. Attention is drawn to the Development and Management Principle on the Natural Environment which states, "The protection and enhancement of the natural beauty of the Churnet Valley is the overriding requirement for any development." |
| 39 | Andrew Leedham | | Appalled at contents of CVMP. Whole thrust is about providing Valley as playground for people from outside area, a money-making opportunity for a few large businesses, assets being taken out of area. Question the Council's responsibility to look after interests of communities who democratically elected it. From outset CVMP has missed point. Clearly not aimed at supporting CV local communities and rather than working with communities Council is imposing Plan on them. Rather than boosting local economy it is allowing large-scale interests to use community to maximise profits. We elect Council to represent our interests and protect us from exploitation and damage, not be responsible for forcing it on us. Urge you to look again at <i>your</i> Plan and consult with communities in plain accessible English to put together <i>our</i> Plan – that will do job it is supposed to do – protect and enhance assets that define character of CV. | | English Heritage's support and detailed comments are noted. The comments about fully involving and supporting the historic environment officers at the County and District Council at all stages of the Masterplan's implementation are also noted. There is a requirement contained in the Masterplan to produce a Natural Landscape Conservation Strategy. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|-----|----------------------|---------------------|----------|---|--|
| 22 | Harry Blood | | | Many delays have occurred by SMDC producing this MP. A lot of its evidence is out of date. | It is suggested that reference to coal resources is added in the development and management guidance principles under the Natural Environment. |
| 15 | David Slade | | | Residents enjoy beauty of Valley and the people who visit us. There are many feasible ways to improve the facilities to enable visitors to enjoy the natural beauty of the CV, without affecting the amenities of the people who live in the Valley – but not by increasing traffic to Alton Towers or pushing a new railway line. | <u>Other General Comments</u> Regarding the other general comments made which object to the Masterplan on the grounds of impact on roads, landscape, ecology, tranquility etc., it is considered by officers that the strategy set out in the Masterplan has been adequately tested through the Habitat Regulations Assessment, Economic Impact Assessment, Sustainability Appraisal and Transport Study to have sufficient understanding of the likely effects of implementing the strategy on these issues and that there are not considered to be any significant concerns identified that cannot be effectively mitigated for as detailed in the Transport Strategy and Sustainability Appraisal. |
| 155 | Mrs Chadwick | Ipstones Council | Parish | Consider the plans put forward are too big for the area (the whole of the Churnet Valley) and that it would be better tackled in smaller sized projects. Also consider that it is very important for the countryside around the Churnet Valley to be protected. | |
| 99 | S.L. Steele | | | These massive expansion plans for the south of the valley go completely against the previously expressed desires of the local population and the recommendations of the Planning Inspectorate. They pander to big corporation money at the expense of local business. Consider that the proposals are vandalism. | |
| 130 | Kate Dewey | Staffordshire Trust | Wildlife | Welcome the inclusion of reference to the importance of maintaining and possibly enhancing the biodiversity of the Churnet Valley. It is good to see a document that includes so much about the importance of wildlife and the projects that are underway in the area. However we must point out, that in areas that fall under SSSI designation the landowners and planners have a legal duty to comply with the sites' legal protection; this should be supported by the Masterplan. | The support and request from the Highways Authority to be kept informed is noted. |
| 43 | Mr Jonathan Shephard | | | Very disappointed that the proposals in the Draft Masterplan contradict the majority of responses to the original options. Majority of respondents hoped for a development approach that favoured Churnet Valley residents' quality of life and encouraged the use of the countryside by walkers, cyclists, horse riders over that of the large existing and proposed entertainment businesses. Appear to have decided the outcome before the public consultation. The phrase 'balanced approach' is meaningless and was not included as an option in the original consultation. It has been decided to go for maximum development smoke screened with meaningless suggestions for improvements for the countryside visitors. Consider that proposals in Draft Masterplan (specifically around Alton) are a big mistake that will erode the tranquility and character of this beautiful valley. | Comment on the railway are noted but no amendment is suggested as the Core Strategy policy T2 on Other Sustainable Transport measures states, "Continue to safeguard all existing disused railway lines within the District and support the reuse of these for public or commercial/ tourism use. To this end the Council will refuse any development which impede or truncate these routes. However proposals for recreational routes, cycleways, bridleways etc will generally be acceptable." |
| | | | | Failed to adequately consult people. No advertising or information anywhere in Alton. Failure to adequately consult residents of the affected areas means that you have not 'ensured that communities are at the heart of the Churnet Valley'. Without input from local residents you will not have a full understanding of the dynamics within these communities. Public consultation should have been a priority. | Comment noted and map 6.5 Recreation Routes in the Churnet Valley (South) to be enlarged. |
| | | | | The concept of multi-user paths is nationally | Regarding the comments on restricting visitor numbers, it is not considered practicable or appropriate to restrict the number of visitors to the Churnet Valley. The studies that have been undertaken to test the Draft Masterplan do not suggest that there are likely to be any particular issues in relation to visitor numbers. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------------------------------------|---|----------------------|--|---|
| 89 | John Somers | Gladman Developments | <p>Proposals focus mainly on big business and other than a few footpath improvements SMDC does not intend to do anything to improve the quality of life for local residents or to protect the valley. Would like to see masterplan amended to attract the countryside visitor and not the thrill seekers.</p> <p>If the Council are minded to continue progressing this document raise the following issues:</p> <p>1) Unclear if the modifications made to Policy SS7 will be accepted by the Inspector's report and Policy SD1 (main mods version) is still out of date (with NPPF) as it encourages the reuse of previously developed land. Seems premature to adopt a Masterplan which may already be out of date as it is not in conformity with the policies it is meant to be based on. Suggests that the document is put on hold. Not doing so pre-empt the result of the Core Strategy and undermines raises questions regarding the consultation on this document.</p> <p>2) Is Masterplan the correct term? Gives an example definition from a Scottish Planning Advisory note. The document appears to be a hybrid of a Masterplan, AAP, Site Specifics DPD and SPD with no clear direction to what the document is or what it should be used for. It appears to be more of a tourism and regeneration promotional document and recommend changing the terminology and text throughout to make clear what the document is for and what the role of the Site Allocations DPD is to avoid confusion. Is the document applicable to just tourism related and regeneration based development? Will the document be used to give the Churnet Valley area higher status for all types of development such as housing i.e. similar to a Statutory AONB designation? Consider that the document is a quasi-AONB designation but without the statutory designation. The Council's own AONB assessment paper states that designation is 'not supported by landscape assessment based evidence'.</p> <p>3) Concerned about the use of OS based maps as the document is not meant to be site specific e.g. location of biodiversity sites. Core Strategy states that these will be identified in the Site Allocations DPD. Also concerned about whether these sites are up to date?</p> <p>The lower, southern Churnet Valley is noted as being sensitive and vulnerable with the need for small scale development (Core Strategy and Masterplan) yet 3 out of 4 of the major developments which make up the core of the plan are in this southern part of the valley.</p> | <p>promoted. Staffordshire County Council in their response did not raise an issue with the reference in the Masterplan to the ambition to upgrade the Staffordshire Way to a multi-user path.</p> <p>The Masterplan identifies a number of threats to the area including the issue of lack of maintenance of the area's heritage assets and the threat of deteriorating condition and possible loss.</p> <p>The points raised by Staffordshire Fire and Rescue are considered a matter for the building regulations process. With regards to the issues raised by Western Power this is considered to be a matter for detailed planning rather than the Masterplan. Therefore no changes are suggested.</p> <p><u>Housing</u></p> <p>The issue of delivering affordable housing is not specifically addressed in the Masterplan and is considered to be an issue for the Site Allocations Development Plan Document which will allocate land for housing development including affordable housing. There is one proposal in the Masterplan that involves housing development (Bolton Copperworks) and this has been tested through the Churnet Valley Transport Study for traffic impact including cumulative impact. The Council's approach with respect to the provision of Traveller sites is already set out in Core Strategy Policy H3 and is not considered to be a matter for the Draft Churnet Valley Masterplan.</p> <p><u>Employment</u></p> <p>The comment of Stoke-on-Trent & Staffordshire Local Enterprise Partnership that it is good to see an SPD that has taken economic opportunities into account is noted as too is the comment on the LEP Charter Mark.</p> <p>Comments on the need for more employment opportunities in the Churnet Valley area are noted. One of the principles of the Draft Masterplan is to "support local enterprise and create local employment opportunities."</p> <p>The Masterplan seeks to achieve rural</p> |
| 12, 81, 82, 85, 97, 98, 114, 117, 248 | Clive Worrall, Diana Gardener, William Gardner, Sam Bell, Roy Pitt, Mr W Pitt, Tim Robins, CD Sleigh, Samantha Strong | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|---------------------|---|--|---|
| 109 | John Rider | | Broad agreement with the Masterplan. | regeneration through sustainable tourism providing jobs and wealth to the area whilst at the same time safeguarding and enhancing the areas ecology, heritage and landscape. The overarching principle for the Masterplan is one of 'sustaining and enhancing the natural, built and historic environmental quality of the area, its settlements and its hinterland through managed change which provides for rural regeneration largely based on sustainable tourism.' |
| 83 | Sheila Hine | | Support plans to improve the whole area on a sympathetic basis. | |
| 80 | Joanna Woolliscroft | | Masterplan needs to be completely revised, starting the process with proper consultation with the residents who live in the proposed tourism corridor. Consider that these residents should have been consulted before this process began rather than when the main proposals were well advanced. Area is already overloaded with traffic from Alton Towers visitors, do not need additional traffic. Would like to know how much money has been spent on this project. | |
| 101 | David Sherratt | United Utilities | The area covered by the Churnet Valley Masterplan is currently outside our operational area and therefore we have no comments to make at this stage. Should the Masterplan boundary be extended in future would wish to be consulted on this. | The Masterplan identifies a number of potential employment developments not just in the tourism sector.. The Concept Statement and Plan for Cornhill identifies Zones 1 and 4 being potentially suitable for commercial uses. Appropriate uses include employment – offices, light industrial, tourism – accommodation, tourist related retail, leisure and residential. Bolton Copperworks is identified for mixed use development with appropriate uses including employment – with an emphasis on small industrial/ starter units, retention of existing businesses within the site, green industry. |
| 103 | Alan Yarwood | National Federation of Gypsy Liaison Groups | Object. The concentration on tourism issues at the expense of other forms of economic development and housing needs is concerning. The area is diverse and the "vision" for such a diverse area needs a more holistic approach to the future development. The vision implies that proposals which do not support leisure and tourism activity will be resisted. For instance, given the overriding need to provide more housing and traveller sites, any discussion of the vision must have regard for these needs and the necessity to make provision in this part of the District. | |
| 252 | Clive Brassington | | Support the enjoyment of the beautiful valley by all. Consider that it can be made more appealing by careful tree planting and also tree removal to expose the sandstone cliffs within the valley. | <u>Consall Nature Park</u> It is proposed that in response to the issues raised regarding Consall Nature Park being considered by a number of respondents to be unsuitable as a hub due to its sensitive location and the stated limitations to access and car parking, that it is removed from being identified as a hub in the Masterplan. |
| 254 | Mark Hall | Staffordshire Fire and Rescue Service | Support retention and extension of the footpaths, cycle ways and bridleways as well as canal reinstatement. The Fire Authority are statutory consultees in the building regulations process and as such will be consulted during any matters that relate to new buildings within the Churnet Valley and will give our opinion on means of escape, access for fire appliances and water supplies at that time. However we would like to draw the planners and developers attention to Staffordshire Fire and Rescue Service's stance regarding sprinklers. We feel there is merit in the inclusion of sprinklers in commercial and residential developments that are proposed as part of the Churnet Valley Masterplan. As such we request that stakeholders include them as an essential element in any tendering process for new buildings so that developers making bids ensure that they cost for a sprinkler system in their bid submissions. Staffordshire Fire and Rescue Service (SFRS) would strongly recommend that consideration be given to include the installation of Automatic Water Suppression Systems (AWSS) as part of a total | Peak District Fringe In response to Staffordshire County Council's comments regarding the addition of the Peak District Fringe area and that further consideration could be given to describing this area and the mitigation of the landscape impacts of quarrying, it is proposed that this should be addressed through additional general text in the Peak District Fringe Character Area section and through more detailed description and appropriate measures in the proposed Natural Landscape Conservation Strategy. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------|----------------------|---|--|
| 74 | Mrs E K Tallant | | fire protection package. early consultation with the fire service when designing buildings which incorporate sprinklers may have a significant impact on reducing financial implications for all stakeholders. Consider that the Churnet Valley should be protected from development, particularly the scenery and wildlife. If additional congestion is caused by visitors, consider restricting the number of visitors. | The Core Strategy and Masterplan recognise that the Churnet Valley has the potential to act as a sub-regional asset and to complement and ease pressure on the neighbouring Peak District National Park. |
| 84 | Kate Hardwick | | Discouraged to engage in consultation as the format was hard to understand. Consider that proposals by Alton Towers, Laver Leisure and Stirling Investments should go through the normal planning process prior to inclusion in the masterplan. Disagree that the valley should be developed as a corridor – consider that the commercial parks have enough access and this would take away from the local area. | Regarding the comments on the minimal change option, these are addressed in section 3 on Consultation below. |
| 253 | Charlotte Taylor | Western Distribution | WPD may have strategic electricity distribution circuits in some of the areas being considered for development. These may run underground and / or overhead. Electricity substations may also be present. With this in mind, WPD has a series of detailed requirements relating to diversion and retention of electricity circuits and the role of developers in funding necessary works. WPD does not generally have any restriction on the type of development possible in proximity to its strategic overhead lines but would like their requirements to be taken into account when development proposals occur. | The NPPF paragraph 152 requires that "local planning authorities should seek opportunities to achieve each of the economic, social and environmental dimensions of sustainable development." The NPPF paragraph 14 states that "local planning authorities should positively seek opportunities to meet the development needs of their area." |
| 104 | Martin Brightman | | Object to this document being advanced ahead of the Core Strategy as it appears to pre-empt some of the decisions and issues that the Core Strategy is intended to address. | The traffic and transport issues raised including the amount of traffic, the capability of the roads to take an increase in traffic and issues in relation to the Transport Study undertaken by Atkins are considered in sections 8.4 Sustainable Transport and 13 Transport Strategy. The comments regarding FOIs are not considered a matter for the Masterplan consultation. |
| 79 | Carolyn Somers | | Query whether Core Strategy should be in place before the masterplan. Consider that the masterplan contravenes many of the points in the Core Strategy. The Inspector has already thrown out the idea of a tourism corridor so query why the masterplan still refers to this. Consider that masterplan needs to be far more visionary. It needs to support local businesses and truly embed sustainability at the heart of all proposals not just pay lip service to it. Masterplan needs to conserve and enhance the natural beauty of the area rather than being a document which tries to persuade the public to accept the proposals of a number of major developers who are interested in making as much money as possible out of our beautiful area. After the Core Strategy is completed, the masterplan should be re-written to be consistent with the Core Strategy and re-issued for consultation with background to understand how the conclusions | The Council has made the Masterplan, Sustainability Appraisal and supporting documents available on the dedicated Churnet Valley Masterplan webpage during the consultation period. The Consultation Statement details the consultation that has been undertaken on the Churnet Valley Masterplan and there have been a number of opportunities for groups, individuals and organisations to get involved. Officers consider that the statutory requirements have been met and that the document is legally compliant. The Planning Inspector for the Core Strategy considered whether it was compliant with the Aarhus Convention. The Planning Inspector has found the Core Strategy with modifications sound including policy SS7. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|-----|--|------------------|--------|--|--|
| 110 | | Denstone Council | Parish | <p>were reached. It should have greater emphasis on addressing the transport problems in the valley with a clear focus on protecting and enhancing its natural beauty, its most valuable asset.</p> <p>Looking at the masterplan as a whole, consider that encouraging sustainable tourism to the benefit of all local businesses is to be welcomed as long as development enhances the lives of the communities and does not blight them.</p> <p>Whole Masterplan is flawed – fails to meet its stated objectives, and contravenes SMDC Policies. Too focussed on tourism for regeneration.</p> <p>According to SMDC Housing, a) house prices 30% higher than conurbation, b) house prices 7x average wage, c) huge under-provision affordable housing, especially in villages. Greater focus on developing skilled jobs to support such mortgages, required. Most employment from CVMP will be low-paid seasonal, therefore “creating thriving, sustainable communities” will fail. If people cannot afford to live in CV, communities will die leaving ghost villages (holiday homes). Other employment sectors should be focus – tourism secondary. Whilst SPD is only outline details greater clarity required: what infrastructure changes proposed/when; level of new development acceptable at already oversubscribed sites; how proposals to be funded.</p> <p>Most CV residents view CVMP as developers’ charter at their expense. SMDC need to demonstrate how this not the case; and how CVMP meets its stated objectives.</p> | <p>Environment Agency The issues raised regarding flooding will be further considered in the preparation of the Site Allocations DPD.</p> <p>It is suggested that a reference is added for each of the opportunity sites with concept statements and plans to the need to ensure that development makes appropriate provision for the sustainable management and use of surface water.</p> <p>It is suggested that within the Development and Management Principle section on the Natural Environment that a reference is added that where development is proposed within 8 metres of the top of bank of any main river Flood Defence Consent will be required from the Environment Agency in order to address the issues raised by the Environment Agency.</p> <p>The Environment Agency’s comments on groundwater and contamination are noted.</p> <p>Reference is made to the Water Framework Directive in section 8.1 Natural Environment.</p> |
| 111 | Adrian Shuffebotham | | | <p>The proposals by Alton Towers/Moneystone Quarry/Frogghall etc should not be placed directly into the Masterplan – more consultation is required.</p> <p>Do not consider Churnet Valley should be developed as a corridor to connect Alton Towers/ Laver Leisure development/Leek Cornhill/Frogghall – because first feel Moneystone Quarry should be reverted to nature, as originally agreed; or as a minimum create nature reserve/wildlife sanctuary. Consider roads could not support the additional traffic; and the type of visitor attracted to Alton Towers not the same type of visitor attracted to Peak District. Worst case scenario – roads between new development and Alton Towers become congested feeder routes – as per Alton and Denstone now.</p> <p>Have lived in this area all my life. Believe in progress but not at cost of the area’s beautiful character. Prefer for CV to be extension of the Peak District (“Gateway to the Peak”), over an extension of Alton Towers.</p> <p>CV is a fine example of a landscape returned to its natural beauty</p> | <p>Biodiversity Issues raised regarding biodiversity are considered at 8.1 Natural Environment. It should also be noted that the Natural Landscape Conservation Strategy will provide guidance on addressing issues relating to natural landscape conservation. In particular recognising the importance of the Churnet Valley.</p> |
| 115 | Samantha Cunningham/ David Robinson-Smith | | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------|--|--|--|
| | | | <p>by considerate/sympathetic planning, despite UK's largest leisure park's presence. Road network already at bursting point feeding Alton Towers. Size of proposed Laver Leisure site means transport network will be compromised – Plan doesn't adequately address this. Better template for future of Moneystone Quarry is that of a nature reserve and visitor centre (like Tittesworth Reservoir).</p> <p>Don't think valley should be developed as corridor connecting commercial parks Alton Towers/Laver Leisure/Cornhill/Froghall as sheer scale of tourism proposed for valley will have hugely detrimental effect on character and quality of life and natural beauty. Valley's bid for AONB status supported by Council will be endangered.</p> | |
| 135 | Mark Smallwood | | <p>[In response to Question 6 on Representation Form, regarding what modifications would resolve objections]:</p> <p>Should maintain Consall/Consall Valley/Churnet Valley between Cheddleton-Froghall without further development. These areas cannot be 'enhanced' by development of any kind – but by conservation and sensitive management (already carried out by RSPB/SWT/SCC/volunteers etc). Local residents and visitors keenly protective of this area and work towards its sustained future as rare and precious environment (voluntary ecological work).</p> | |
| 142 | Sheila Penfold | | <p>No commercial activity to be based at Consall Hall – should remain private residence in quiet rural community. <u>No outdoor events/audible music/intrusive lighting/ crowds of hundreds.</u></p> <p>My objection to CVMP is that the roads are a major issue for such large developments – they presently struggle and are totally unsuitable. Feel the local people have not been considered - the impact it would have on their lives. We live in SSSI and SBI – when these areas are damaged they will be lost forever – cannot let this happen.</p> <p>Lafarge developments bring in their own workers, not often locals. Feel scale/size would not be in keeping for the Churnet Valley – the heart of it should be to protect and enhance what this Valley stands for to keep this beautiful part of the Moorlands protected and the people considered who live in it.</p> <p>Are close to Peak Park – their principle of limiting the number of developments to a maximum of 30 units, question why this cannot be considered for Moneystone Quarry, and allow some of it back to what it was before it was quarry. CVMP much too big, we are aware Moneystone needs developing but please in a more sensitive way, so does Bolton Copper Works. Alton Towers never ceases to go bigger, question should there be a cap on further expansion. We want change for the better, as once change has happened very</p> | |
| 146 | Audrey Jervis | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-------------------------|--|---|
| 274 | Nicki Dyas | | difficult to put back. |
| | | | <p>COMBINED OBJECTIONS BY LOWER CHURNET GROUPS & INDIVIDUALS of Alton, Froghall, Consall, Oakamoor and Whiston DRAFT MASTERPLAN PROPOSALS:</p> <p>CVMP contradicts David Cameron quote about communities having much more say about controlling additional houses next to their villages.</p> <p>CVMP and SMDC's inaccessible consultation does not honour Aarhus Convention. CVMP contravenes many of the principles upheld in Core Strategy. Core Strategy should be in place before CVMP written, it determines nature of what can/cannot be included. Original Core Strategy rejected by planning inspector as it contained references to development of Alton Towers. Policy SS7 required to be rewritten – has been modified and awaiting final approval from inspector. Now referred to us emergent/ revised Core Strategy – still awaits adoption as premature CVMP consultation ends.</p> <p>Dispute inclusion in CVMP of commercial developments and their expansion as the sole basis for the foundation for the future of the Churnet Valley. Concern that the inclusions of developments/expansions for major companies act as quasi-planning permissions.</p> <p>The following priorities should be highlighted in CVMP. AONB for the Churnet Valley. SMDC should give full support to bid.</p> |
| 272 | Mary Stenstrom-Blacburn | | Please do not let development intrude into this beautiful valley. Too much development proposed which will harm valley's nature. Development should be concentrated in Leek, Cheadle and Uttoxeter (outside CV), plus sites with unfortunate commitments (development here should come second to landscape/wildlife needs). CVMP's main objective is attracting overnight visitors – but main objective should be to enhance landscape and wildlife, whilst opening up new facilities for quiet enjoyment. Critical to not attract much more traffic. |
| 269 | Brian Sammons | | Question why Council wants to build hotels everywhere. This will put every b&b in Moorlands out of business. |
| 92 | Christine Meyrick | | Points to Cheddleton as an example of sustainable tourism – local Council has supported local tourist organisations. Tea rooms; craft centre; Churnet Valley Rail; Flint Mill; canal boats; good footpaths (having worked with ramblers to improve them); book of local walks produced. |
| 6 | John Higgins | | Second principle says positive aspects of CV will be respected/enhanced/protected – but such large-scale developments in this sensitive area do not respect the environment. Took Council |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|-------------|--|--|--|
| | | | <p>5 years to support AONB principle. Questions how this equates to statement about working with local organisations to recognise area at national level.</p> <p>Two of other three Principles compromised in CVMP: local enterprise cannot be encouraged when multinational companies have upper hand; delivering high quality sustainable tourism will be compromised because 'country-lover' tourists will no longer want to visit area despoiled by insensitive developments.</p> <p>Key problem to CV residents, especially in summer, is traffic. Mainly due to Alton Towers growth. Buses often full (leaving bus users behind); or late due to Alton Towers traffic. Roads already full without additional traffic. Solution is to regulate traffic – not build more roads (as this would impact on landscape). Hope that "increased connectivity" does not mean the latter.</p> <p>Sustainable tourism: Questions how major developments proposed are sustainable. True sustainable tourism does not involve such huge impacts on fragile landscape. Questions Council's use of words such as "sustainable" and "sensitive growth" in order to comply with NPPF.</p> <p>Regarding specific sites question how Council can equate minimal development outside key areas, with "other opportunities" sites mapped. Either open door to all development or not. Council cannot honour one principle whilst following another.</p> <p>In conclusion CVMP only addresses wishes of outside interests, yet Council say it is protecting countryside. Council have paid no heed to consultation responses. Council tacit support for AONB yet it pursues course of action in direct opposition to this. As a partner to CVLLP, Council responsibilities are for protection/enhancement of CV, yet this is not evidenced in CVMP. Council abrogating responsibility towards landscape/local residents/sustainability. CVMP ensures wholesale destruction of environment in several locations. Council have removed contentious issues from emerging Core Strategy (for Government Inspector approval) but placed them into CVMP – no democracy.</p> <p>Agree with marketing Churnet Valley to "countrysiders" (para 5.1.18)</p> | |
| 5 | Wendy Birks | | <p>Agree that SMDC should support AONB designation.</p> <p><u>Biodiversity</u></p> <p>Agree with inclusion of references to importance of maintaining/enhancing biodiversity of CV – however within</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|----------------|--|---|
| 9 | Brain Woodward | | <p>ecological designations landowners/planners have a duty to comply with relevant laws. This is not always completely supported by CVMP, eg future developments at Alton Towers where off-site mitigation is acceptable – but replacing long-established legally designated and highly valued natural ecosystems with habitat creation schemes elsewhere is not the same thing.</p> <p>The valley is a natural collection point for water from the surrounding hills. Question if this could be converted into ponds or similar.</p> <p>Get rid of Himalayan Balsam which is choking waterways everywhere.</p> |
| 38 | Ivan Kent | | <p>NO INDUSTRIES AT ALL.</p> <p>CVMP not considered supportable because:</p> <ol style="list-style-type: none"> 1. SMDC failed to adequately consult in preliminary stages, depriving public of effective contribution. However were private pre-application discussions with developers. Mind set that large-scale development appropriate appears to have been decided before Visioning Event. That Event's facilitation was heavily weighted in favour of developers, against community input. Only short notice to Kingsley Parish representative. Excessive influence of developers in Visioning onwards, has pushed forward proposals, whereas would not have been case had public contributed. 2. Village conversations were poorly organised and time constrained, excluding many in community from participating. Public felt cheated and ignored. 3. Overwhelming public support for minimal change during Options consultation and Core Strategy Examination. 4. draft plan premature and carries little weight in the absence of approved Core Strategy. Core Strategy has been returned [to Council] for main modifications consideration. These main modifications are subject to challenge by community – inspector yet to make his decision. 5. SMDC commitment to AONB status is hollow gesture – unsatisfactory situation. Dubious support given proposals for excessively large 250 lodge holiday development at Moneystone Quarry. How this scale was arrived at remains elusive, despite requests for (evidence based, reasoned) explanation. Council therefore compromising AONB commitment. Scale completely unacceptable given figure eight times larger than Peak Park equivalent maximum. 6. Inconsistencies between draft plan and supporting evidence; and shortcomings in this evidence (particularly transport issues). Atkins consultants have "close association" with Alton Towers. Questions Atkins Study in |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|--|--|---|--|
| | | | <p>favour of AT, by failure to address salient issues (eg injury collisions approaching AT). SMDC/SCC not using collision data that already exists to arrive at detailed analysis of this. Study instead focuses on obscure/inconsequential issues eg traffic at Bottomhouse. Study has little credibility and needs to be re-commissioned.</p> <ol style="list-style-type: none"> 7. Overwhelming public support for minimal change at Options consultation ignored – in favour of development not sustainable/not in interest of CV residents. 8. Small locally-based businesses cannot identify with CVMP – there are no detailed proposals providing encouragement/support to help them know what opportunities there are for growth (or new start ups) in an AONB-aspiring valley. They are not provided with framework to develop their plans – ie where are specific opportunities or boundaries to development, given AONB status; and no precise planning details given. 9. "small is beautiful" principle of encouraging small local businesses as main driver of economic growth in CV has been swept aside by Council, despite residents' wishes. SMDC promoting domination by outside commercial bodies for large scale developments, with little regard to existing businesses and well-being of residents/natural environment/industrial heritage. 10. Plan fails to champion small local businesses – will have to scavenge opportunities from large scale developments. Consequently small businesses will continue to suffer; and any new tourist revenue will be absorbed by dominant commercial interests not local community. 11. absence of robust detailed plans to conserve/enhance natural environment/historical assets of CV. No real commitment from Council just lip service. 12. SMDC want CV to absorb less attractive 'mass tourism' that would not be allowed in Peak Park. CVMP favours large-scale development (contrary to AONB status). 13. Council has duty to protect CV from tourist pressures and inappropriate development. CVMP does not include management plans to monitor or limit visit numbers. Limitations are necessary to prevent irreparable damage/traffic chaos. Does not recognise inevitable increasing pressure on key destinations/increase in private car use to access recreational sites. <p><u>Recommendations</u></p> <ol style="list-style-type: none"> 1. draft plan should be abandoned 2. further action should be deferred until inspector approved Core | |
|--|--|--|---|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|-----------------|----------------------|---|--|
| 56 | Mrs A D Sharman | | Strategy in place, with unambiguous support for AONB status. 3. After 2), a formal working group of Officers/developers/public from CV should be convened to plan a new visioning event; and new village conversations in every village; and preparation of new draft plan, prior to further public consultation upon it. 4. an independent transport study should be commissioned | |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>It is stated that the Churnet Valley has a large number of tourist, leisure and visitor attractions. Surely we don't need more which can only spoil the beauty of the area.</p> <p>General Comments</p> <ol style="list-style-type: none"> 1) It has not been possible to check the accuracy and totality of the documents underpinning the draft CVMP. Some of these have not been available at Cheadle Library and some do not appear to support the assertions that form the basis of the CVMP. There are outstanding FOIs about these issues. 2) Whiston Action Group (WAG) wish to play a full and active role in the preparation of the CVMP but officers have failed to accept invitations to meet with WAG to discuss it. The invitation to discuss issues and concerns is still open. 3) Consider that SMDC have failed to be open and transparent in the disclosure of evidence in response to FOI requests. <p>Statutory and procedural issues:</p> <ol style="list-style-type: none"> 1) Do not consider that they can support any part of the draft CVMP or the process of its preparation and/or adoption that fails to meet the statutory provisions. 2) Note the on going attempts by Officers to make the Authority's Core Strategy compliant in direct discussions with the Independent Inspector and consider that the Action Group would be assisted by full and frank disclosure of all the negotiations. 3) Representations made in this document may change if SMDC discloses information under the FOI Act. 4) Consider that the processes and procedure adopted by SMDC and its Officers in the preparation of the draft CVMP are not and cannot be legally compliant. 5) Hopes that the specific communities within the Churnet Valley have been properly consulted. 6) WAG's views reflect the majority of residents of Whiston and Moneystone affected by the CVMP. 7) The Localism Act 2011 dictates that residents should inform the debate on the draft CVMP except in so far as the proposals contained within it have clear and district-wide implications, in which circumstances it is legally incumbent upon SMDC to first identify residents and communities affected or likely to be affected by any plans, policies and programmes it wishes to advance and establish a legal structure for preparing them in a way that is compliant with Article 7 of the Aarhus Convention Treaty as a prerequisite before doing so. | |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-----------------------------|--------------------|--|
| 2 | Miss Denica Russell | | <p>1) Consider that the Masterplan was confusing and difficult to read. A list of aspirations without apparent solutions i.e. the traffic issue and hazardous roads;</p> <p>2) Considers that applications should be subject to normal planning and consultation;</p> <p>3) Consider that the Churnet Valley is not a corridor but an area of note and natural beauty and shouldn't be used in this way.</p> |
| 20 | Ms Lorraine McKechnie-Ryder | | <p>General comments:</p> <p>1) Don't think the Masterplan was widely publicised.</p> <p>2) Considers that applications should be subject to normal planning and consultation.</p> <p>3) Consider that the roads won't be able to cope, the bridges are old and their replacement will cause more disruptions. Extra activity on these commercial sites will bring additional traffic and caravans. Caravans and motor homes will cause more disruption.</p> |
| 21 | Mr Michael J Ryder | | <p>General comments:</p> <ul style="list-style-type: none"> Consider that there are very few business facts as opposed to assertions and no real explanation as to why a Masterplan is necessary 5 years from now. It will be junked as so many have before as new governments have new priorities. Considers that applications should be subject to normal planning and consultation. Putting proposals in the Masterplan may pre-empt decisions. Consider that the roads won't be able to cope with much more through traffic. Particularly concerned about the ability of bridges to take more traffic, the need for controlled crossings and road upgrades and narrow and winding roads. Questions what studies have been done and what did they show? |
| 246 | Suzi Cresswell | | <p>1) No one seems to have listened or changed anything after the first consultation.</p> <p>2) If there is to be any development in the Churnet Valley it should be minimal, in keeping and be something local residents are happy with.</p> |
| 247 | Mr and Mrs Cresswell | | <p>General:</p> <p>1) Discouraged, disillusioned, depressed by the whole thing.</p> <p>2) Considers that applications should be subject to normal planning and consultation.</p> <p>3) Do not consider that the valley should be developed as a corridor to make the opportunity sites more accessible.</p> |
| 121 | Paul Gethins | Environment Agency | <p><u>Flood Risk & Drainage</u></p> <ul style="list-style-type: none"> In line with national policy would wish to see any new development directed away from those areas at highest |

| | | | | |
|--|--|--|--|--|
| | | | <p>flood risk i.e. towards Flood Zone 1. Where development is necessary within Flood Zones 2 and 3 it should be made safe without increasing flood risk elsewhere.</p> <ul style="list-style-type: none"> • The Environment Agency has recently completed a detailed flood model for the River Churnet which supersedes that used to inform your SFRA. • Would like to see more frequent reference made within the plan to the provision of SuDs and in particular within the concept statements for each opportunity site. Suggest adding 'Ensure development makes appropriate provision for the sustainable management and use of surface water'. • Where development is proposed within 8 metres of the top of bank of any main river Flood Defence Consent will be required from the Environment Agency. <p><u>Groundwater and Contamination</u> NPPF states that 'where a site is affected by contamination or land stability issues , responsibility for securing a safe development rests with the developer and/or landowner'. Therefore any site currently or previously subject to uses which may have caused contamination will require investigation, risk assessment and remediation via the planning process. Planning applications will need to be supported by a Preliminary Risk Assessment. Gives additional advice to developers on sites where contamination is present.</p> <p>Due to current and former uses there may be contamination land on the following sites within the plan:</p> <ul style="list-style-type: none"> • Anzio Camp • Rudyard Lake Steam Railway • Blackbrook Zoo • Cornhill • Brindley Mill • Cheddleton Flint Mill • Bolton Copperworks • Froghall Wharf • Alton Towers Resort <p><u>Water Quality</u> The Council has a responsibility to ensure that any decisions take into consideration the requirements of the River Basin Management Plan (RBMP). Therefore recommend that the plan is amended to state that where the location and nature of the development allows, development will support the actions of the RBMP in order to ensure compliance with the European Water Framework Directive (WFD).</p> <p>Wherever possible water should be placed at the heart of a</p> | |
|--|--|--|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|------------------------------|---------------|----------------------|---|--|
| | | | <p>community or development such as a focal point or a method of flood alleviation. As part of any new development opportunities should be sought to improve or restore local watercourses. The four key opportunity sites as identified in the plan (Cornhill, Bolton Copperworks, Moneystone and Alton Towers) fall within two WFD waterbodies; the River Churnet from Meerbrook to Leekbrook; and the River Churnet from Consall to River Dove.</p> <p>Both of these waterbodies are of 'moderate' status and no development should cause this status to deteriorate. Measures to prevent run-off leaving sites and the prevention of discharge of contaminated surface water from the railway should be considered. The relevant groundwater bodies are at 'good' status.</p> <p>Foul Drainage</p> <p>Any new development will result in increased amounts of waste water and sewage effluent. There needs to be available capacity within the sewerage infrastructure in order to accommodate this flow before any development is occupied. There may be a requirement for the expansion and upgrading of current sewage treatment systems and this needs to be discussed with Severn Trent Water at the earliest opportunity. Any new sewerage infrastructure would not be allowed to contain storm overflows and where it is proposed to discharge treated sewage effluent into a surface water or to ground an Environmental Permit may be required.</p> | |
| <p>1 Introduction</p> | | | | |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>Para 1.0.2. 'Safeguarding what makes it special'</p> <p>1) A special event held by the Churnet Valley Railway at Froghall in the summer meant that all car parks were full and the surrounding areas (pavements / spare ground) were crammed full of parked cars. This created a dangerous highway situation for road users and risks damaging what makes the Churnet Valley at Froghall special.</p> <p>2) The topography of Froghall and Bolton Copperworks and the A52 users (particularly HVS's) means that any form of development that increases traffic flows to this location will create serious risks and dangers.</p> <p>3) The current version of the CVMP has rejected these warnings and planners must think again. The proposals are not safe, nor practical because of the topography and the needs of the users of the A52. The proposals will create dangers to the public, and risk polluting public water sources from the disturbances of toxicity at the</p> | <p>Relationship with the Core Strategy</p> <p>It is not considered that the Draft Churnet Valley Masterplan contradicts the Core Strategy. It expands on the policy contained in the Core Strategy. The Planning Inspector considers policy SS7 sound with the modifications proposed. The Inspector accepts the concept of rural regeneration through sustainable tourism.</p> <p>Froghall is considered to be in the central part/ heart of the Churnet Valley.</p> <p><u>Tourism Study Findings</u></p> <p>The Staffordshire Moorlands Tourism Study (2011) identifies that "The Staffordshire Moorlands has a number of attractors which can be further</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|---------------|----------------------|---|--|
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>sites.</p> <p>4) Neither have the proposals been consulted upon after full disclosure of all relevant health and environmental data [Aarhus Convention Treaty] and they have already been rejected by the vast majority of residents and communities likely to be affected.</p> <p>Para 1.0.2 'Sustainable Tourism'</p> <p>1) SMDC have not, as required by the Aarhus Convention Treaty compiled a list of evidence that allows them to objectively judge when tourism is or is not sustainable by the test advanced by the minister with responsibility.</p> <p>2) The concept of sustainable tourism is not compliant with the principles of the Localism Act 2011. It also implicitly rejects the earlier expressed wishes of the vast majority of the residents in that they want only minimal change in the Churnet Valley.</p> | <p>developed and improved. This would enhance the depth of offer for both day and staying markets."¹ It identifies that the key attractors where there is further development potential are Alton Towers. In relation to this it is stated that "Alton Towers is planning a programme of on-going investment over the next 10 years... This investment will maintain and improve the attractiveness of the resort, and increase dwell time. An element of the plan is to provide further accommodation stock – either a hotel or lodge style. While the benefits of Alton Towers is largely site specific, this investment will be a good thing for the District in terms of maintaining Alton Towers' market position and increasing spend (and jobs) on site. Further development of accommodation at Alton Towers is unlikely to have a negative impact on other local accommodation operators. Alton Towers will create its own markets."²</p> |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>Para 1.0.3</p> <p>1) Do not consider that the development of 'sustainable tourism' as set out in the draft CVMP would respect the character of the countryside. A Council Member has sought advice from the Secretary of State regarding this.</p> <p>2) Consider that it is not considered appropriate to support provision and expansion' of several of the suggested sites proposed in the CVMP.</p> <ul style="list-style-type: none"> • Froghall and Bolton Copperworks are not appropriate locations because of the dangers created by topological restrictions on development and dangers to residents and road users. • Neither is there any identifiable need established at Moneystone Quarry. The commercial desire by Laver Leisure to exploit the sensitive environment for private gain has been rejected by the vast majority of the resident local community. The intention to develop Moneystone Quarry is being pushed for and promoted by SMDC officers, acting as advocates without any supportable evidence base and amidst unsubstantiated claims of 'pressure for change'. There is no such pressure. The only pressure is from local residents that planning conditions attached to 96/935/122M should be enforced. • Such established need is met by the provision of a 'thrill-seekers' and 'family-fun' market 3-4 miles away at Alton | <p>The Tourism Study (2011) with regard to enhanced accommodation stock states that, "Existing markets are unlikely to support major expansions of accommodation stock. While, there will always be scope for well run quality businesses in the right locations, further accommodation development is likely to result in some displacement from existing businesses. However, the development of further accommodation is desirable in certain instances and locations. For example:</p> <ul style="list-style-type: none"> • Further small serviced and self catering accommodation of varying qualities/ price located particularly in the Churnet Valley • Budget hotel accommodation in Leek and possibly Cheadle • More moorings on the Caldon Canal. <p>However, the issues around accommodation are not so much about quality, but rather about the type, standard and quality of the offer."³</p> |

¹ Staffordshire Moorlands Tourism Study (2011) TEAM page 43

² Staffordshire Moorlands Tourism Study (2011) TEAM page 43

³ Staffordshire Moorlands Tourism Study (2011) TEAM page 45

⁴ Staffordshire Moorlands Tourism Study (2011) TEAM page 38

⁵ National Planning Policy Framework (NPPF) paragraph 7 page 2

⁶ National Planning Policy Framework (NPPF) paragraph 181 page 43

⁷ Staffordshire Moorlands District Council Core Strategy Local Plan, Inspector's Report Jan 2014

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|---------------|----------------------|--|--|
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>Towers.</p> <ul style="list-style-type: none"> There is no objective evidence to support an identifiable need for tourist development at Moneystone Quarry and therefore the assertions made should be removed from the CVMP. <p>Para 1.0.4. Object to the aims of easing 'pressure on the neighbouring Peak District National Park' by 'dumping' the problems on a neighbouring area. This is not a solution and consider that paragraph 1.0.4. should be struck from the CVMP as being unsustainable in law or practice.</p> | <p>It is for an applicant to demonstrate how the Moneystone Quarry proposals accord with the requirements of the Core Strategy and Draft Masterplan. The Tourism Study with regard to proposals at Moneystone Quarry, "This development will be largely independent of other developments in the District. It should not impact negatively on existing accommodation stock in the area."⁴</p> |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>Following comments about para 1.0.5. a) Core Strategy policy SS7 has not been approved and was rejected by the Inspector. In addition it is considered that: 1) Negotiations about this policy have been conducted in private between officers and the Inspector. 2) The Core Strategy cannot be legally compliant (Aarhus Convention Treaty and UN Geneva Tribunal) 3) Policy SS7 is an officer 'wish list' that has not received the approval of Councillors in accordance with the correct and legal procedures. 4) The policy has not been adequately consulted upon. 5) Up to date and accurate data has not been provided by the Council.</p> <p>b) 'Identifying Key Opportunities' Object to the key opportunities because: 1) They are an unrepresentative officers 'wish list' 2) The process of identification is not transparent or fair and therefore not compliant with legal obligations (Aarhus Convention Treaty and UN Geneva Tribunal).</p> <p>c) This paragraph indicates (according to Aarhus Convention Treaty) : 1) Failure to distinguish between 'plans' 'policies' and 'programmes' that involve any element of health, environment and economic issues. 2) Failure to provide enough time for 'notification' 'preparation' and effective participation particularly at an early stage of the process. 3) Failure to ensure that public participation is actually taken into account, i.e. majority of residents opting for 'minimum change'. 4) Failure to provide evidence of environmental and health consequences of its plans, programmes and policies and their assessment before adoption. 5) The Council has failed to demonstrate compliance in that it</p> | <p><u>Draft Spatial Strategy Requirements</u> The Draft Spatial Strategy requires that development is to be focused in key locations which can best accommodate change and bring maximum social, economic and environmental benefits. Only minimal change is to be allowed in other parts to protect sensitive areas. The overall aim of the strategy is to increase economic contribution from sustainable tourism and regenerate key brownfield sites in the area in a manner which is sensitive to and enhances the heritage, landscape and ecology of the Churnet Valley. Emphasis will be on increasing overnight stays with visitors staying for longer and throughout the year. A range of high quality accommodation will be provided at key sites in the Churnet Valley such as Bolton Copperworks, Alton Towers Resort, Leek and Cheadle, Moneystone Quarry and on a much smaller scale at Consall Hall Gardens. The approach taken forward is a hybrid of those put forward at Options stage and has been informed by the detailed consultation responses. It is not maximum development. The overarching principle is one of "sustaining and enhancing the natural, built and historic environmental quality of the area, its settlements and its hinterland through managed change which provides for rural regeneration largely based on sustainable tourism."</p> <p>Section 3 responds to the issues raised regarding consultation and how this has informed the Masterplan.</p> <p><u>National Planning Policy Framework (NPPF)</u> It is considered appropriate to specifically reference paragraph 28 of the NPPF as this provides national</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----------|------------------------------|-------------------------------------|--|--|
| 57 & 58 | Mr P Housiaux | Whiston Action Group | rejects the suggestion that it needs to comply with Aarhus or that it already has done so. Para 1.0.6 Disagree with the phrase 'the Masterplan provides clarity'. | guidance on supporting economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. It also provides national guidance on the need to support sustainable rural tourism. It specifically states that "To promote a strong rural economy, local and neighbourhood plans should... support sustainable rural tourism and leisure development that benefits businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres." It is therefore highly relevant in the production of the Masterplan. However the Masterplan does also refer in section 5 to the NPPF identifying that "There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles..." ¹⁵ |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | Para 1.0.7 The background documents are deficient for the same legal and procedural reasons previously outlined. | |
| 113 & 37 | Peter Cowie D.J. Williams | | Support contents of paragraph 1.0.1 | |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | Consider that the Masterplan undermines the principles and contradicts the content of the Core Strategy because: 1) The Core Strategy should be in place before the CVMP as it determines what can be included. Original Policy SS7 was rejected by the Inspector and is still awaiting final approval. The CVMP contains many concepts rejected by the Inspector in the previous consultation on the Core Strategy. 2) There is still reference to 'corridors' even though the inspector rejected the concept of the valley as a 'tourism corridor'. The valley and its settlements will become exploited as a corridor between the large commercial leisure centres. In addition: 1) SMDC has recently decided to support the application for the Churnet Valley to be supported at an AONB. Most of the development ambitions of the CVMP, particularly the scale of the Laver Leisure Moneystone proposal, will be incompatible with this status yet these conflicting plans have still been included in the most recent draft plan. 2) Throughout the CVMP and the Core Strategy the south of the valley is described as sensitive and vulnerable, yet three out of four areas identified for significant development are in this vulnerable southern region i.e. Moneystone, Alton Towers and Frogghall. 3) The CVMP only makes provision for further large serviced and self-catering accommodation which is different to 'further small serviced and self catering accommodation' identified in the TEAM Study. 4) Consider that if the local economy is undercut by the large commercial developments that local families and communities will not have a viable employment future in the Churnet Valley. 5) Do not consider that development at Moneystone can be appropriate to its locality, when visitor numbers will absolutely dwarf the surrounding villages. 6) Consider that the life and character of these small villages will be ruined forever by the overwhelming size of the Laver Leisure development contrary to the Core Strategy which states that development on a large scale would be unsustainable in these | Officers consider that the Council has complied with its duty to co-operate in line with paragraph 180 of the NPPF for example officers of the County Council with specific expertise have been involved in the preparation of the plan. Meetings on issues such as biodiversity and transport have been attended by officers of the County Council. Staffordshire County Council is the Highways Authority and as such, the Churnet Valley Transport Study was undertaken through them using their retained highway consultants and officers of the County assisted officers of the District Council in preparing the brief for the Study, supplying relevant baseline data and providing support in the preparation of the report and reviewing of it. Staffordshire County Council in their representation has indicated their support for the Draft Masterplan and in particular the Transport Strategy contained in the Masterplan. It should also be noted that the Planning Inspector for the Core Strategy found the Council to have complied with the requirements of the NPPF (paragraph 181) on being able to "demonstrate |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------------------|--------------|---|---|
| | | | villages and that development will be strictly controlled in terms of scale and type. 7) The emerging Core Strategy supports the 'sensitive expansion' of existing attractions whilst the CVMP states 'moderate sensitive expansion'. 8) How can the CVMP strive to enhance the visitor experience with the least impact on the environment and community when the majority of the key opportunity sites are to be found in the 'sensitive south'? | evidence of having effectively cooperated to plan for issues with cross boundary impacts when their Local Plans are submitted for examination."6 The Planning Inspector states that "Preparation of the CS was well advanced by the time the duty to cooperate came into effect. However, there is substantive evidence that the Council has worked collaboratively with adjoining authorities and other stakeholders through the preparatory stages of the plan process." 7 |
| 128 | Laver Leisure (Oakamoor) Ltd | HOW Planning | Paragraph 1.0.5 – re-word to read 'The masterplan, once adopted as a Supplementary Planning Document (SPD), will BE A MAJOR MATERIAL CONSIDERATION on future planning decisions and on other initiatives and strategies affecting the area'. | Consultation With regards to the comments on community engagement and the requirements of the NPPF see responses in the 'Consultation' section. |
| 128 | Laver Leisure (Oakamoor) Ltd | HOW Planning | Strongly support the contents of paragraph 1.0.6. Consider that development at Moneystone Quarry will deliver jobs and generate wealth for the area in line with the vision of the Draft Masterplan. | |
| 136 | RSPB | Mike Shurmer | From the document, we are not clear what the relationship is between the Churnet Valley Masterplan and the core strategy of the local plan. This is clearly an important relationship, to help understand the context of how the Churnet Valley Masterplan will operate within this framework. We feel it is necessary for this to be how the Churnet Valley Masterplan will operate within this framework. We feel it is necessary for this to be stated more clearly in the document, to enable an understanding of the how the relevant documents interact. | <u>AONB</u> The Masterplan is not considered to be incompatible with AONB. Within the Development and Management Principles on the Natural Environment there is a requirement that "The protection and enhancement of the natural beauty of the Churnet Valley is the overriding requirement for any development. Land uses and the siting and scale of development should respect and enhance the valued characteristics of the Churnet Valley and the local landscape character informed by the Churnet Valley Landscape character Assessment." |
| 106 | | Paul Denning | Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. Para 1.0.3 (see also para 1.0.8): the whole of the NPPF is relevant. It is misleading to give emphasis to NPPF para 28 only. Para 180 refers to essential cooperation of District Council and County Council. There is no evidence of NPPF para 180 cooperation with County Council, plus incorporation of County Council overarching policies and responsibilities for Highways/Waste/Education/Minerals. A further draft Masterplan for public consultation is required with input of data from NPPF para 180 Duty to Cooperate. Para 1.0.5: Emerging Core Strategy under Planning Inspectorate consideration. Outcome will be important influence on CVMP, yet Council's final consultation is in advance of Inspector's final report/Secretary of State approval. A further draft Masterplan for public consultation is required to incorporate references to Core Strategy after this approval. Para 1.0.6: the expression "most valuable areas" is not explained – where they are., and the criteria used. Community wish for minimal | General Comments The comment on 'most valuable areas' referring to paragraph 1.0.6 is considered to be an inaccurate quote and is in the Masterplan as "This Masterplan provides clarity that the most vulnerable areas and features in the Churnet Valley will be conserved and enhanced whilst at the same time managing and controlling new activity in order to provide opportunities for jobs and wealth generation." It is not considered, by officers, necessary to provide further explanation of what the most vulnerable areas and features are as this is explored further on in the detailed sections of the Masterplan including the SWOT analysis and Character Areas sections. It is considered that the Core Strategy was |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------|--|---|
| 137 | Claire Skitt | <p>change in CV. Community consultation is key element of NPPF. A further draft Masterplan for public consultation is required to incorporate an explanation of criteria used to define “most valuable areas”.</p> <p>Para 1.0.7: in making reference to various studies there is no information on the key points that emerged from community consultation nor explanation of how these views incorporated/rejected in planning process. A further draft Masterplan for public consultation is required, to include the above.</p> <p>Para 1.0.8: no mention that Core Strategy policies referred to are draft only and remain under Inspector’s consideration. There are also County Council and other policies (eg NPPF) that are material to Masterplan but not referred to. A further draft Masterplan for public consultation is required to explain all policies that would apply and whether they are draft/final/under review.</p> <p>We agree with the following VISIONS of CVMP: The value of the valley as a small scale, natural and historical rural area.</p> <p>Para 1.0.4 – CV has potential to act as sub-regional asset and complement/ease pressure on Peak District National Park.</p> <p>Para 1.0.5 – Emerging Core Strategy Policy SS7 identifies CV as sustainable tourism area.</p> <p>Par 1.0.6 – CVMP provides clarity that most vulnerable areas/features will be conserved/enhanced while managing and controlling new activity – providing opportunities for jobs/wealth creation.</p> | <p>adequately referenced as being emerging at the time of preparing the Draft Masterplan. It is not the intention to adopt the Masterplan before the Core Strategy. Also, the Inspectors’ Report has now been received which considers the policies of the Plan to be sound with modifications.</p> <p>Issues raised regarding consultation and statutory requirements are addressed in section 3 Consultation.</p> <p>Issues raised regarding relationship to the Peak District National Park are considered in the General Comments section.</p> <p>Traffic issues are considered in section 8.4 Sustainable Transport and section 13 Transport Strategy.</p> |
| 166 | Alison Isles | <p>Object because:- Core Strategy over-riding document has not yet been approved (and Examination changes to it), yet Council presumes it will be approved – Cabinet approval July 2013. CVMP has no ground until Core Strategy adopted.</p> <p>Question how CVMP mentions number of key development sites that were not significant enough for mention in Core Strategy (eg Moneystone) despite being larger than others that were in Core Strategy (such as Bolton’s).</p> <p>Page 8 states that CVMP supports sustainable growth of all types of rural businesses, yet CVMP has focused entirely on tourism – question how this can be justified and what about other businesses in area eg JCB etc. Also states that CV has potential to act as sub-regional asset to complement Peak District, yet no provision has been made to ensure this is fair playing field, eg AONB/National</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----------|------------------|--|--|
| <p>38</p> | <p>Ivan Kent</p> | | <p>Park status. Question why tourist/leisure attractions are being pushed so much in CVMP when on page 13 it acknowledges that CV already has a large number of these.</p> <p>Page 12 suggests there are good road links. Argue this is not case - as they are only B roads, not like A50; full of bends; over-large vehicles etc. Page 17 states there is no national profile – but Alton Towers very well known.</p> <p>Page 20 acknowledges that additional visitors may be a problem, threatening the reason many already visit CV. This needs consideration as there may be overall local job loss – ie new part time/seasonal/low-paid jobs to outsiders, over those locals who previously worked locally.</p> <p>Moneystone Quarry concerns should be taken more seriously than CVMP does. Urbanisation of rural villages is serious threat that Council not seriously considered. Log cabins could become permanent structures in future – ie merging of currently separate rural villages surrounding them.</p> <p>Page 24 on consultation- this has changed very little over the development of the CVMP. As a local resident it feels like one-way consultation – little Council action in response.</p> <p>Pages 95-104 Moneystone Quarry – pressure from private sector. Current owners have made no attempt to even start any restoration plan works (required to be completed March 2013). This section of CVMP should be squashed to that of upholding current restoration obligations, until owners accept these responsibilities. So should not be considered in current 10-15 year Masterplan, but possibly the next one, but only if owner can demonstrate how they have met these obligations first.</p> <p>Commitment to AONB needs to be inserted in introduction as a primary positive statement. Failure to do so reinforces public perception that SMDC has no real commitment to AONB, and ignoring public desire for minimal change. AONB needs to be golden thread running through CVMP.</p> <p>Para 1.0.4 - Document should include acknowledgement that Peak District overlaps one third of SMD and also AONB considerations. Proposed Peak Park overspill role devalues Churnet Valley. Don't want CV to becoming dumping ground for developments not wanted in Peak Park.</p> <p>Para 1.0.5 - Document should acknowledge that Core Strategy has been challenged/not approved by Inspector/could be dismissed.</p> |
|-----------|------------------|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|-----------------------------|--------------|-------------------------------------|--|--|--|
| | | | | Should also explain what stage Site Allocations work is at and when public involvement is intended. | |
| 2 The Churnet Valley | | | | | |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | Objects to the following: 1) The inclusion of commercial developments and their expansion as the sole basis for the foundation for the future of the Churnet Valley. There is concern that the inclusions of developments act as quasi-planning permissions. The developments ratified in the Masterplan would be seen as rubberstamped. 2) If the amount of activity varies considerably within the valley from the busy southern area around the AT resort why concentrate further development in this area? 3) Agree with the identified strengths and consider the best way of building on these strengths would be to pursue AONB status. 4) The CVMP fails to address the majority of issues identified e.g. continuing reliance on the private car, local roads are unsuited for high volume and type of traffic – limited capacity and poor standard. 5) Contradictory evidence suggesting that MCR are actively interested in re-opening the railway line whilst the transport survey states that it is clear that the railway's development cannot be taken for granted and therefore bus based modes should be reviewed in the shorter term. 6) The opportunities suggest safeguarding of existing services e.g. village pub but consider that a new pub at Froghall will not improve the trade at local pubs in Froghall, Whiston or Foxt. 7) Moneystone Quarry is not defined as a brownfield site (in glossary) and therefore cannot be included within critical mass using some large brownfield sites. 8) There are no suggestions on how Alton Towers will 'go green'. It is well known that Alton Towers do not recycle waste; use any renewable energy; and 24 hour lighting creates light pollution in the area. | <p><u>Planning Process</u></p> <p>There seems to be a misunderstanding of the planning process. Any planning application for development within the Churnet Valley would still be subject to the normal planning process, however, if adopted, the Churnet Valley Masterplan would be a material consideration in the determination of planning applications in the area. Officers disagree with the comment that the masterplan fails to address the majority of issues with the example of continuing reliance on the private car and the nature of local roads stated by the CVCS. The Draft Masterplan contains a Transport Strategy which seeks to mitigate potential issues associated with new development and the strategy for the Masterplan emphasises the need to improve accessibility and connectivity and specifically identifies hubs from which to explore the valley by sustainable modes.</p> <p><u>Alton Towers Resort</u></p> <p>The potential future developments at Alton Towers Resort are considered to increase overnight stays within the area but not to increase the overall number of visitors to the area. Alton Towers Resort needs to continue to invest in replacement rides in order to continue to attract visitors. The Draft Masterplan principles for Alton Towers Resort identify the need to "Ensure that where feasible renewable energy and energy efficiency technologies are included within proposals for new development" and "New development should be water efficient". Also within the Development and Management Principles there is a specific principle on Green Initiatives which if the Masterplan is adopted, would be relevant in the consideration of any planning applications for development.</p> <p>The Masterplan identifies that Moorland and City</p> | |
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | Support paragraph 2.1, particularly the following weaknesses: <ul style="list-style-type: none"> • Limited range of accommodation.....; • Limited provision for cycling and horse riding; • Walkers, cyclists and horse riders are vulnerable users.....; • Lack of provision for 'all year round' tourism. Proposals for Moneystone Quarry will address these identified weaknesses. | | |
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | Specifically support the following opportunities set out in paragraph 2.1: <ul style="list-style-type: none"> • Potential redevelopment opportunities including large sites such | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----------|------------------------------|------------------------------|--|--|
| | | | <p>as.....Moneystone Quarry; <ul style="list-style-type: none"> • Scope to enhance opportunities for walking etc.....; • Opportunities for job creation.....; • Investment in the area.....; • Underused sites represent an opportunity.....; • Potential economic, social and environmental benefits from new development. <p>Consider that the proposals for Moneystone Quarry respond to the opportunities identified above.</p> </p> | <p>Railway are actively interested in re-opening the railway. The Transport Study (2013) states that "The Draft Masterplan notes that further information is required regarding this link, with regard to viability and feasibility as there are potential conflicts and impacts which need further investigation. There could be a number of benefits to Alton Towers, including the potential for people who are staying in accommodation at Alton Towers to visit other attractions in the area, including Bolton Copperworks and Moneystone Quarry."⁸ The Transport Study and Draft Masterplan Transport Strategy identify a number of essential measures required for developments which include potential contributions to an improved bus services and potential bus diversions. The extension of the railway is identified in the desirable measures as having potential.</p> |
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | <p>Paragraph 2.1 identifies a potential threat to 'small scale landscape features' and 'biodiversity sites in close proximity' to Moneystone Quarry. Disagree with this statement as proposals for the site will respond to existing landscape features and incorporate ecological mitigation to provide a net ecological gain and improve habitats adjacent to the identified biodiversity sites. Request that the following amendment is made to wording to reflect this: "MONEYSTONE QUARRY IS LOCATED IN CLOSE PROXIMITY TO BIODIVERSITY SITES AND LANDSCAPE FEATURES. Potential future development at Moneystone Quarry WILL INCORPORATE MITIGATION TO LIMIT IMPACT ON LANDSCAPE AND BIODIVERSITY."</p> | <p>Bolton Copperworks The Draft Masterplan concept plan identifies an area at Bolton Copperworks that is potentially suitable for a 50 bed space hotel however no area is specifically identified for a pub. If a pub and/or restaurant is included as part of a hotel it is likely to appeal to a different market, particularly staying guests, than the pubs in the surrounding area and is therefore not considered to conflict with the statement in the Draft Masterplan on the safeguarding of existing services.</p> |
| 113 & 37 | Peter Cowie D.J. Williams | | <p>Support contents of paragraphs 2.0.2, 2.0.6, 2.0.7 & 2.1.1</p> | <p>Bolton Copperworks The Draft Masterplan concept plan identifies an area at Bolton Copperworks that is potentially suitable for a 50 bed space hotel however no area is specifically identified for a pub. If a pub and/or restaurant is included as part of a hotel it is likely to appeal to a different market, particularly staying guests, than the pubs in the surrounding area and is therefore not considered to conflict with the statement in the Draft Masterplan on the safeguarding of existing services.</p> |
| 113 & 37 | Peter Cowie D.J. Williams | | <p>Re: paragraph 2.1.1 – threats – another notable threat is development of housing on the Bolton Copperworks site and large scale holiday development at Moneystone Quarry on local communities. These threats do not fit well with the vision and masterplan principles and with the public comments from the last round of consultation the majority of which sought no change or minimal change. Trust that due status was accorded to the public response to the consultation.</p> | <p>Moneystone Quarry Moneystone Quarry is not classified as brownfield due to there being a condition on the planning permission for quarrying relating to restoration and therefore is not included within the part of the Draft Masterplan strategy which refers to the regeneration of key brownfield sites. Bolton Copperworks and Cornhill are the key brownfield sites referred to.</p> |
| 32 | Ruth Binks | | <p>Finally with reference to point 2.02 when describing The Churnet Valley as a valley which "has many features and qualities which give it its unique sense of place... an area of high landscape value, with many sites of nature conservation and geological interest and vast array of heritage features..." you should mention another notable sight that is creeping down the side of the wonderful Churnet Valley which you are promoting so purely. Surely if the Churnet Valley is unique – in the Council's own words – this should not have been allowed and nor should it be allowed to continue! I believe it should be investigated what square footage this company has taken away from the Churnet Valley.</p> | <p>Moneystone Quarry Moneystone Quarry is not classified as brownfield due to there being a condition on the planning permission for quarrying relating to restoration and therefore is not included within the part of the Draft Masterplan strategy which refers to the regeneration of key brownfield sites. Bolton Copperworks and Cornhill are the key brownfield sites referred to.</p> |
| 106 | Paul Denning | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give</p> | <p>Officers do not agree with the amended wording suggested by HOW Planning on behalf of Laver Leisure regarding the identification of a potential threat to the landscape and biodiversity in the</p> |

⁸ Churnet Valley Masterplan –Transport Study (2013) Atkins page 58
132 Staffordshire Moorlands Local Development Framework - March 2014

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---------|---------------|---|--|
| 137 | Claire Skitt | <p>reasons why those wishes are unacceptable to the Council.</p> <p>Page 13 Map 2.1: would be helpful to show boundaries of Cannock Chase AONB and Peak District National Park (para 2.0.1). Also CVMP boundary to be shown more clearly. A further draft Masterplan for public consultation is required with revised map.</p> <p>We agree with the following VISIONS of CVMP: The value of the valley as a small scale, natural and historical rural area</p> <p>Para 2.0.2 – CV has many features/qualities for unique sense of place. Area of high landscape value, with vast array of nature conservation/geological/heritage features. A large number of well-established tourist/leisure attractions.</p> <p>Para 2.0.3 – Amount of activity with CV varies (eg Aalton Towers/Rudyard etc). Central area is less accessible by vehicles (tranquility); Froghall is scarred by past industry.</p> <p>WE AGREE: Para 2.0.4 – that each town/village has own sense of place/character; that Leek has ancient arts and crafts heritage/vibrant independent retail; historic Cheadle has nationally significant buildings(Pugin); etc.</p> <p>WE AGREE: Para 2.0.7 – rural historic character has been mapped [Staffs Historic Landscape Project; heritage associations of Leek/Cheadle; industrial heritage of valley etc.</p> <p>OUR RESPONSE – There is considerable scope for turning CV into Nature and Historic Heritage Valley.</p> | <p>Moneystone Quarry area. Officers consider the potential threat to landscape and biodiversity needs to be reflected within paragraph 2.1 and that it would be necessary for any planning application to demonstrate that it adequately addresses these threats. The Draft Masterplan only identifies the potential for redevelopment of Moneystone Quarry including identifying a Concept Plan it would be for any planning application to demonstrate how it meets the policy requirements of the Core Strategy and Masterplan.</p> <p>The scale of development proposed at Moneystone Quarry and Bolton Copperworks is not considered a threat to local communities. It has the potential to provide benefits to these communities in that it will redevelop Bolton Copperworks which is currently an eyesore in the valley, to provide mixed use development including employment and new housing as well as a visitor centre and hotel all of a scale which is considered to be appropriate for the valley. Development at Moneystone Quarry identified in the Draft Masterplan has the potential to bring new employment to the area in a way which is sensitive to and enhance the landscape and ecology of the area. The detailed comments made at options stage and the planning issues raised in relation to each of the projects were carefully considered by officers along with the supporting evidence base and have been used to inform what is proposed at these sites in the Draft Masterplan.</p> |
| 87 | Rosemary Hale | <p>2.0.6 – the reference in CVLL Character Assessment about steep wooded valleys, is correct – this geography makes further development of road network impossible.</p> <p>2.1.1 – agree that rural nature of area limits transport improvement opportunities. Roads are unsuited for high volumes of traffic etc. Regarding marketing CV to ‘countryside’ - points to duty of care for the CV, and point out that many opportunities in para 2.1.1 do not require construction at all.</p> <p>2.1.1 threats – commends CVMP for referencing threats. Development needs very gentle management to prevent these threats. Argue that 50+ houses at Froghall/Foxt etc urbanises rural villages/isolated dwellings [also effects of Moneystone development]. Threats do not fit well with Vision/Principles (or public desire for minimal change)</p> | <p><u>Mapping</u></p> <p>Officers consider that the additions suggested to Map 2.1 are not required and may make the map over complicated and besides Map 4.1 shows the Churnet Valley Masterplan boundary in more detail and identifies the Peak District National Park. The text at 2.0.1 identifies that the Peak District National Park lies to the east of the Churnet Valley and that Cannock Chase Area of Outstanding Natural Beauty lies in the south of the county and therefore it is not considered necessary to identify these on the map.</p> |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p><u>Employment</u></p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|---|
| | | <p>Object to:</p> <ol style="list-style-type: none"> 1) Lack of objective evidential basis for the characterisations set out in this paragraph. 2) Phrases such as 'countryside' and 'family-fun' are of little use in the context of the CVMP, creating the impression of being invented by officers to support unwanted development. 3) Heavy and increasingly future reliance upon the use of private motor vehicles. 4) CVMP does not meet objectively assessed needs that would significantly and demonstrably outweigh any benefit at Froghall, Whiston, Moneystone and Oakmoor. 5) CVMP adding considerable harm to the environment of Froghall, Whiston, Moneystone and Oakmoor by the increase in private car journeys. 6) Suggestion that an increase in rail journeys is realistic and sustainable and on presently available evidence is not deliverable. 7) The CVMP does not meet the requirements of the NPPF as local plans should be neighbourhood plans, deliverable through the mechanisms of the Localism Act 2011 (para 16). Local residents have already rejected the proposals represented in the current edition of the CVMP. 8) The CVMP is not a plan that empowers local people to shape their surroundings (NPPF, para 17), rather it seeks to force upon those communities something they have already rejected at an earlier stage. Therefore public participation has not been taken into account (Aarhus). 9) Lack of objective evidence with regard to the rural road network and the transport assessment. No base flow data included at Whiston Eaves Lane to enable any meaningful assessment to be made. 10) The Transport Study does not comply with requirements of Aarhus to reduce greenhouse gas emissions and reduce road congestion. 11) Limited capacity of the local highway network, the topography and the need to protect the environment all show that the CVMP is unachievable and unsustainable. 12) Public transport is virtually non-existent in the area, with recent bus fare increases leading locals to drive as the cheaper option. <p>Para 2.1.1 Opportunities Object to the following:</p> <ol style="list-style-type: none"> 1) Lack of evidence to make an informed judgement on the content of this section. 2) Implies that it is an officer 'wish list' and promotes the | <p>The Draft Masterplan identifies a number of potential employment developments that are not in the tourism sector. The Concept Statement and Plan for Cornhill identifies Zones 1 and 4 being potentially suitable for commercial uses. Appropriate uses include employment – offices, light industrial, tourism – accommodation, tourist related retail, leisure and residential. Bolton Copperworks is identified for mixed use development with appropriate uses including employment – with an emphasis on small industrial/ starter units, retention of existing businesses within the site, green industry. One of the principles of the Draft Masterplan is to 'Support local enterprise and create local employment opportunities' and within this seeks to achieve this by 'enabling employment opportunities beyond tourism and offering help and support for all local businesses in the Churnet Valley.'</p> <p><u>SWOT Analysis</u> The strengths, weaknesses, opportunities and threats have been identified from a number of sources including the evidence base and have been expanded upon through the consultation process. It is not considered necessary or relevant to detail where they have all come from and there may well be a number of overlaps. Officers suggest that a reference is added to the potential opportunity to make more of Coombes Valley RSPB Nature Reserve by enhancing the current visitor facilities.</p> <p>The issues raised regarding consultation and the communities views are considered in section 3 Consultation. The points raised in relation to Aarhus and the Localism Act are also considered in section 3 Consultation.</p> <p>In section 2.0.1 it is suggested that the reference to corridor is replaced with area.</p> <p>Natural Environment Issues raised regarding how the natural environment is considered within the Masterplan are addressed at 8.1.</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------|------------------------------|---|--|
| | | | <p>interests of unidentified 'Key Stakeholders'. 3) Consider the need to identify the areas of toxic waste and to insist upon the removal of that waste before considering what if any development should be considered at Bolton Copperworks site. 4) Lack of consistency when enforcing planning conditions i.e. Bolton Copperworks Site, Whiston Copper Site and Moneystone Quarry. 5) The CVLLP and Moorlands Tourism Study lack objectivity and balance and do not fully comply with the NPPF, Localism Bill or Aarhus. 6) Consider that the inclusion of 'active interest of Moorland and City Railway.....' is a clear misrepresentation of the facts. 7) There is not yet a framework by the Core Strategy document as it has not been approved by the Inspector. 8) There is growing evidence that a number of sites within the Churnet Valley are already been degraded by too much tourism including the Roaches, Meerbrook, Cheddleton Railway Station, Froghall, Oakamoor and Alton.</p> | <p>The issues raised regarding branding are not considered to require further consideration in the Masterplan. Traffic and Transport issues are considered in section 8.4 and 13 Transport Strategy.</p> |
| 164 | Jarrod Sneyd | RSPB | <p>Support but suggest some changes. 2.1.1 Under opportunities and following reference to Ladderedge Country Park consider additional reference to RSPB Coombes Valley</p> <ul style="list-style-type: none"> • Potential opportunity to make more of Ladderedge Country Park including investigating the potential for visitor facilities and links to future development at Cornhill. • Potential opportunity to make more of RSPB Coombes Valley by enhancing the current visitor facilities. This could be linked to building a business model to enhance biodiversity management. | |
| 119 | James Chadwick | Staffordshire County Council | <p>Support. It is welcoming to note heritage aspects are threaded throughout the masterplan. In section 2.1.1 Opportunities could also include interpretation of heritage assets (not just industrial, but of all periods which are a feature of the history of this landscape) which, along with an understanding of the natural heritage, could be used to promote walking routes.</p> | |
| 104 | Martin Brightman | | <p>The document notes in section 2.1.1 that one of the strengths of the area is its diverse range of existing businesses. It then goes on to ignore this completely and without discussion decides that the main aim of the development plan is to increase the economic contribution from tourism. The economic argument is based on x no. of beds = £y economic benefit. This takes no account of costs such as road congestion, spoiling the environment. Query whether demand side impact has been considered (fewer visitors will spend less money). No account is taken of where this money will end up i.e. how much of it will be</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------|--|--|
| | | | <p>retained locally.</p> <p>The agricultural, manufacturing and retail sectors which currently provide a significant contribution to the economy of the valley have been effectively ignored. There is no suggestion as to how they might be supported. The non-tourism sectors can provide year round employment to support a mortgage and promote stability as well as the workers being more likely to be local and to spend their money locally. Expansion in these sectors is more likely to deliver the community benefits identified – village pubs, local shops and improved public transport and recreation opportunities.</p> |
| 106 | Paul Denning | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Para 2.1.1: the source of strengths, weaknesses, opportunities and threats as listed are not attributed. It would be of particular interest to show those from specific comments of the community consultation process separated from those of the District and County Councils. A further draft Masterplan for public consultation is required to explain the sources of designations in 2.1.1.</p> |
| 137 | Claire Skitt | | <p>We agree with the following VISIONS of CVMP: The value of the valley as a small scale, natural and historical rural area</p> <p>Para 2.1.1 – High quality attractive landscape /environmental quality [SSSIs/RIGs/SBIs/Ancient Woodland] – a key underpinning appeal. Strong communities seeking to maintain/protect CV special qualities. Potential for improving countryside access for walking [historic rights of way]. Green economic initiatives. Achieving better quality, distinctive tourism – new markets around walking/cycling/quality breaks. CV's historic landscape character plays important role in defining its high quality landscape. More should be made of River Churnet (Green Infrastructure). Water Framework Directive states every opportunity should be sought to improve River Corridor – work to achieve 'Good Ecological Status or Potential' by 2015. The WFD does not allow water quality deterioration.</p> <p>Pleased that beautiful valley envisioned as rural nature-valued asset. Concerned that economics of proposals are mistakenly driving developments to destroy CV's tranquility [walks/cycling/horses]. Suggest NO CHANGE in area. No Laver Leisure development at Moneystone; no large development of Alton Towers.</p> <p>We agree with the negative aspects of the area which indicate</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | |
|----|-----------|---|
| 38 | Ivan Kent | <p>problems for further development under para 2.1.1</p> <p>Objections to inappropriate wording:-</p> <p>Para 2.0.1 – questions whether “corridor” concept deleted – change “corridor” to “area”.</p> <p>CVMP should acknowledge very obvious road infrastructure inadequacies in CV and busy traffic/hotspots. CVMP does not offer solution to this, only further development proposals.</p> <p>Para 2.0.3 – CVMP should impose far more development restraints to enable sustainable levels of tourism. Present wording gives developers too much freedom.</p> <p>CVMP lacks balance and includes excessively inappropriate tourism spin. Should acknowledge that traffic issues require imposition of more stringent restrictions on development (or CV runs risk of becoming Peak Park dumping ground).</p> <p>Para 2.0.5. – CVMP needs to demonstrate a stronger commitment to protection/enhancement of natural environment. Greater emphasis needed on SSSIs/SBIs. Commitment/plans to link existing/proposed wildlife reserves (corridors) needs to be key element. Wildlife conservation must override business aspirations not vice versa as CVMP portrays.</p> <p>Para 2.0.6 – section is lightweight compared to later Historic Character Assessment – needs enhancing to reflect importance of landscapes that should be at heart of plan.</p> <p>Para 2.1.1 SWOT analysis – is biased in content for pro-tourism perspective. Lacks balance of independent evidence gatherer. CVMP suggests road links are “good” – but topographical and traffic problems already – should not be subject to further increases. No acknowledgement of detrimental impact of Alton Towers. Inappropriate to regard previous large-scale development there a strength. Resort is out of place in its setting, and should not have been allowed to expand exponentially.</p> <p><u>Countrysiders v Family Fun</u> – Valley cannot realistically accommodate both. Thrill seekers at AT dominate Family Fun element so are in indirect conflict with countryside sector. Both jostle for position on limited road infrastructure. Marrying both exacerbates problems.</p> <p>Re“branding” – mixed messages from multiplicity of brands is confusing for tourists/ demonstrates conflicting inconsistencies</p> |
|----|-----------|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | |
|--|--|
| | <p>between SMDC/SCC/Peak Park tourism planning policies.</p> <p><u>Re Water Quality</u> – increasing tourism will inevitably inhibit achievement of this target – this should be acknowledged in CVMP.</p> <p><u>Re Strengths v Weaknesses</u> – consider the weaknesses outweigh the strengths. Document author takes opposite view – scale of proposed development remains unacceptably high and opposes public’s minimal change desire.</p> <p><u>Re Cheadle traffic issues</u> – are challenging and would be exacerbated without major improvements to network. Town’s ‘Gateway’ potential lacks detail, not thought through. Little recognition in Atkins Study of role Alton Towers plays in Cheadle’s congestion.</p> <p><u>Re Opportunities</u> – Overall, opportunities fail to acknowledge finite nature of Valley and inevitable limit to acceptable development.</p> <p><u>Connections</u> – The argument requires more detail to be meaningful. If including Moneystone Quarry/Alton Towers, difficult to see how car use discouraged to prevent traffic chaos (driving between the two). The list of “sites where there is pressure for change” fails to disclose from whom/justification for change.</p> <p>No distinction between heritage steam railway, and (intrusive) diesel transport to Alton Towers. Claimed “potential to reduce car journeys” misleadingly does not disclose scale of claimed reductions – would be miniscule reduction. Need to present honest argument.</p> <p><u>Re “Opportunities to enhance and create further biodiversity”</u> – Section needs expanding – question what are opportunities/how to be developed /what is the plan. Wording shows lack of commitment. Throughout CVMP environmental improvement opportunities only superficially mentioned/not demonstrated how achievable/implementable – CVMP should do this. Lafarge/Tarmac are not supporting use of Cauldon rail route.</p> <p><u>Re “Opportunities for job creation through new and extended visitor attractions and holiday accommodation”</u> – comment lacks balance, failing to recognise need to control development to appropriate scale. Open ended statements like this without limitation are not helpful.</p> <p><u>Re Threats</u> – include risk that failure to coordinate policies with Peak Park Planning (scale of accommodation per site) could result in excessive developments being imposed on CV.</p> |
|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|--|
| | | | <p>Include the threat that increase in tourism on scale proposed likely to increase rate of road deaths/injuries. Neither SMDC nor Atkins discuss collision rates around Alton Towers.</p> <p>Re "<u>horsiculture</u>" – word not commonplace – needs explanation.</p> <p>Re Moneystone Quarry – potential for inappropriate development at MQ having adverse impacts is noted; but no explanation of what "<i>loss of small-scale landscape features</i>" means.</p> <p>Re Rudyard – threats to landscape in area should be explained – just glossed over.</p> <p>Re "<i>the impact of potential future development on local residents</i>" – statement about threatening quiet enjoyment is understatement. Proposals have potential for massive impact on everyday lives of residents etc.</p> <p>Re Oakamoor to Alton Greenway – difficult to see how rail extension to Alton Towers could be achieved without destruction of superb ambience of greenway Oakamoor-Alton. A fenced off cycle/walkway/horseway alongside line, would not achieve satisfactory mitigation.</p> |
|--|--|--|--|

3 Consultation

| | | | | |
|---------|---------------|----------------------|--|--|
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>Object to:</p> <ol style="list-style-type: none"> 1) Significant amount of background documents to consider in the time available. 2) Not enough paper copies of the documents available. 3) No legally compliant consultation undertaken by SMDC. 4) Failure to consult specifically with WAG. 5) Public not being invited to the visioning exercise. 6) The community conversations did not allow adequate discussion . 7) Views of residents have been ignored. 8) WAGs proposed alternative to Core Strategy Policy SS7 was rejected in it's entirety. 9) Difficulties accessing information/documents on the Councils web-site. 10) The needs of residents without access to computers have been ignored. <p>Need to ensure the process is legally compliant and upholds the principles of early, transparent and available evidence to allow the residents the means to make informed choices about</p> | <p>The Churnet Valley Masterplan is to be a Supplementary Planning Document (SPD), and once adopted, will be a material consideration in the determination of planning applications. As such, the preparation of the Masterplan has to be undertaken in accordance with the Town and Country Planning Regulations 2012 which prescribes the procedures that local authorities are obliged to follow for SPDs. Part 5 (Regulations 12 and 13) of the Regulations sets out the procedures for public participation and making representations on SPDs. This requires that before it adopts the SPD, the local authority produces a statement setting out who it has consulted when preparing the document, the issues raised and how they have been addressed. It also sets out how 'representations' on the document have to be made.</p> |
|---------|---------------|----------------------|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------|-------------------------------------|---|--|
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | <p>how they shape their own communities.</p> <p>Consider that:</p> <ol style="list-style-type: none"> 1) the responses to previous consultation have not informed the production of the draft CVMP as respondents were overwhelmingly in support of minimal development with 44% selecting this option, 26% selected none of these. The developers obviously have a louder voice than the electorate. 2) The CVMP contradicts David Cameron's view that 'communities should have much more say and much more control'. 3) The CVMP does not fully honour The Aarhus Convention because of it's inaccessible 'consultation' process. 4) There is no advertising or information anywhere in the villages and most people questioned do not know of the CVMP. 5) This is in contravention of the priority set in the NPPF regarding the importance of local consultation. 6) The guidance notes state that only online dedicated and complicated forms will be acceptable and does not explicitly invite any other mode of response. The consultation uses complex language and format such as 'representations'. Only 2 hard copies of the document were available which makes it difficult for residents who don't have their own pc, particularly elderly residents. 7) Need to consult with the Plain English Campaign about an appropriate format and process. This point was made at the last consultation. | <p>In line with the legislative requirements the Council has prepared a statement setting out "(i) the persons the local authority consulted on when preparing the document; (ii) a summary of the main issues raised by those persons; and (iii) how these issues have been addressed in the supplementary planning document." This is contained in the Churnet Valley Masterplan Consultation Statement dated September 2013. This provides details of the stages involved in the preparation of the masterplan, the various stages of consultation, the issues raised and how these issues have been addressed.</p> <p>Within Regulation 12, along with making this statement and the supplementary planning document available in accordance with regulations 35, the period for seeking representations must be "not less than 4 weeks from the date the local planning authority complies with this paragraph". The Council has therefore given more time to make representations than is required under the regulations.</p> |
| 145 | George Adams | | <p>No proper public consultation held. The villager's views seem to be ignored.</p> | <p>The Council has exceeded the requirements of regulation 35 on availability of documents. The documents were available at both the Leek and Cheadle One-Stop Shops for inspection and were published on the Council's dedicated Churnet Valley Masterplan webpage, which has a 'friendly link' and, in the first weeks of the consultation, and when the consultation period was extended, there was a link from the Council's homepage. The Council also placed an advert in the Leek and Cheadle Post and Times the week prior to the consultation commencement (25th September 2013), a half page advert on page 11, which provided details of the consultation, date by which representations should be received, where the documents could be viewed and that comments could be made in writing to the Regeneration Manager using a freepost address. The Council also circulated a press release at the start of the consultation and then one relating to the extension of the consultation period. In response to a request</p> |
| 104 | Martin Brightman | | <p>Query where the 'balanced development' option came from as this was not one of the original options? This is a fundamental decision so need to understand what the term means. Consider that consultation responses have been ignored.</p> <p>Sustainability Appraisal has unjustified conclusions. On factors like SA5 and SA7 which might be considered important for sustainability the minimal change option scores higher than any other but it is not possible to see why these advantages are not reflected in the result. It is noted that the consultation, economic and sustainability results are combined and the five options given scores. Would like to know how these scores were arrived at and the weight given to particular factors. This is a lack of transparency.</p> | |
| 95 | Mr & Mrs Plant | | <p>Discouraged to engage in the consultation by its format. Consider the whole concept is a non-starter.</p> <p>Consider that the major proposals (Alton Towers, Moneystone, Stirling Investments) should go through the normal planning consultation before going into the masterplan.</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------------|---|---|
| 105 | Tabi Kime | <p>Do not consider that valley should be developed as a corridor to connect and make more accessible commercial parks.</p> <p>Only heard about this through an email from a group trying to persuade individuals to make objections. Term 'representation' is not clear to everyone. Long winded draft which doesn't get to possible actions until end of document.</p> <p>Consider that the major proposals (Alton Towers, Moneystone, Stirling Investments) should go through the normal planning consultation before going into the masterplan.</p> <p>Do not consider that valley should be developed as a corridor to connect and make more accessible commercial parks.</p> <p>Very little effort has been made to consult with the local community of which you suggest are at the heart of the future of the Churnet Valley.</p> <p>Would like to recommend to you the idea of 'brand management' and better advertising for the area. This may help and encourage the feeling of 'working together' with the community, a more cohesive and rounded approach.</p> <p>Lack of meaningful consultation, views of commercial interests have been put ahead of local communities – public reaction to options consultation was for minimal change which has been ignored.</p> <p>Understand that SMDC is under Legal Obligations. Consider that it has failed to comply with the NPPF, the Localism Act 2011, Aarhus Convention, Franks Commission and others.</p> <p>Inadequate public consultation. A majority of people cannot understand the lengthy documents produced. These are only accessible to people who are highly computer literate and have the time and skills to wade through them. Community Conversations were not useful – exercises were a waste of time and officers refused to answer questions. Do not consider that the masterplan has been produced in a democratic way.</p> <p>Concerned about the content of the Draft Masterplan. Like many other respondents, I favoured minimal change particularly in the lower Churnet Valley. I do not see how the responses from the previous consultation have been considered. I hope that the revised masterplan reflects the opinions of the residents in this area.</p> <p>Object because no heed has been taken in CVMP of local opinion which overwhelmingly favoured the minimal development option during consultation. Obvious that CVMP proposes large-scale development (eg Moneystone holiday complex). Feel my voice and majority of other Valley residents has been ignored in favour of big businesses.</p> | <p>during the consultation period, two A1 display boards were put up at both the Leek and Cheadle One-Stop Shops which contained information from the summary leaflet.</p> <p>Guidance contained in the National Planning Policy Framework, paragraph 155, which states that "Early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential. A wide section of the community should be engaged, so that Local Plans, as far as possible, reflect a collective vision and set of agreed priorities for the sustainable development of the area, including those contained in any neighbourhood plans that have been made." The Consultation Statement (September 2013) sets out the consultation undertaken and how this has informed the Draft Masterplan. This included a visioning event, community conversations, consultation on options, key issues meetings, targeted consultation including meeting with groups. Members will also recall that at the consultation events on options the Churnet Valley Conservation Society were permitted their own stall at the events. The Churnet Valley Conservation Society was also one of the groups that Council Officers met with at the key issues meetings and targeted consultation.</p> <p>The Churnet Valley Masterplan is a challenging and complex Supplementary Planning Document because of the extent of the area it covers, the variety of sites, the nature of the issues which need to be addressed and the importance of achieving a balance between many conflicting needs and uses. As a consequence, and in order to provide sufficient guidance, the document is lengthy, the way the Draft Masterplan document is written is also to a great extent governed by the regulations that it is required to meet and as the Masterplan will be used to inform future planning decisions it needs to be written in a technical language. At this stage in the process, the form of the document is dictated by the legislation, in that it is the supplementary planning document that the Council is publishing and it is therefore the Council's final draft version of the plan.</p> |
| 114 | Samantha Strong | | |
| 116 | Nicholas Cresswell | | |
| 96 | Roy Johnson | | |
| 118 | Josephine Shepherd | | |
| 49 | Gillian Smallwood | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------------------|------------------|--|--|---|
| | | | <p>Consultation process is fatally flawed – not adequate public consultation – so CVMP should not be adopted. Draft CVMP consultation has been poorly advertised in many local villages. SMDC website consultation portal online forms are unnecessarily complex, require separate pages for each representation and require cross-referencing to dense CVMP document. Council have not made it clear that objection can be made in other formats. Concerned that many people have been deterred from giving their opinions because of these requirements.</p> <p>Recommends that Council redrafts CVMP so that it better reflects response to original consultation (minimal development). In current form fear that life of ordinary Valley residents will be badly affected in south of Valley where majority of large-scale developments are proposed. This area already suffers severe problems because of country's largest them park surrounded by poor rural roads/public transport. Further large-scale tourist developments in this area, in close proximity, will leave residents feeling they live within, not alongside, one giant holiday park - overwhelming and damaging beyond repair this beautiful area. So many ways the Valley could be developed sensitively in sympathy with local communities and the environment but current MP does not achieve this – urge Council to reconsider proposals and listen to local opinion.</p> | <p>A summary leaflet was produced and this was written in a less technical way. The officers who wrote the summary leaflet sought the advice of a none planning colleague in the writing of this leaflet in order to ensure that it was written in a way that was accessible and understandable to those who do not have planning knowledge. Regarding the comment that the Plain English Campaign should have been consulted about an appropriate format and process and that this point was made at the last consultation, whilst being a constructive suggestion, this was not done as the regulations clearly set out the requirements for producing an SPD and documents other than the summary leaflet have to be written in a way that conforms with national guidance and regulatory requirements and therefore there is limited scope to write in a none technical language. As detailed, above the writing of the summary leaflet in a non technical way is considered to have been appropriately dealt with in-house using the expertise and experience of an officer not working in a planning role who writes and edits various materials for the Council.</p> |
| 22 | Harry Blood | | <p>There has been no consultation concerning 250 lodges at Moneystone Quarry. Question why Whiston villagers not consulted. Lodges will create traffic problem.</p> | <p>It must also be noted that the publication of the Draft Masterplan (Stage 4) is not consultation on the document but is an opportunity to make formal comments (which are referred to in the regulations, and therefore by the Council, as representations) on the content of the Draft Masterplan, which are now being considered by the Council before it decides whether to adopt the Masterplan as a Supplementary Planning Document.</p> |
| 27 | Lee Norcup | | <p>Article 7 on Public Participation in Aarhus Convention – but SMDC have not consulted general public on changes to original document. Main concern is that CV is not suitable for mass tourism as SMDC suggests.</p> | <p>The Draft Masterplan represented the Council's agreed plan and is the result of previous consultation, which as detailed above, has been extensive for a Supplementary Planning Document.</p> |
| 25 | Ms Clair Chapman | | <p>Masterplan not known to most people due to inadequate publicity and the document is extremely complex.</p> | <p>The response form was intended to assist in responding to the consultation and was based on forms the Council has used in the past for similar consultation. All responses had to be made in writing and this was clearly stated within the consultation material. It is evident by the various forms of written responses received that</p> |
| 26 | Lee Norcup | | <p>Consultation process – not well advertised locally, inadequate. Road system will not sustain an increase in traffic. Inadequate notification of consultation – only knew about it through social media. Considers that proposals at Alton Towers, Moneystone Quarry and Frogghall should go through the planning applications process before being placed into the masterplan to ensure that the process is transparent. Do not agree with principle of a corridor, consider that this will take away valuable revenue from existing commercial and local enterprises and alienate local communities.</p> | |
| 127 | Mr & Mrs Birch | | <p>The consultation document was difficult to follow however public displays were better.</p> | |
| 12, 81, 82, 85, 97, | Clive Worrall, | | <p>The masterplan has not been guided by the guiding principles of the</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-------------------|---|--|---|---|
| 98, 114, 117, 248 | Diana Gardner, William Gardner, Sam Bell, Roy Pitt, Mr W Pitt, Tim Robins, CD Sleigh, Samantha Strong | | <p>Revised Core Strategy or of AONB. To end the consultation period on the Masterplan before its guiding policy is in place is to put the cart before the horse and dangerous to the future of the valley.</p> <p>Recommend that the Council refers back to the responses to the original consultation and implements a 'minimal change' approach to the third draft reflecting the genuine nature of this valley; and</p> <p>Recommend that the Council undertakes a meaningful consultation with the village and town communities, well-advertised, to ascertain what is felt to be right for the area in line with the NPPF and the EU Aarhus Convention.</p> | <p>respondents were aware that the response form did not have to be used. The Council received representations in the form of response forms, letters, emails, questionnaires and pre-printed forms.</p> <p>Council officers have organised and attended various events to meet with the community regarding planning issues within the Churnet Valley and these are detailed in the Consultation Statement. These have included the Community Conversations, consultation on options (where officers attended various venues in the Churnet Valley with exhibition boards detailing the options for future development in the valley and asking if there were any alternatives, the evidence base documents were also available at these events). There was an opportunity to make responses in writing and the comments received are summarised in the document Summary of Main Issues from Options Consultation (July 2012). The Consultation Statement explains how the consultation comments have been used to inform the Draft Masterplan.</p> |
| 79 | Carolyn Somers | | <p>Inadequate consultation on the masterplan especially the community conversations. No thorough consultation has been undertaken and most people are unaware of the masterplan.</p> | |
| 115 | Samantha Cunningham / David Robinson-Smith | | <p>Was neither encouraged/discouraged to engage on SMDC's CVMP consultation by the format of that consultation – only made aware of it following contact from Churnet Valley Conservation Society. Query how older people without online access, fare during such consultations.</p> | |
| 106 | Paul Denning | | <p>Residents should definitely be consulted before developments are given planning permission.</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> | |
| 135 | Mark Smallwood | | <p>Paras 3.0.1 to 3.0.10: Precisely how CVMP has been informed by community engagement is not referred to. Key question is to what extent community events have been to inform public, or consultations. A further draft Masterplan for public consultation is required to elaborate on information gathered from community, and how used.</p> <p>Was not encouraged to engage in consultation; lack of SMDC publicity considering wide ranging impact on local area. Am concerned most local residents unaware of CVMP process and implications. Also complexity of documents may have discouraged residents from commenting; and SMDC Rep. form which requires cross-referencing. Council not made clear that other forms of representation possible.</p> <p>Proposals like Alton Towers/Moneystone Quarry/Froghall etc should go through normal planning procedure first, as this will give residents true chance of making their views heard. Most unaware of CVMP process or discouraged from engaging in it.</p> <p>Residents should be consulted before developments given planning permission: fear the CVMP consultation process not well publicised; documents too complex for local residents.</p> | <p>With regards to the comments on consultation, officers consider that the consultation has gone far beyond that required by the planning regulations on preparing a Supplementary Planning Document and is in line with the NPPF requirements. With regards to the Core Strategy which establishes the requirement to produce a Masterplan for the Churnet Valley, the Planning Inspector states in his Final Report that "I am satisfied that the public consultation requirements for this Plan were fully and properly carried out. The Plan complied with all UK legislation in this regard, and therefore I am satisfied that it also complied with the relevant Articles in the Aarhus Convention." Therefore it is considered appropriate to give no further consideration to the comments made regarding the consultation on the Core Strategy as the Planning Inspector has considered it to be legally compliant.</p> <p>Throughout the process of preparing the Masterplan there have been valuable responses to the consultation which have been used to inform</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|---------------|--|---|
| 137 | Claire Skitt | <p>Consultation should have taken place with local communities – open village hall meetings with free speech but this has not happened. Revised Core Strategy Policy SS7 describes what is needed in valley, has not been implemented, although CVMP consultation is nearly closed. No good Policy controlling CVMP – AONB support only notional, not within Core Strategy or CVMP. An OVERSPILL FOR THE PEAK DISTRICT is good proposal for CV future: would provide nature based visitors and more jobs (small scale businesses) in CV. Low paid/seasonal contract jobs envisioned by AT/Laver Leisure not what is needed. Need small-scale self-maintaining businesses. SMDC should include in CVMP a proposal to support small-scale start-ups.</p> | <p>the development of the Masterplan and this is detailed in the Consultation Statement. With regards to the production of the Masterplan, it is not a referendum and has involved the consideration of the planning issues raised in the consultation responses. Officers would also draw attention to the fact that at options stage 226 responses were received. These included responses from a wide variety of groups (see the Consultation Statement) who raised many different issues which have been given detailed consideration and are summarised in the Churnet Valley Masterplan Options Report Summary of Comments (July 2012). Furthermore, in terms of the public responses, whilst there was concern from some residents, notably in the Oakamoor, Alton, Foxt, Whiston, Ipstones and Consall/ Wetley Rocks areas of the Churnet Valley (from an assessment of those who responded providing address contact details), the area covered by the Draft Churnet Valley Masterplan covers a population of around 45,000. Whilst not wishing to undermine the value of those who had responded, there were clearly a significant number of residents who did not feel the need to comment at the options consultation stage, despite the extensive publicity which was given to the consultation.</p> |
| 140 | S. Penfold | <p>CVMP consultation process undemocratic. Community response to plans places huge demands on residents. Officers have not appeared to make same level of dialogue with ratepayers than with interested businesses. The format for making responses is beyond the time/ability of many.</p> | <p>In line with national guidance, the Council went to great lengths to not only publicise the Masterplan - even before preparation of the document had begun (officers attended the Churnet Valley Living Landscape Roadshows held in a number of locations in the Churnet Valley in order to highlight that a Masterplan was to be produced and to provide people with an opportunity to provide their contact details so that they could be informed at the various stages of consultation) and also to provide people with an opportunity to help shape the Masterplan (including events such as the Community Consultation and Options Consultation detailed in the Consultation Statement).</p> |
| 152 | Sheila Steele | <p>Object to CVMP which claims to be part of democratic process but which has not followed principles of consultation:- 1) a public meeting which wasted time on a series of exercises – instead time should have been spent on debating the real issues. At public meeting Officers refused to allow villagers to put their questions. 2) Question where was the public consultation when it was decided that Churnet Valley should be a sub-regional asset for the Peak District National Park.</p> | <p>With regard to comments that the Council has failed to comply with the NPPF, the Localism Act 2011, Aarhus Convention, Franks Commission these are noted but not agreed with.</p> |
| 274 | Nicki Dyas | <p>Whole exercise has made mockery of democratic process. SMDC Officers have designed exercise to produce desired outcomes; no understanding of democracy or Localism Act. Officers pay little regard to instructions of Councillors, who in turn should represent views of their electors.</p> | <p>Officers have designed exercise to produce desired outcomes; no understanding of democracy or Localism Act. Officers pay little regard to instructions of Councillors, who in turn should represent views of their electors.</p> |
| 70 | David Walters | <p>Developments at Alton Towers/Moneystone Quarry/Frogghall etc should definitely go through the normal consultation process (rather than directly into Masterplan).</p> | <p>SMDC spent lot of money upon CVMP and the process of supposed public consultation. Seems public very much against certain proposals – question if this will be reflected in final analysis and CVMP modified accordingly, or will public response be ignored. Valid objections are based on authority/factual research – but these are never debated. Original Masterplan has not changed in light of public response.</p> |
| 6 | John Higgins | <p>Respondents trust in good faith by SMDC to listen to public – hope that this will convince Council to rethink/amend/adjust CVMP. Deeply worrying that CVMP Principles far out of line with residents of valley's wishes, an open door for developers and to despoil</p> | <p>Officers have designed exercise to produce desired outcomes; no understanding of democracy or Localism Act. Officers pay little regard to instructions of Councillors, who in turn should represent views of their electors.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----|---------------------------------------|--|---|--|
| 93 | Mr and Mrs Aad and Janet Van Adrichem | | <p>valley's unique character. First principle to ensure communities at heart of the future – yet community totally ignored. Questions how support for 'minimal change' could be read as 'balanced development across whole valley'. Question why if balanced development is insisted upon, why money was wasted on the consultation.</p> <p>1) Public consultation has been wholly inadequate (too many papers to confuse). After first initial meeting no follow up public meetings (as offered). Local Whiston Councillor promised various public meetings – but only one held.</p> <p>2) Complete lack of democratic process. SMDC Officers not accountable; local Councillor shows no interest. People have been ignored.</p> <p>Modification required to overcome objection: hold public meeting, with planners, councillor and villagers after Moneystone Quarry restoration, to discuss limited sustainable outdoor leisure activities at MQ.</p> | <p>Any planning application for development would be subject to a consultation period and would be subject to the requirements for planning applications.</p> <p>All contacts on the Council's consultation database have been contacted by post or email. The Consultation Statement sets out the consultation which has been undertaken on the Masterplan.</p> |
| 38 | Ivan Kent | | <p>Page 24 Objection – inappropriate wording</p> <p><u>Length of process</u></p> <ul style="list-style-type: none"> Length of time taken to progress CVMP raises concerns. Brings into question validity of outdated historic evidence. <p><u>Insufficient public awareness of the process and inadequate consultation</u></p> <ul style="list-style-type: none"> Consultation process was inadequate. Selected community groups who were invited were not representative. Other groups would have wanted to have taken part. SMDC website is complex. Documentation not public-friendly/plain English criticism. Key information hidden. Public were confused by CV Masterplan Options running in parallel with Core Strategy consultation. Over emphasis on confidential engagement with commercial developers – too much influence. <p><u>Misleading Responses from Council Officials</u></p> <ul style="list-style-type: none"> Following this inadequate public consultation SMDC announced village conversations. Council officers at Oakamoor event refused to answer CVMP questions. Public could not comment freely on wider issues. <p><u>Reluctance of SMDC to disclose information</u></p> <ul style="list-style-type: none"> SMDC did not respond to FOI requests about meetings with developers. | |

4.1 A Vision for the Churnet Valley

| | | | | |
|---------|-----------------|-------------------------------------|--|--|
| 8 | Mr Malcolm Ward | Whiston Action Group | Fully support tourism. | <u>Vision</u> The CVCS comment that the vision in relation to the area being easily accessible by a range of transport choices (car, public transport and rail) is contradicted by the Transport Study is not agreed with. Both the Draft Masterplan and Transport Study recognise that the railway is a long term opportunity and that further information is required regarding the potential re-opening of the southern end with regard to viability and feasibility. It is considered appropriate for the vision to identify that the area will be accessible by a range a transport choices as there is a significant opportunity to reduce travel by car and promote more sustainable means of travel. The Transport Study identifies that through developer funding there is the potential to extend and create new bus links see Table 6.1-Summary of Measures. ¹⁰ These developments such as Cornhill and Bolton Copperworks would provide potential sites for new businesses and through the measures proposed in the Transport Strategy would be accessible by a range of transport options and therefore this reference in the vision is considered appropriate. |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | Support the restoration of Moneystone Quarry to meadow land in accordance with the conditions. | |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | Object to: 1) SMDC engaging with Laver Leisure and or its agents about detailed plans for Moneystone Quarry whilst failing to meet with residents and members of WAG. This is in breach of Localism Act 2011, NPPF, European Law and Aarhus Convention. 2) Failure of SMDC to consult with the Highways Authority concerning the traffic implications arising from CVMP proposals. | |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | Object to the vision due to the following: 1) para 3 states that it will be easily accessible by a range of transport choices (car, public transport and rail). This is contradicted by Atkins in the transport survey that states that the railway's development cannot be taken for granted and therefore bus based modes should be reviewed in the shorter term. 2) Disagree that 'there will be opportunity for new businesses to set up in locations that are easily accessible by a number of transport choices'. With recent cuts in road based public transport, cuts in bus services provided by Alton Towers transport and the unlikely-hood of local rail links this statement is clearly misleading and without certainty. | |
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | Support the vision and the proposed boundary. Consider that the proposals at Moneystone Quarry will provide a varied offer, suitable for different seasons and weather in accordance with the vision for the Churnet Valley. | |
| 107 | Lynn Cantlay | Consall Council Parish | The vision statement says "it will be easily accessible by a range of transport choices..." The Consall Valley will <u>NEVER</u> be "easily accessible" by <u>ANY</u> form of transport. The road structure is currently stretched to breaking point at certain times, especially during the summer, to the point where residents of the Valley occasionally have difficulty driving to their own homes and in some cases have suffered personal abuse from other motorists whilst doing so. Consall is <u>NOT</u> served by any public transport. There are <u>NO</u> public car parks in Consall and none within the entire Consall Valley apart from the limited spaces adjacent to the Visitor Centre at Consall | With reference to Consall Valley not being accessible by a range of transport choices this is not agreed with as the railway and canal both run through the area. There is also the canal towpath and the Staffordshire Way walking route. It is however recognised that Consall is not served by public transport. The impact of any future development at Consall Hall Gardens on traffic and transport routes is considered a matter for any future planning application rather than the Masterplan due to the scale of development potentially being proposed. The Vision sets out how the Masterplan will preserve and enhance the landscape by stating that "It will be a landscape maintained by sensitive land management, restrained from overuse and |

¹⁰ Churnet Valley Transport Study (2013) Atkins page 61
146
Staffordshire Moorlands Local Development Framework - March 2014

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----------|------------------------------|---|---|---|
| | | | <p>Nature Park. NOR is there any land upon which public car parks could be constructed without adversely affecting the environment and urbanising the area.</p> <p>The lane from the main road (the A522) To Consall Village is designated by Staffs County Council as a single track with passing places (many of these passing places are private drives or farm gateways and others are often used as parking spaces during peak periods) and the road from Consall Village down towards the Visitor Centre and on to the bottom of the Valley is even narrower. Access along part of the lane from the bottom of the Valley to Consall Forge and to Black Lion pub is only permitted for pedestrians and NOT for vehicles, vehicular access is only permitted for the residents of Consall Forge or bona fide visitors to residents. This entire lane is on</p> | <p>where damage in the past is reversed by remedial action. It will be an area where community based projects, economic regeneration and environmental enhancement thrive together in this inspiring natural setting." It also states "The area will be a fine example of sustainable, low carbon development that is of a high quality design and in-keeping with the landscape character of the area."</p> <p>The support for the restoration of Moneystone Quarry is noted.</p> <p>Staffordshire County Council have been involved in the consideration of traffic implications of the Masterplan. Sections 8.4 Sustainable Transport and 13 Transport Strategy detail how traffic implications have been considered and the involvement of Staffordshire County Council as the Highways Authority.</p> <p>The text in 4.2.1 explaining how the boundary has been determined is considered appropriate as it is.</p> |
| 103 | Alan Yarwood | National Federation of Gypsy Liaison Groups | <p>The concentration on tourism issues at the expense of other forms of economic development and housing needs is concerning. The area is diverse and the vision for such a diverse area needs a more holistic approach to its future development acknowledging the competing interests of various forms of development. The vision implies that proposals which do not support leisure and tourism activities will be resisted. Given the overriding need to provide more housing and Traveller sites any discussion of the vision must have regard to these needs and the necessity to make provision in this part of the District.</p> | |
| 113 & 37 | Peter Cowie D.J. Williams | | <p>Support the sentence 'The vision for the Churnet Valley is that it will be a celebrated, high quality landscape which is treasured by both the communities who live and work in the area and visitors to it.'</p> | |
| 111 | Adrian Shuffebotham | | <p>Vision states "it will be easily accessible by a range of transport choices". Consall area will never be 'easily accessible' by ANY means. Increasing vehicular visitors negates reason people presently visit Consall. In summer roads at breaking point. The Consall lane and to A522 is designated as single track with passing places used for parking, other nearby lanes similarly narrow and in disrepair. No vehicular access to Consall Station (and planning consent at Station prohibits this). Consall Valley attractive because undeveloped – therefore by definition any new development urbanising and harmful.</p> | |
| 106 | Paul Denning | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Para 4.1: CV is already high quality landscape, treasured by communities. Vision does not illustrate how Masterplan will preserve/enhance current status, for example how AONB designation will make important difference. Further draft Masterplan for public consultation required to explain what benefits CVMP will</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|---|
| 141 | Andrew Wardle | | bring to preserve/enhance special qualities of the Valley and why existing 'saved' policies of the 1998 Local Plan [and 1988 Alton Towers SPD/1981 Legal agreement] inadequate. Vision refers to easy accessibility by range of transport. Consall Valley will never be easily accessible by any means. Road structure at breaking point in summer. No public transport; no public car parks in Consall Valley except at Nature Park. No land available to construct car parks without adverse effects. Lane to Consall from A522 is designated single lane; other roads even narrower. Access along part of the lane only guaranteed for pedestrians. Lanes in poor repair (potholes). Churnet Valley Rail advertise that no vehicular access, however still hold events that generate car use SMDC only able to consider using Consall Valley as tourist magnet solely because has been relatively untouched. New development will have adverse, urbanising effect. SMDC has to accept that vehicular access to Consall would be impossible to improve without urbanising area. Many roads untarmaced. No modifications could be incorporated into CVMP to remove this problem. Vision states "it will be easily accessible by range of transport choices" – Consall Lane is dead end, ceases to be public highway. Road does not appear on map in CVMP, yet it identifies opportunities for creating 'visitor cluster'. Vast majority visitors arrive by car – no public transport options. Consall Lane is single track designation. Only passing places; erosion problems. Restricted turning space causing hazard at busy periods. Parking limited to Consall Nature Park, and also canal-side; no access for those with impaired mobility. Congestion causes problems for emergency vehicle access. Also Consall Hall events traffic. Entirely inappropriate to consider upgrading/widening road or new urbanising features. Proposed holiday lodges at Consall Hall would double village population; camping and caravanning would increase further, and add to traffic. Access track partly private partly SCC owned [SCC can close track]. Remove sentences regarding visitors in second para. Too much emphasis on attracting more visitors, with ensuing problems of traffic, development and erosion of area's character. In the new businesses section add " <i>primarily in towns on the edges of the valley</i> ". 4.1 – Vision as described is perfect objective. |
| 142 | Sheila Pentold | | |
| 269 | Brian Sammons | | |
| 87 | Rosemary Hale | | |
| 38 | Ivan Kent | | Page 28 Objection – inappropriate wording Vision 4.1 – wording lacks sufficient emphasis on |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|------------------------------|------------------------------|--|---|
| | | | protection/enhancement of natural environment/landscape. Bias towards potentially detrimental development . AONB should be referenced, and clear commitment to achieving it. | |
| | | | Para 4.2.2 – add to last sentence “...in recognition of the close similarities in terms of topography, natural environment and tourism aspirations of the two planning authorities”. | |
| 4.2 Boundary | | | | |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | No evidential basis has been provided to support a change to the boundary. The proposals ignore entirely the requirement to observe the natural, historic and cultural heritage of the Churnet Valley. | Boundary Officers consider that the boundary identified is appropriate for the reasons given in paragraph 4.2.2 of the Draft Masterplan. |
| 106 | Paul Denning | | Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. Para 4.2: Outer Zone and Inner Core in earlier draft enabled particular safeguards for the Inner Core; these safeguards are no longer referred to (Map 4.1). CVMP boundary should be shown more clearly. Conservation Areas plus Special Landscapes could be added. Further draft Masterplan for public consultation required with revised Map 4.1 to include earlier Outer Zone/Inner Core plus additional information. | Reference to an Outer Zone and Inner Core being identified in an earlier draft is considered misleading as this was actually identified in the Staffordshire Moorlands Tourism Study (2011) which is one of the evidence base documents which has been used to inform the boundary contained in the Draft Masterplan. It is not considered appropriate to identify Conservation Areas on the map as these will be identified on the Site Allocations DPD proposal map. The reference to Special Landscape Areas is considered out dated as in recent years there has been a move away from the identification of Special Landscape Areas to more detailed assessments of landscape character. |
| 5 Sustainable Tourism and the Masterplan Principles | | | | |
| 113 & 37 | Peter Cowie D.J. Williams | | Support the wording in this section. Consider that balancing is the key word in terms of ensuring that the Copperworks site and Moneystone Quarry are not over-developed. | <u>General comments</u> The issues raised within the comments are considered to have already been considered and where appropriate addressed in the earlier stages of producing the Masterplan. The Draft Masterplan has been tested for its social, economic and environmental impact (see the Sustainability Appraisal (September 2013). The comments made do not alter the fact that the Masterplan is considered, by officers, to accord with the NPPF, Core Strategy and evidence base. |
| 128 | HOW Planning | Laver (Oakamoor) Ltd | Support sustainable tourism and paragraphs 5.1.7, 5.1.16, 5.1.18, 5.1.21 & 5.1.22. | |
| 130 | Kate Dewey | Staffordshire Wildlife Trust | Support the principles. On defining sustainable tourism comment that several organisations did comment in the consultation that the term sustainable tourism was being used a lot in the original document but there was no reference to what it implied. SMDC are addressing that question, while the Wildlife Trust might not agree with all areas of this definition, we welcome a defined point of reference. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | |
|-------------------|---|--|
| <p>Lee Norcup</p> | <p>Masterplan principles are often contradicted by proposals e.g.</p> <ul style="list-style-type: none"> ensuring that communities are at the heart of the future Churnet Valley' versus creation of a corridor between leisure park developments creating vast increases in traffic. Respect, enhance and protect the positive aspects of the Churnet Valley' – conflicts with increasing traffic, creation of a railway link between Oakamoor and Alton and creating a 'hub' at Consall. Support local enterprise and create local employment opportunities' – no policies support local enterprise. Also, conflicts with Core Strategy statement relating to 'enhancing the accommodation stock noticeably further through small serviced and self-catering accommodation'. New development will have a detrimental impact on local businesses; jobs offered by leisure parks are not generally secure. Improve accessibility and connectivity' – reliance on a transport study undertaken by Alton Tower's consultants is not appropriate; question how road improvements can be made; expansion of visitor numbers will exacerbate existing traffic congestion and add it to Whiston and Oakamoor so connectivity would not be improved; increased visitors will decrease accessibility and connectivity for local communities; lower the value of the area for nature visitors; development will condemn the lower Churnet area forever; rail connection will be of no use if it is not connected to the national network unrealistic to expect people to swap their cars for the train and no studies to prove this. 'deliver sustainable tourism' – no clear definition of sustainability is given; reliance on major developments is not a sound basis for a masterplan for the future of the Churnet Valley and its communities; sustainable communities in rural areas need the potential to develop small scale businesses. 'balanced development' – although the lower southern Churnet Valley is noted as being sensible and vulnerable with the need for small scale development, three out of four of the major developments are in this area. 'supporting the heritage of the valley' – need a good brochure detailing heritage / nature walks throughout the Churnet Valley rather than focusing on large scale commercial enterprises. Core Strategy contraventions – consultation on the masterplan | <p><u>Definition of Sustainable Tourism</u> In defining sustainable tourism the Draft Masterplan draws on the NPPF and VisitEngland's Wise Growth which are considered to be the most relevant definitions. The comments of support regarding the Draft Masterplan defining what sustainable tourism are noted. The comments stating that sustainable tourism is not defined are rejected as it is clearly evident and recognised in a number of the comments that the Draft Masterplan defines what sustainable tourism is.</p> <p><u>New accommodation</u> The proposals for new accommodation within the Masterplan are considered to be appropriate and the findings of the Tourism Study (2011) have been considered in developing the Draft Masterplan - see the officer response - Introduction Section.</p> <p><u>Masterplan Principles</u> The comments made in relation to the principle on 'Improving Accessibility and Connectivity' need to be considered in conjunction with the rest of the Masterplan and the evidence base. The Draft Masterplan seeks to support and develop sustainable means of transport in the Churnet Valley. There is a specific section of the Draft Masterplan (Development and Management Principles) on Sustainable Transport with a requirement that "All proposals should aim to support more sustainable means of transport within and into the Churnet Valley and seek to change visitor perceptions of how they can travel around the Churnet Valley by increasing transport choices for those wishing to visit attractions and facilities and, where appropriate, providing facilities to enable visitors to park up and travel from key points by more sustainable travel means, and through measures to manage access and movement and encourage off-site exploration by non-motorised means."¹¹ The comments and concerns raised regarding the Transport Study</p> |
|-------------------|---|--|

¹¹ Draft Churnet Valley Masterplan (September 2013) section 8.4

¹² Churnet Valley Transport Study (2013) Atkins page 58

¹³ Draft Churnet Valley Masterplan (September 2013) section 8.5

¹⁴ Draft Churnet Valley Masterplan (September 2013) section 8.5

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----|---------------|--|---|--|
| | | | <p>before Core Strategy and AONB policy is in place is putting the cart before the horse.</p> <ul style="list-style-type: none"> Recommends that the Council produces another Draft masterplan implementing a minimal change approach and undertakes meaningful consultation in line with the NPPF and the Aarhus Convention. | <p>(2013) and its findings are not considered to be warranted. TomTom analysis and a site visit were undertaken to inform the Transport Study in relation to Alton Towers. The Transport Study (2013) states that the “TomTom analysis, and consultation with SCC, plus stakeholder feedback in regard to the Integrated Transport Strategy, confirmed that traffic congestion is occurring on the approaches to Alton Towers...As no notable change in trip rates is expected over the coming years, and the Long Term Plan already outlines a number of transport measures (and in light of the recent funding received for SCC to introduce Local Pinch Point improvements), this Transport Study will not raise any further interventions for the site.”¹² The findings of the Transport Study have been used to inform the Draft Masterplan Transport Strategy which has been supported by Staffordshire County Council which are the Highways Authority. The Transport Strategy includes a variety of measures that are essential and desirable relating to the proposals at Cornhill, Bolton Copperworks, Moneystone Quarry, Leek and Cheadle. The Alton Towers measures have been dealt with separately by the County Council through the Long Term Plan and Traffic Liaison Group.</p> |
| 77 | Dave Hardwick | | <p>Response to Core Principle 1 – local community not adequately informed about Draft Masterplan; limited or no development must be the principle of the plan; leaflet drop to every house in the valley should have been made and far more notices should have been issued; new proposals do not seem to take into account increased traffic flows on narrow dangerous roads; plan needs to ensure that local businesses will benefit from any development while ensuring that increased tourist numbers is small enough not to damage the area.</p> | |
| 77 | Dave Hardwick | | <p>Response to Core Principle 2 – Plan must assume AONB status now so that decisions are based on preserving the area, masterplan focuses mainly on big business and other than a few footpath improvements does not demonstrate any intention to improve the quality of life for local residents or to protect it for visitors. Re-opening the railway along the Oakmoor to Alton route would destroy the established greenway. It would be much more in line with minimal development to improve the surface of this route to an all weather track to allow more people to use it throughout the year without damaging the area. As the railway would be privately run, it will be profit driven rather than protecting the area for enjoyment. There is already a large section of preserved railway further up the line. Termination at Oakmoor not positive due to an increase in traffic, noise and pollution this would bring. Masterplan dominated by commercial plans with no strategies to promote the local economy by supporting existing and potential new small businesses. Development of holiday lodges at Moneystone would be disastrous for Oakmoor as the infrastructure would not be able to cope. Support the quarry being returned to its original state in line with minimal development. A guide to the heritage of the area would be appropriate to spread the tourist load.</p> | <p><u>Economic</u> With regard to the comments on the type of jobs created and the perceived lack of support for local small businesses these comments need to be considered in the context of proposals and measures contained in the rest of the Masterplan. For example the Economic Development (Development and Management Principle) contained in the Draft Masterplan recognises that “Rural communities need a diverse range of successful local business and work opportunities in order to flourish in the Churnet Valley. Small and local businesses which promote local goods and services and employ the local workforce shall therefore be encouraged and support through funding programmes and through work with Staffordshire Peak District Tourism Association and Destination Staffordshire to support business development, with workshops and business</p> |
| 77 | Dave Hardwick | | <p>Response to Core Principle 3 – Proposals contradict the principle of supporting local enterprise. Valley would be used as a corridor between commercial enterprises cutting out local small businesses. Theme parks and holiday parks not likely to offer suitable work for those with a mortgage as it tends to be part time and seasonal. Nothing exists to ensure that local residents are not undercut by lower waged imported labour. Jobs in local towns for people living in the area would seem a more beneficial principle.</p> | |
| 77 | Dave Hardwick | | <p>Response to Core Principle 4 – Do not agree with conclusion of transport study that further development will have no additional impact on the road network. Whiston, Froghall and Oakmoor are</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---------------------------------------|---|---|--|
| | | | <p>development events.”¹³ It also states that “All major developments will be expected to sign an employment charter to maximise local labour and supplies.”¹⁴</p> <p><u>AONB</u></p> <p>It is not considered appropriate to make reference to AONB within this section as the area has not been designated an AONB. As identified in paragraph 7.19 of the Report to Service Delivery Overview and Scrutiny Panel of the 10th July 2013 “It should be noted that any decision to support AONB designation does not enable the Council to determine applications within the potential AONB area as if they were subject to a formal AONB designation. AONB designation can only be considered as a material consideration after the designation order has been made and confirmed under the Countryside and Rights of Way Act.”</p> |
| 77 | Dave Hardwick | <p>all currently under stress. Alton Towers and Moneystone proposals will generate additional traffic. Moneystone development will adversely affect Oakamoor. Consider that railway will not make any real difference to traffic problems in Alton. The potential links for walking, cycling and horse riding highlighted in the masterplan are already perfectly good routes with well maintained styles and gates – just need investment to keep them in good order. On roads where there is likely to be increased traffic, the masterplan has added the label ‘improved link for walking, cycling and horse riding’ which is clearly contradicting the current state of provision.</p> <p>Response to Core Principle 5 – For this to work the valley needs to be an attractive, quiet place to come and it is hard to see how this will be the case if it is filled with tourists looking for something to do before going to Alton Towers.</p> <p>In many areas the 5 masterplan principles are contradicted by the proposals:</p> <p>Principle 1 – the creation of a ‘corridor’ between developments of leisure parks does not achieve this principle. Vast increases in traffic will destroy access to towns, businesses and amenities. Lack of publicity regarding draft document which is extremely complex.</p> | |
| 12, 81, 82, 85, 97, 98, 114, 117, 248 | C Worrall, D Gardner, W S Gardner, R Pitt, Mr W Pitt, T Robins, CD Sleigh, Strong | <p>Principle 2 – Any form of traffic servicing these proposals creates conflict with the natural beauty of the Churnet Valley. Increasing visitors will lead to congestion for local communities and create an eyesore for green visitors; a railway between Oakamoor and Alton will destroy a beautiful walk and downgrade the green experience in the area; creating a hub at Consall will ruin the nature people come to experience.</p> | |
| 12, 81, 82, 85, 97, 98, 114, 117, 248 | C Worrall, D Gardner, W S Gardner, R Pitt, Mr W Pitt, T Robins, CD Sleigh, Strong | <p>Principle 3 – no proposals exist in the masterplan to support local enterprise; rural small scale businesses will be bypassed and undermined by new development; does not support Core Strategy statement ‘to enhance the accommodation stock notably further small serviced and self catering accommodation’; leisure parks tend to offer part time seasonal work unsuitable for mortgage payers, no guarantee that jobs will go to local people.</p> | |
| 12, 81, 82, 85, 97, 98, 114, 117, 248 | C Worrall, D Gardner, W S Gardner, R Pitt, Mr W Pitt, T Robins, CD Sleigh, Strong | <p>Principle 4 – SMDC have acknowledged that traffic volumes are beyond capacity but are relying on a transport study from Alton Towers’ consultants that there will be no additional impact; question that road improvements can be made to mitigate this; increased traffic from new development will exacerbate existing problems; impact on local community and nature visitors; lower the value of the area for nature visitors; proposals will condemn the lower Churnet for ever – its potential as an overflow for Peak District tourism and to benefit from its future designation as an AONB will</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---------------------------------------|--|----------------------------|--|
| 12, 81, 82, 85, 97, 98, 114, 117, 248 | C Worral, D Gardner, W Gardner, S Bell, R Pitt, Mr W Pitt, T Robins, CD Sleigh, S Strong | | not be recoverable; proposed rail link will be of no use unless connected to the national network (unlikely to appeal to a lot of users e.g. families and young people), trains will undercut the economies of villages being bypassed; possible advantage for bringing the railway from Froghall to Oakamoor using existing railway tracks to bring walkers and cyclists to use the woodlands and to help to support local pubs and restaurants; an improvement in pathways and bridle paths would be a positive development along the valley to encourage green tourism. |
| 79 | Carolyn Somers | | Principle 5 – No clear definition of sustainability; attracting additional traffic to the valley is not considered to be sustainable; relying on development plans of commercial interests is not a sound basis for a masterplan for the future of the Churnet Valley and its communities; Sustainable communities in deep rural areas need the potential to develop small scale businesses. |
| 168 | Carolyn Somers | Oakamoor Council Parish | Principle 3 – Majority of jobs created will be low waged, seasonal, zero contracted and unsuitable for those with a mortgage. Majority of people likely to be bussed in from elsewhere. Will not benefit local communities. Would like to see sustainable long term jobs for local people providing viable employment opportunities. Need to encourage visitors who will stay locally with local people, shop at local shops and markets and support the local economy which will retain money within the community and support more local jobs. Money spend at Alton Towers etc. will not stay within the Churnet Valley. |
| 106 | Paul Denning | | Consider that the 'balanced approach' does not ensure that communities are at the heart of the future of the Churnet Valley because development has mainly been concentrated in the south of the valley, environmental impact of the proposal has largely been ignored in favour of perceived economic impact and the minimal change option put forward at the last consultation was the most popular option amongst consultees but has not been selected. Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. |
| | | | Para 5.1: Entire Section on sustainable tourism would benefit from comment on current status and how CVMP will add community benefits. No reference to AONB and effect of this designation. Starting point is of an existing valuable asset (CV) and safeguards. AONB designation would provide nationally recognised brand as sought in 5.1.12. Not until para 6.8.7 that there is a minor reference to this, despite overwhelming public support. Further draft Masterplan for public consultation required with Section 5.1 rewritten with emphasis to AONB with revised Map 4.1 as explained |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | |
|-----|------------|---|
| 274 | Nikki Dyas | <p>in earlier comments. Draft CVMP conflicts with its own Principles and Concepts.</p> <p>Principle 1 – the Valley and its settlements become exploited as a ‘corridor’ between the large commercial leisure centres. Ref page 15:2 CONTEXT 2.0.1 ‘corridor’ appears twice. Comment in 2.1 terms ‘river corridor’ and ‘transport corridor’ appear several times. Inspector rejected concept of ‘tourism corridor’. However term has been retained. Absence of support for small local businesses and proposals to develop the commercial centres, the accessibility and connectivity plans in CVMP simply relegate valley to providing transport corridor between them – in direct conflict with VISION and PRINCIPLES. If local businesses undercut by large commercial developments, this ensures locals will not have viable employment future in the Valley.</p> <p>CURRENT TRAFFIC ISSUES CAUSE DISRUPTION IN THE LOWER CHURNET AND DO NOT SUPPORT ANY EXPANSION OF LEISURE CENTRES. Traffic conditions in area already at maximum strain. Refusal to acknowledge this means dismissal of disruption to locals, ie does not ensure community is at heart of CV.</p> <p>INADEQUATE CONSULTATION: ADVERTISING AND PROCESS NOT EASILY ACCESSIBLE – No advertising within villages – contravention of the priority in NPPF for importance of local consultation. Instructions for making representations only allowed for response on Council’s complicated forms. Many people therefore unwilling to participate. Use of non-layperson language, eg “representation”. CVMP copies in libraries (Leek/Cheadle) cannot be taken out – reducing likelihood of those without computers from replying. Consult with Plain English campaign and with local societies about consultation formats/process in future.</p> <p>Principle 2 – PLANS ARE NOT AIMED AT RESPECTING AND ENHANCING VALLEY, BUT AIMED AT PROMOTING THE DEVELOPMENT WISHES OF LARGE LEISURE COMPANIES. CVMP focuses on big business and apart from few footpath improvements SMDC does not demonstrate any intention to improve quality of life for local residents or protect what makes valley special for visitors.</p> <p>CONSALL NATURE RESERVE IS BENIG RUINED. Landscape here already under stress from inadequately maintained narrow roads and unauthorised use by public of private lanes. Roads poorly maintained. Waste management provision is poor. Proposals in contravention of Covenant of operation of the Park between SCC and original owners. Tourism ‘hub’ proposal will destroy very nature</p> |
|-----|------------|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|---|
| | | | <p>of the reserve which attracts tourists.</p> <p>OAKAMoor TO ALTON RAILWAY WILL DESTROY NATURE TOURISM IN LOCAL AREAS OF OUTSTANDING BEAUTY, SSSIS AND ANCIENT WOODLANDS. Railway along Alton-Oakamoor route will destroy established greenway. Construction of line would require valley sides be dug up, destroying beauty/tranquility to walkers etc. Protect ancient woodlands and SSSI here from such frivolous development. Walkways are bonus to green tourism. Returning line is all about allowing private hobby and business to extend its play area (not necessary) – not heritage - already heritage railway at Cheddleton. There is no study of visitors' behaviour regarding potential modal shift away from cars – cars currently most convenient. Moorlands and City Railway merely private railway servicing private venue. Only acceptable to extend railway to Oakamoor where there is already track laid – if advertised could bring people there to walk.</p> <p>ALTON WILL BE FURTHER NEGATIVELY AFFECTED. Residents have been subject to years of traffic congestion. Further AT/Moneystone Quarry developments will exacerbate this. A railway connection down valley from Oakamoor unless connected with national network at normal passenger rail speed would only be another non-green tourist attraction at expense of this green tourism asset.</p> <p>FROGHALL NEEDS MORE ATTENTION AND LESS BUILDING. Objection to 50 houses proposed as it would have negative impact on distinctiveness/character of Froghall.</p> <p>SOIL CONTAMINATION ON BOLTON COPPERWORKS. A full professional survey must be undertaken into nature/levels of ground contamination. Community must be first consulted before allocation of developments within each zone. Aarhus Convention public right of consultation.</p> <p>FLOOD PREVENTION MEASURES – No mention made in CVMP of any possible flood prevention measures resulting from possible leakage/collapse of elevated Caldon Canal bank.</p> <p>MONEYSTONE AND WHISTON – DEVELOPMENTS WILL DESTROY VALLEY'S NATURAL BEAUTY. Proposed 250 lodges will totally overwhelm small villages Oakamoor and Whiston with thousands of visitors. Peak Park Planning Authority set maximum 30 units per development – SMDC propose 8x this. Huge safety risks with new traffic volumes created – Highways Officers have advised of dangers at Whiston Eaves/A52 junction etc. This development could create up to 100,000 extra vehicles</p> |
|--|--|--|---|

| | | | |
|--|--|--|---|
| | | | <p>movements/year. Initiative to encourage SCC for quiet lane designation in Churnet area – aimed at encouraging drivers to give greater consideration to walkers/cyclists/horses – ie would improve road safety. Large scale developments at odds with future AONB status supported by Councillors. During first consultation round residents gave clear message of ‘minimal development’- this has been ignored.</p> <p>BLANCED DEVELOPMENT (CONCEPT) – THERE IS NO BALANCE IN THESE PLANS. No definition given in CVMP of balance. Developments in CVMP appear mostly in the south. Majority of southern residents called for minimal development in previous consultation. A predominance of private/commercial plans bypassing proper planning procedures with NO STRATEGIES to promote the local economy (existing/potential new small businesses) for green tourists to visit valley throughout year.</p> <p>SUPPORTING HERITAGE OF CHURNET VALLEY (CONCEPT).Alton Towers development in CVMP undermine heritage. “Limited development potential” proposal suggests possibility of future development. Developments within agricultural aind (zone 11) is not supporting heritage/enhancing landscape. Zone 11 can be seen from ancient rights of way/Weaver Hills; and of historical interest. Produce free illustrated brochure of historic assets of area.</p> <p>Principle 3 - SUPPORT LOCAL ENTERPRISE - Core Strategy states that encouragement should be given to small-scale independent accommodation trails, yet proposals completely contradict these objectives. LOCAL ENTERPRISE WILL BE BYPASSED BY DEVELOPMENT OF MONEYSTONE/ALTON TOWERS. Valley will be used as ‘corridor’ between these. This will result in ferrying of visitors between the two centres, passing local businesses (on-site catering at holiday parks). Much evidence of local business decline resulting from Alton Towers. Expansion in zones 10/11 (new accommodations) will exacerbate this. Further hotels in Cheadle/Leek will increasingly undermine remaining local b&bs. Core Strategy as supported by inspector, states that SMDC should support small-scale independent accommodation trade – CVMP contains no such proposals. The way forward for improving locals livelihoods is to promote small-scale local services/enterprises that in turn support employment opportunities for locals.</p> <p>CREATE LOCAL EMPLOYMENT OPPORTUNITIES – The leisure parks give low paid short term employment for youngsters rather than to parents who have mortgages to pay. Small businesses is the</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|--|
| | | | <p>way forward for rural economy. Local residents may be undercut by imported. Should limit AT size, and not allowing additional leisure park at Moneystone Quarry, together with promotion of local businesses would provide optimum level of appropriate employment.</p> <p>Principle 4 – There is no additional capacity on roads for further visitor numbers.</p> <p>ALTON TOWERS CREATED TRAFFIC PROBLEMS IN VALLEY AT MAXIMUM. SMDC admit traffic volumes in southern Valley already beyond capacity. Transport Studies in CVMP say no additional impact on roads following AT expansion. As Atkins are used by AT already, this should invalidate their recommendations. Alton already blighted with heavy AT traffic (temporary traffic lights at times). SMDC contradiction because stated that relief road is necessary – knowing such route could never be built.</p> <p>CONSALL TRAFFIC IS AT MAXIMUM. Already inaccessible when visitors come to area. Narrow lanes and passing places oversubscribed.</p> <p>WHISTON/FROGHALL/OAKAMoor EXISTING ROAD TRAFFIC PROBLEMS. Narrow and steep roads currently stressed. No structurally possible relief options. Difficulties of achieving A52/B5053 junction improvement etc. Therefore further developments at Moneystone/Froghall will decrease Froghall road safety, clog valley with cars. This will adversely affect Oakamoor with its beautiful walks etc. Traffic problems will not ensure community at heart of CV / not create quality and sustainable tourism /not respect, enhance, protect positive aspects CV / etc. Moorlands and City Railway will increase traffic – question why this not considered by Atkins – therefore improper for Council to state rail proposals will reduce road traffic.</p> <p>WALKING, CYCLING AND HORSE PROPOSALS NEED REVISING. Potential links shown in CVMP already exist and well-maintained. Bridlepaths provision not consistent; complexities of upgrading footpaths for horse use, and process takes many years. Question why path 13 not included as potential right of way. Various links to Moneystone already adequate for walkers/horses/cyclists, but would cease to be if Moneystone proposals favoured – increased vehicular traffic. So labelling these routes as “improved” for walkers/cyclists/horses in CVMP is contradicted by its own proposals. Way forward is minimal development and upgrading of paths rather than supporting large scale commercial ventures.</p> |
|--|--|--|--|

| | | | |
|--|--|--|---|
| | | | <p>Principle 5 – SUSTAINABLE IS NOT DEFINED SO PROPOSALS NOT BENCHMARKED. Query whether this means visitors not damaging environment and green tourism. No reference to AT's green credentials yet para 6.2.1 refers to tourism going green. Question sustainability of bringing additional visitors in context of inadequate public transport. In effect sustaining just means maintaining current situation. But promotion of small-scale service industries like b&bs could support sustainable green tourism. Also maintenance of walkways etc.</p> <p>LEGALITY OF COMMERCIAL PLANS IN CVMP. CVMP includes plans for AT in AT's own long-term plan – but this is not ratified by SMDC (short-circuiting normal Council procedure).</p> <p>CVMP contains many concepts rejected by the planning inspector (and disconnection between policy line recommended by him, and contents of CVMP), eg CVMP refers to 'corridor' even though 'tourism corridor' notion rejected by him. Core Strategy should precede CVMP, but not yet in place. Council recently decided to support AONB application but most ambitions in CVMP incompatible with AONB status.</p> <p>CVMP CONTRADICTS ITS OWN AND CORE STRATEGY'S PRINCIPLES. The proposals in the last Masterplan were rejected by the inspector, yet current draft proposals are virtually identical. Examples:- para 8.1.76 Core Strategy refers to requirement for sensitivity when considering tourism expansion proposals. But para 1.0.6 CVMP conflicts, because 3 of the 4 areas identified for commercial development are in the southern sensitive/vulnerable area.</p> <p>SUPPORT FOR LOCAL ENTERPRISE. Core Strategy page 113 refers to TEAM study-identified projects that would enhance tourism offer. CVMP contravention as only makes provision for further large, services and self-catering accommodation.</p> <p>RESPECT, ENHANCE AND PROTECT POSITIVE ASPECTS OF CHURNET VALLEY. CVMP refers to possible need to limit growth in parts of valley (pp39). With regards Core Strategy Appendix J village populations, question how can development at Moneystone be appropriate to its locality, as it would dwarf small nearby villages. [Alleges various contraventions against Core Strategy given its policy position with respect to limited growth in those villages]. Laver Leisure proposals in particular would be out of scale of development suited to area, given AONB support.</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-------------------------|---|--|--|--|
| <p>33 34 91</p> | <p>Inge Robinson Alan Robinson N. Gould</p> | | | <p>Queries why Core Strategy refers to support for SENSITIVE expansion of existing attractions whereas CVMP states MODERATE SENSITIVE development, ie what is difference between two.</p> <p>Object (particularly given previous consultation desire for minimal change) as in many places in CVMP the five principles are contradicted by its proposals.</p> <p>Principle 1 challenged:</p> <ul style="list-style-type: none"> a) reducing the villages and nature spots with small local roads network to a 'corridor' between developments of leisure parks and centres does not achieve this principle. Vast traffic increases will destroy access to towns/businesses/amenities. b) CVMP and consultation process not known to most people owing to lack of publicity. Document extremely complex. <p>Principle 2 challenged:</p> <ul style="list-style-type: none"> a) any form of traffic servicing these proposals create problems for the natural beauty of the CV. b) Increasing visitors by introducing another leisure park at Moneystone and expanding Alton Towers facilities will block flow of transport for communities, and create eyesore. c) A railway between Oakamoor and Alton will tear up beautiful tranquil walk; and downgrade green experience of walking through Ancient Woodland/nature reserve d) Making Consall a 'hub' will increase car traffic and will ruin the nature people come to appreciate. <p>Principle 3 challenged:</p> <ul style="list-style-type: none"> a) there are no proposals in CVMP for support of local enterprise b) rural small-scale businesses will be bypassed by visitors spending in these centres : there are no proposals to support such businesses notwithstanding Core Strategy statements to this effect. c) Competition with existing Alton Towers is already leading to decline and disappearance of local facilities – addition of 150bed-hotel will exacerbate this d) The leisure parks tend to offer seasonal part-time, zero-contract work unable to sustain local mortgages etc. Jobs could go to outsiders. <p>Principle 4 challenged:</p> <ul style="list-style-type: none"> a) SMDC admit traffic volumes beyond capacity, but they still rely on transport study by Alton Towers' consultancy that there will be no additional impact on road network if AT |
|-------------------------|---|--|--|--|

| | | | |
|--|--|--|---|
| | | | <p>expands.</p> <ul style="list-style-type: none"> b) Claims of road improvements is fallacious because none of the roads can be widened; bridges cannot be replaced; and access road 'saga' will not be achieved c) Many communities already suffer congestion (Alton/Oakamoor/Consall) – to expand visitor numbers around proposed leisure parks or expand them, will exacerbate these road problems eg Whiston, Oakamoor d) Increasing visitors will decrease accessibility for community; and a normal flow of visitors who are 'nature tourists' e) Will lower attraction of area for nature visitors and relegate villages' role to 'corridor' for thrill seekers – not ensuring community at heart of CV f) Will condemn lower CV forever – its potential as overflow to Peak Park, and future AONB status will not be recoverable. g) Moorlands City Railway will be of no use unless connected to national railway with speedy connections to settlements. Stoke-Alton trains will not stop the undercutting of the local economy of villages it bypasses. An advantage to extend Froghall line to Oakamoor using existing railway tracks for walkers/cyclists – they would visit local pubs etc. h) There are no studies in visitor behaviour to support supposition that visitors will decamp from cars when visiting AT. i) Improving pathways/bridleways along valley would positively encourage 'green tourism' <p>Principle 5 challenged:</p> <ul style="list-style-type: none"> a) No clear definition of sustainability – additional polluting traffic in valley not sustainable. b) Boosting development plans of big companies is not sound basis for CVMP. Sustainable communities in deep rural areas need the potential to develop small-scale businesses. <p>Principle 6 challenged:</p> <ul style="list-style-type: none"> a) the southern CV is noted as being sensitive and vulnerable with the need for small-scale development (Core Strategy/CVMP) – yet three out of four of the major CV developments are in this southern part. <p>Principle 7 challenged:</p> <ul style="list-style-type: none"> a) this needs to be more than supporting the Victorian Railway and engines. A good brochure for heritage/nature walks/canals etc would be useful in branding valley as green heritage valley. |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----|-----------|--|---|--|
| 38 | Ivan Kent | | <p>Principle 8 challenged:</p> <p>a) CVMP has not been guided by the guiding principles of revised Core Strategy or of AONB. Thus the consultation period on CVMP before its guiding policy is in place is dangerous to future of valley.</p> <p><u>RECOMMENDATIONS</u></p> <ul style="list-style-type: none"> • That the Council refers back to original consultation responses and implement 'minimal change' approach, in a third draft • That Council undertakes a meaningful consultation with communities, well advertised; inline with both NPPF as required by law and Aarhus convention. <p>Page 31 – Objection – inappropriate wording</p> <p><u>Para 5.1.2</u> – CVMP does not achieve necessary balance – too much weight given to developer aspirations.</p> <p><u>Para 5.1.4</u> – Fails to introduce adequate safeguards to avoid damage to environment. SMDC support Alton Towers to an inappropriate degree. AT revenue is not retained in local economy.</p> <p><u>Para 5.1.5</u> – CVMP undermines residents' sense of place (excessive scale of development)</p> <p><u>Para 5.1.7</u> – "SMEs" require explanation/justification.</p> <p><u>Para 5.1.8</u> – Sections show detailed support for businesses – but equivalent support for actions to protect environment are absent. This shows SMDC bias towards business against environment.</p> <p><u>Para 5.1.12</u> – Mixed messages - demonstrate continuing confusion/lack of clear policy on SMD/Staffordshire Peak/Peak District/Destination Staffordshire branding issues.</p> <p><u>Para 5.1.18</u> – nowhere is current imbalance between Alton Towers visitors and "countrysiders" discussed in numerical terms. If empirical evidence was considered this would demonstrate inappropriate dominance of Alton Towers – leading to balancing policy that encourages "countrysiders"/restrains Alton Towers.</p> <p><u>Para 5.1.20</u> – market towns of Leek and Cheadle are not "vibrant" – remove adjective.</p> <p><u>Para 5.1.21</u> – explain term "DMO"</p> | |
|----|-----------|--|---|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---------|---------------|----------------------|--|
| | | | <p>Re <u>"Improve Accessibility and Connectivity"</u> – needs to read <u>"Improve and Central Accessibility and Connectivity"</u>. No good creating big car parks to encourage more people. Peak Park controls access through car park size, therefore visitor numbers. Draft wording fails to demonstrate need to actively monitor and manage visitor numbers.</p> |
| 57 & 58 | Mr P Housiaux | Whiston Action Group | <p>Object to the following:</p> <ol style="list-style-type: none"> 1) The legal obligation of SMDC is not as the CVMP claims a 'top down strategic framework'. The correct legal approach is set out in Aarhus, Localism Act, European Law and NPPF is to ask those described in the CVMP as the 'bottom-up' section of local communities, what policies they want at an early stage of the planning process. 2) No evidence to support the dispersal of the Peak District brand to the Staffordshire Peak District. Object to the Churnet Valley becoming a dispersal area or dumping ground for the problems that the Peak District has created itself. 3) The tourism study is out of date and lacks any objectively assessable evidential base. |
| 15 | David Slade | | <p><u>Para 5.1.4</u>, states:-</p> <p>"Engaging: involving local residents in tourism development through working relationships, consultation and co-operation". However, local residents call to mind the facts of the matter – have seen Alton Towers grow from small to massive business over the years – have never experienced the above as a preferred and desirable contribution by such a large company. Locals therefore suspicious of this jargon, because it hasn't happened.</p> <p>"Well-being: tourism activities strengthen and sustain the quality of life of communities in which they take place by improving access to local resources and amenities for residents". But they do not happen. Have seen no strengthening or sustaining of quality of life – just the reverse. There is continuous morning/afternoon traffic – generating noise and fumes, plus rubbish thrown from cars. Have been offered Alton Towers tickets but are not interested. Your report does not take into account is the noise generated by Alton Towers down the Valley. Experience noise from new ride daily, despite living 2 miles away.</p> <p>"create and strengthen the number and quality of local jobs supported by tourism activities, including salary, conditions and availability. Ensure local residents benefit from the tourism activity they host, especially by maximising visitor spending in the local economy". No longer see AT staff waiting at my village bus stop, but</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------|-------------------------------------|--|
| | | | <p>no longer – instead see AT buses from staff outside area (adding to traffic and pollution).</p> <p>“Efficient: visitors and businesses use scarce and non-renewable resources wisely; visitors and businesses seek to minimise pollution, especially from transport, and reduce waste from all tourism activity”. But the vast amount of the traffic generated by the Towers, including staff buses, perhaps represents 95% of traffic on these narrow roads, and contribute vastly to pollution and distress.</p> <p>Para 5.1.5. states:-</p> <p>“Visitors will enjoy enhanced experiences at authentic destinations. Residents will feel the benefits of tourism in a way that doesn’t undermine their local sense of place. Tourism businesses will reduce costs through greater efficiency, improving quality, creating new jobs and strengthening local economies in the process. And all this will be delivered in such a way that protects and improves the broader environment, natural and manmade”. These are naive statements that do not stand up to factuality. Oakamoor residents have not benefitted from these factors, from the largest tourist destination in the CV. That business does not put anything into the broader environment. All of the factors quoted above should be achieved by that business. The statement above states that certain end results are desirable, but were never achieved in the past – raising suspicion in rest of Report.</p> <p>“Countryiders: Primarily coming for a combination of experiences – activities, discovery/sightseeing, and rest and relaxation. Outdoors activities will be the predominate activity but the natural environment/scenery will be a key underpinning appeal. They will have an interest in heritage and natural history and will have the propensity to travel around/explore”. Agree that CV about rest/relaxation etc. Walk the Oakamoor-Alton railway line daily – surprised at suggestion of [operating] railway line. Measuring space required for operating trains, leaves little for a pathway – walkers do not want to be hemmed out by fences. People travel a long way to enjoy this route.</p> |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | <p>Object to the following:</p> <ol style="list-style-type: none"> 1) Sustainable is not defined so the proposals are not benchmarked. How sustainable will it be to increasingly bring more and more visitors to this rural area with inadequate and low potential public transport? 2) The Moneystone proposals for 250 lodges and a 100 bed hotel and at Alton Towers 150 lodges and 150 bed hotel represents over half of the new accommodation suggested and attracts the family fun market segment. This will be in direct contradiction to para 5.1.18 which states that ‘in summary the focus of the masterplan |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|---|
| | | | <p>should be around attracting countryside....and to a lesser extent 'family fun'.</p> <p>3) Identifying key opportunity sites within the CVMP can only be aspirational due to the restrictions of ownership. It is quite clear to see that any complementary informal recreation will continue to be absent from the valley as at this stage the only viable projects are Alton Towers and Moneystone.</p> <p>4) Question if the proposed types of new accommodation (lodges at Alton Towers and Moneystone or hotels at Leek, Cheadle, Froghall and Alton Towers) offers an improvement in range and quality? There is no evidence of any new small accommodation stock in the CVMP only large scale accommodation development.</p> <p>5) Do not consider that the CVMP strives to 'enhance the visitor experience with the least impact on the environment and community' when the majority of the key opportunity sites are to be found in the 'sensitive south'. 6) Do not consider that development at Moneystone can be appropriate to its locality, when visitor numbers will absolutely dwarf the surrounding villages.</p> <p>7) Consider that the life and character of these small villages will be ruined forever by the overwhelming Size of the Laver Leisure development contrary to the Core Strategy which states that development on a large scale would be unsustainable in these villages and that development will be strictly controlled in terms of scale and type.</p> <p>8) Consider that the jobs created will be reliant on tourism and associated with the hotel and self-catering trade comprising low paid, unskilled and possibly on a casual contract. This is at odds with the SMDC 2012 Annual Monitoring Report that states that the District needs to expand from its manufacturing base to allow the economy to modernise. The greatest need for jobs is within the 16-24 year old group. Surely it would be better to encourage skilled jobs with training for their future and not temporary theme based employment.</p> <p>9) The way forward for improving the livelihoods of people in the area is to promote small scale local services/enterprises such as cafes, tea rooms, restaurants and B&Bs who in turn support employment opportunities for local plumbers, carpenters, electricians, food providers etc. Data relating to Alton Towers approach roads are not included in the Transport Study hence there are no hot spots relating to Alton Towers identified. Nor are there any practical measures to improve accessibility and connectivity.</p> <p>10) Question whether the proposals will disperse visitors or concentrate them in a three mile radius i.e. in Froghall, Alton and Moneystone?</p> <p>11) Need to facilitate and manage the natural evolution of the area as high quality and authentic green destination for countryside lovers, promoting home grown genuine small retail, catering and</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|------------------------------------|---|
| | | | <p>small holiday accommodation ventures.</p> <p>12) Low level job creation schemes will undermine existing and potential small businesses. The claim that the existing stock of accommodation is low grade is not true.</p> <p>13) Consider that walking, cycling and horse proposals need revising. Question the inclusion of some routes and omission of others? CVMP needs to demonstrate how complex legalities and land ownership objections are to be overcome and achieved so that a much needed bridle path and cycle network can be established. Lack of connectivity between the Churnet Valley and the Weaver Hills.</p> <p>14) Consider that the northern parishes of East Staffordshire would be unacceptably blighted by the developments sought by SMDC.</p> |
| 129 | Hannah Whitney | Merlin Attractions Operations Ltd. | <p>Object re: section 5.1.8 and the text in the shaded boxes (page 39) – request that the text in the paragraph indicating that the focus of the masterplan should be around attracting ‘countrysiders’ is deleted. Do not consider that this is a land use planning issue. The text conflicts with the Council’s support for the sensitive expansion of Alton Towers Resort. Alternatively, the text could be amended to clarify that consistent with section 7.7 of the masterplan the Council continues to support the sensitive expansion of Alton Towers Resort.</p> <p>Also consider that the information in the shaded boxes relating to market segment characteristics ‘countrysiders’ and ‘family fun’ should be deleted as this is not a land use planning issue.</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> |
| 142 | Sheila Penfold | | <p>Para 5.1.18: the Churnet Valley already provides the focus described. Further draft Masterplan for public consultation is required but 5.1.18 should be deleted as focus is existing. The challenge is to enhance this as AONB.</p> <p>Para 5.1.7 – quotes that sustainable tourism must be both top-down strategic and bottom up framework. Through CVMP reference made to “sustainable tourism development”. CVMP provides definition of sustainable development, and rationale for change but only presents case for business development with no consideration for host communities. Challenge sustainable tourism definition – Cape Town declaration 2002 refers to enhancing well-being of host communities; local involvement in decision-making; positive contribution to conservation of natural/cultural heritage; meaningful connections between tourists and local people; cultural sensitivity and respect between tourists/hosts. Sustainable tourism is about balance between and mutual benefits to environment/visitor/host community – success may be impossible to achieve.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|--|----------------------|---|--|
| | | | <p>CVMP states development at Consall Hall required to maintain gardens. The wedding and entertainment venue brings no benefits to host community. Landscape will be marred by holiday lodges. If gardens cannot exist without development they are by definition 'unsustainable'. Development will change its character. Questions how we can protect unique environment from uncontrolled future development for commercial gain at costs to environment/local community.</p> | |
| 156 | Beth Anne Maslen | | <p>Broadly in support of CVMP sustainable tourism principles, improved economic growth and improved provision of local housing needs in area. Welcome the possibility of improvement to brownfield sites currently eyesores/toxic (Moneystone/Froghall/Boltons).</p> <p>But have reservations:-</p> <ul style="list-style-type: none"> - Council needs much greater emphasis on maintaining biodiversity and geodiversity in large woodland areas, waterways, SSSIs, nature reserves etc than indicated in plan, especially in light on awaited Government decision for AONB status for CV. - Whilst apparently creating greater employment (good) from increased holiday/short term accommodation it is imperative there should be no detrimental impact on the many existing local b&bs – should be geared to their expansion. | |
| 269 | Brian Sammons | | <p>Wise growth is limited in the valley itself and concentrated in the three towns.</p> | |
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | <p>Object to the following:</p> <ol style="list-style-type: none"> 1) CVMP does not ensure that communities are at the heart of the future of the Churnet Valley. 2) The CVMP fails to adequately and in some cases at all to 'promote a sustainable transport policy'. | |
| 49 | Gillian Smallwood | | <p>Object to CVMP because in examples listed below completely contradicts its own stated Principles and that of Core Strategy – therefore not fit for purpose:-</p> <ol style="list-style-type: none"> 1. "Ensure that communities are at heart of the future Churnet Valley": (a) reducing the villages and nature spots with their small rural network of 'roads' to a 'corridor' between developments, does not achieve this. Vast increases in traffic will destroy access to towns/businesses/amenities. (b) MP and consultation process is not known to most people owing to lack of publicity and advertising. Documentation is extremely complex. 2. "Respect, enhance and protect the positive aspects of the Churnet Valley": (a) any form of traffic servicing these proposals create problems for the natural beauty for the CV because (i) | |

| | | | |
|--|--|--|---|
| | | | <p>increasing visitors by introducing another leisure park at Moneystone and expanding Alton Towers facilities will block up the flow of transport for the communities as well as creating an eyesore for green visitors; (ii) a railway between Oakamoor and Alton will tear up beautiful walk and downgrade the green experience of the ancient woodland nature reserve (Cotton Dell/Dimmingsdale) connected by this walk; (iii) making a 'hub' of Consall with car traffic increase will ruin the very nature people come to appreciate.</p> <p>3. "Support local enterprise and create local employment opportunities": (a) there are no proposals in MP for supporting local enterprise. (b) rural small-scale businesses will be bypassed by visitors spending in these centres; there are no proposals to support these – contravening Core Strategy statement ie "to enhance the accommodation stock notably further small serviced and self-catering accommodation". (c) competition with existing Alton Towers businesses is already evidencing declining and disappearing local B&Bs/pubs etc. Addition of 150 self-catering lodges and 150-bed hotel will further undermine local economy. (d) the leisure parks tend to offer seasonal/part time/zero-contract work unable to sustain local families (mortgages). Question what guarantee there is to prevent new jobs from going to non-locals (as before).</p> <p>4. "Improve accessibility and connectivity": (a) SMDC admits that traffic volumes are beyond capacity but at same time they rely on transport study by consultancy previously hired by Alton Towers, that there will be no additional impact on the road network if Alton Towers expands. (b) suggestions that there will be road improvements is fallacious – roads cannot be widened/old bridges (eg on Oakamoor-Whiston road) cannot be replaced, and access road 'saga' has no potential for achievement. (c) Many villages already suffering congestion: Alton, Oakamoor, Consall. To expand visitor numbers by expanding the proposed Leisure Park developments will exacerbate the situation, meaning congestion for Whiston; and destroying quiet village of Oakamoor as 2-way traffic from Moneystone will bring connectivity to a halt. (d) increasing visitors will decrease accessibility and connectivity for the community and for a normal flow of visitors coming to these villages as nature 'tourists'. (e) it will also lower the value of the area as an attraction for nature visitors and relegate the villages to the role as 'corridors' for thrill seeker tourists not 'ensuring the community is at the heart of the future of the Churnet Valley'. (f) starting this now will condemn rural Lower Churnet for ever. Its potential as an overflow for Peak District Tourism and to benefit from its future designation as an AONB will not be recoverable. (g) Moorlands and City Railway will be of no use unless it is connected to the national railway with speedy connection with major towns and cities – not what is</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-------------|--|---|
| | | | <p>planned. Traversing Valley Stoke-Alton Towers non-stop, undercuts economies of those bypassed villages. An advantage could be to bring the railway from Froghall to Oakamoor using existing railway tracks for walkers/cyclists to use the woodlands/parkland etc, connecting Cotton Dell with Dimmingsdale/Denstone – supporting local pubs, restaurants. (h) no visitor behaviour studies to support surmising that visitors will decamp from cars/hot use cars, when visiting Alton Towers. Most people canvassed believe this to be unrealistic for families/young people. (i) an improvement in pathways/bridlepaths would be positive development along Valley to encourage 'green tourism'.</p> <p>5. "Deliver Sustainable Tourism": (a) no clear definition of sustainability. Clearly more polluting traffic not sustainable Plan for Valley. (b) relying on boosting the development plans of big commercial companies whose visitors would destroy the Valley is not a sound basis for a Masterplan for future of CV. Sustainable communities in deep rural areas need the potential to develop small-scale businesses.</p> <p>6. "Balanced Development": (a) the Lower, southern CV is noted as being sensitive and vulnerable, with need for small-scale development (Core Strategy and Masterplan itself). Yet 3 of the 4 major developments in the CVMP are in this southern part.</p> <p>7. "Supporting the Heritage of the Valley": (a) this needs to be more than supporting the Victorian railway and steam engines. A good brochure (covering nature walks, town walks in area, Pugin/W Morris heritage, supporting events etc) would be useful in branding Valley as green and heritage valley, rather than squandering this for large-scale commercial enterprises.</p> <p>8 "Core Strategy contraventions": (a) the MP has not been guided by guiding principles of revised Core Strategy or of AONB. To end CVMP consultation period before its guiding policy is in place is to put the cart before the horse.</p> <p>A. The CVMP Principles are contradicted by the actual proposals: 1) "Ensure that communities are at the heart of the future Churnet Valley" – the creation of new and larger leisure facilities is contrary to the well being of the villages by nature of their type and the traffic generated on narrow and winding roads. There are no plans evident to show how access by the road infrastructure will be achieved, indeed all previous efforts to improve access to only Alton Towers, have failed on cost grounds. 2) "Respect, enhance and protect the positive aspects of the valley Churnet Valley" – Question what the positive aspects of the valley are. They are its dispersed and diverse areas of scenic beauty, its</p> |
| 102 | John Steele | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|--|
| | | <p>industrial archaeology and heritage, its nature reserves. Different parts of the Valley attract different types of visitors. Plan seems to make no effort to concentrate on these discrete features and propose how each could be enhanced to preserve, and facilitate positive visitor experience. This approach would bring much needed income to ACTUAL residents of valley. CVMP is facilitation of big business to exploit valley bringing congestion and despoliation.</p> <p>3) <i>“Supporting local enterprise and creating local employment”</i> – proposals are remarkable by absence of plans which promote existing business in the area. New hotels and static caravan parks will reduce the ability of existing accommodation to fill its booking potential. Leisure parks and large self-catering camps do not provide solid year round employment for the people of area.</p> <p>4). <i>“Improving accessibility and connectivity”</i> – this is ‘smoke and mirrors’ approach. Valley is NOT a corridor – but drawn to believe one exists or must be created. NO, if there are traffic problems they can only be solved by a properly conducted study, leading to improvements before gridlock occurs. Particular comment is necessary regarding possibility of the railway transporting large numbers of visitors to Alton Towers. First – ask AT management if they support this – of course not. They know that their clientele seek a thrill experience not 3hour round trip from Stoke. Second – question plans of Moorlands and City Railway; there is no flow of limestone from Cauldon quarries/cement from Waterhouses needing 2 miles of new track and loading facility. Money required upgrade this line is such that there is no serious business plan.</p> | |
| | | <p><u>B. Balanced Development</u></p> <p>Valley not a corridor; presents discrete and varied opportunities – don’t have to be balanced. Only CVMP elements that may go ahead are: Alton Towers (highly likely despite inadequate infrastructure) ; Consall Hall Gardens (likely to spoil delight of gardens for visitors) ; Moneystone (largest conceivable blot on landscape – big business gets its way despite previous promises to recreate an environment for nature lovers).</p> <p><u>C. Relationship to the Core Strategy and to Inspector’s recommendations</u></p> <p>CVMP not in line with revised Core Strategy or central Government position. As such no basis for closing current consultation.</p> <p><u>Conclusion/Recommendation</u></p> <p>Process is deeply flawed both in procedure and content. Has ignored all stated positions of residents of area. Recommend that</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|--|
| 106 | Paul Denning | | <p>SMDC undertake a well publicised and properly conducted consultation based on revised Core Strategy.</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> |
| 142 | Sheila Penfold | | <p>Para 5.2: Masterplan principles exclude reference to intended AONB designation and how this would influence. Further draft Masterplan for public consultation is required with emphasis on AONB status.</p> <p>Quotes that ensuring future development brings benefits for local communities (employment/improved services/accessibility) – High proportion of small Consall population rely on farming; others attracted by rural tranquility. These qualities that attract visitors to Churnet Valley. Visitor Hub will place additional strain and hazard on already busy access track; no resources to provide new services/facilities to benefit locals. There would be no benefit to community from Consall Hall developments – only benefits to commercial entertainment venue that is detrimental to local environment. Character/ambience of area destroyed by Consall Hall events. Residents reduced property values – question whether they will be compensated.</p> |
| 148 | Mark Jervis | | <p>Objection to CVMP is that it would go against what principles are trying to achieve. If adopted:-</p> <ol style="list-style-type: none"> 1) Communities would not be at the heart of the future Churnet Valley – they would be destroyed; no thought has been given to those residents surrounding proposed developments 2) Positive aspects of the CV would be destroyed by major development. CV very beautiful unique area 3) Local enterprises wouldn't be supported – would be overrun by much larger concerns – no harmony would be achieved 4) accessibility wouldn't be improved, local road network is overloaded, totally unsuited to present overload 5) If CVMP principle is to deliver quality and sustainable tourism, it's not being achieved by quantity over-weighting quality – proposal too big, not in keeping with the area. <p>Question why SMDC cannot adopt Peak Park's principle to development – limiting developments such as Moneystone Quarry to a maximum of 30 holiday lodges, quality over quantity. Consall Hall Gardens are adopting this idea, question why the other proposed sites don't also do this.</p> <p>If SMDC want to adopt the principle of making CV an AONB, they should look after what we have before destroying it with major development. Proposed development in CVMP far too big and not in keeping, whilst some sites need something doing, development</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|--|-------------------------------------|--|--|
| | | | <p>needs to be small-scale like Peak Park (quality over quantity). Protect beauty of the CV because once destroyed by major unsuitable development would not be there for future generations – gone forever.</p> <p>Para 5.2 regarding references to sustaining/enhancing rural areas, based on sustainable tourism; and of putting communities at heart of future – all this sensitivity will operate for benefit of CV and be supported by actions to respect/enhance/protect CV.</p> | |
| 87 | Rosemary Hale | | | |
| <p>6.1 – 6.3 Draft Spatial Strategy</p> | | | | |
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | <p>Object to the inclusion of:</p> <ol style="list-style-type: none"> 1) 'high quality accommodation' at Bolton Copperworks and Moneystone Quarry. These proposals have previously been rejected by local residents and demonstrate the determination of planning officers commitment to the commercial interests of key stakeholders. 2) 'there will be support for development....' and push ahead with tourism. <p>These fail to meet the requirements of the Localism Act 2011, NPPF and Aarhus Convention.</p> | <p>The comments that the positive aspects of the Churnet Valley would be destroyed by major development are unsubstantiated. The Draft Masterplan has been tested, and requires development to be in a manner which is sensitive to and enhances the heritage, landscape and ecology of the Churnet Valley. The comments made that local enterprises would not be supported and would be 'overrun by larger concerns' are unfounded. The strategy aims to support and encourage existing businesses. Also, see earlier officer response relating to the Tourism Study (2011).</p> |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | <p>Objects to the following:</p> <ol style="list-style-type: none"> 1) Does the definition of Previously Developed Land (PDL) exclude Moneystone Quarry from priority development? 2) The following requirements of the strategy: <ol style="list-style-type: none"> a) (6.2.1) development is to be found in key locations which can best accommodate change...only minimal change is to be allowed; and b) (6.2.2) approach allows for different scales of development in specific areas..... and avoids concentration of too much development in specific areas ; are in contradiction to the projects suggested for Moneystone, Alton Towers and Froghall both in size and proximity to each other. 3) The proposed 'Balanced Development' approach is a hybrid of the Southern Focus and Dispersed Development so by definition it scores high on negative environmental impact on the south as explained in the Sustainability Appraisal. 4) A high percentage of respondents 44% (plus 26% who did not want any option) were actually advocating minimal development throughout the valley especially in the sensitive south. The Draft CVMP actually proposes minimal development around the north and concentrated around the south region. 5) Atkins have also been involved in producing the Transport Study for Alton Towers Longterm plan it is therefore doubtful whether | <p><u>Draft Spatial Strategy</u> The Draft Spatial Strategy refers to regenerating key brownfield sites. The glossary to the Draft Masterplan defines brownfield sites as previously Developed Land and explains that as defined in the NPPF "The definition excludes land that is or has been occupied by agricultural or forestry buildings; land that excludes land that is or has been developed for mineral extraction or waste disposal by landfill purposes." As outline earlier in this report Moneystone Quarry is not a brownfield site and this is considered to be made clear in the Draft Masterplan.</p> <p>The Draft Masterplan is not considered to contain the major elements of the 'southern focus' option as stated in the comments. It is a Balanced Approach. For example in the Southern Focus for Moneystone Quarry was identified for "Significant</p> |

¹⁵ Draft Churnet Valley Masterplan Sustainability Appraisal (September 2013)
171 Staffordshire Moorlands Local Development Framework - March 2014

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------|------------------------------|---|---|
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | <p>SMDC can rely on their impartiality on the assessment of the area.</p> <p>6) The projection on economic contribution is solely from tourism accommodation and not as stated in the principles on page 41, 'enabling employment opportunities beyond tourism and offering help and support for all local businesses in the Churnet Valley.'</p> <p>7) In the CVMP Options Report, Alton Towers, Moneystone and Boltons are all included in the southern region and these are all identified as opportunity sites in the Draft Plan with only Cornhill described as doubtful in its delivery because of multiple ownership, this leaves the developments concentrated and not balanced.</p> <p>Aims of the strategy set out in paragraph 6.1.1 are strongly supported. Suggest amendment to wording as follows:</p> <p>"..... Communities in the area will benefit from improved accessibility and enhancement of the natural environment as well as new employment opportunities. THE EMPLOYMENT BENEFITS WILL BENEFIT THE DISTRICT AS A WHOLE. The strategy could include some housing at Bolton Copperworks."</p> | <p>opportunity for major development including holiday lodges, camping, youth hostel and hotel". In the Draft Masterplan there is no hotel, camping or youth hostel proposed and the number of holiday lodges is limited to a maximum of 250 holiday lodges and is restricted to being low impact and contained within the existing quarried area. The towns of Leek and Cheadle are both identified as key opportunities within this approach along with Cornhill, Bolton Copperworks, Moneystone Quarry and Alton Towers.</p> |
| 38 | Ivan Kent | | <p><u>Balanced Development Approach</u></p> <p>The Balanced Development approach is a hybrid of all the options proposed at Options and the assertions that the "approach is a hybrid of the Southern Focus and Dispersed Development so by definition it scores high on negative environmental impact on the south as explained in the Sustainability Appraisal" is factually incorrect. The Sustainability Appraisal at Section 4.5 states "it is felt that a 'Balanced Approach' which focuses development on key locations and sees minimal development elsewhere, recognising the sensitivity and unique qualities of each of the character areas is the most appropriate approach in terms of a balance between sustainability and economic impact. It also best reflects comments made to the consultation on options about the unique character of areas of the Churnet Valley and the need for a sensitive approach that sees the protection and enhancement of the natural beauty of the Churnet Valley as a key overriding requirement."¹⁵</p> <p>Regarding the Sustainability Appraisal of the Spatial Strategy paragraph 6.3 states "The spatial strategy scores very well in terms of regenerating key brownfield sites and increasing overnight stays throughout the year. There is also a very strong emphasis on supporting the heritage of the Churnet Valley and enhancing the landscape. There are a number of sensitive areas and the impact of the</p> | <p><u>Balanced Development Approach</u></p> <p>The Balanced Development approach is a hybrid of all the options proposed at Options and the assertions that the "approach is a hybrid of the Southern Focus and Dispersed Development so by definition it scores high on negative environmental impact on the south as explained in the Sustainability Appraisal" is factually incorrect. The Sustainability Appraisal at Section 4.5 states "it is felt that a 'Balanced Approach' which focuses development on key locations and sees minimal development elsewhere, recognising the sensitivity and unique qualities of each of the character areas is the most appropriate approach in terms of a balance between sustainability and economic impact. It also best reflects comments made to the consultation on options about the unique character of areas of the Churnet Valley and the need for a sensitive approach that sees the protection and enhancement of the natural beauty of the Churnet Valley as a key overriding requirement."¹⁵</p> <p>Regarding the Sustainability Appraisal of the Spatial Strategy paragraph 6.3 states "The spatial strategy scores very well in terms of regenerating key brownfield sites and increasing overnight stays throughout the year. There is also a very strong emphasis on supporting the heritage of the Churnet Valley and enhancing the landscape. There are a number of sensitive areas and the impact of the</p> |

¹⁶ Draft Churnet Valley Masterplan Sustainability Appraisal (September 2013) section 6.3

¹⁷ Area of Outstanding Natural Beauty (AONB) Assessment Paper (January 2012)

¹⁸ Area of Outstanding Natural Beauty (AONB) Assessment Paper (January 2012)

¹⁹ Draft Churnet Valley Masterplan (September 2013) Section 8.4

172 Staffordshire Moorlands Local Development Framework - March 2014

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|---|
| | | <ul style="list-style-type: none"> • Initial inspection of study – gives the impression of a detailed and comprehensive report. However closer examination shows regurgitation from previously commissioned reports. Other content is lightweight in evidential content/reasoned argument/superficial discussion. Transport problems resulting from proposed excessive development in CV not presented; many issues only partly addressed – misleading public/councillors. • Concerns regarding commissioning process – Atkins worked for Alton Towers for a number of years (including planning applications to SMDC). Surprised SMDC selected Atkins. Therefore difficult for public to receive this study. • Failure to address previously highlighted issues – report over-optimistic in interpretation and fails to adequately deal with issues of concern in previous AECOM Accessibility and Connectivity Study. [Extracts supplied]. • Selective evidence – regarding casualties on roads / traffic flow data gathering / inadequate site observations • Site Specific Issues – <ol style="list-style-type: none"> 1) Atkins Report compares proposed Boltons development with another in North of England but does not disclose details. This raises doubts about validity of comparison. 2) Cornhill – in the absence of suitable comparator in the TRICS database Atkins chose to calculate trip rates based on number of assumptions specific to Cornhill. Methodology is questionable/subjective – consequently of little value. 3) Ipstones anticipated increase in traffic congestion – Atkins give insufficient consideration. Potential for at least 51% traffic increase at Ipstones if wider Peak Park traffic flows considered. Ipstones already congested. 4) Moneystone Quarry conflicting evidence of proposed development – Atkins report makes trip estimates assuming 250 lodges/100 bed-hotel. Conflicting information between CVMP and developer’s current publicity about lodge/hotel numbers. No explanation of 250 figure in Atkins report/CVMP. Therefore difficulty accepting Atkins prediction that flow rates would be acceptable. • Lack of evidence for housing development areas at Leek and Cheadle – Conclusion are reached based on scale of additional housing development, but without knowing locations. Therefore Site Allocations need to be considered before traffic conclusions can be reached. Atkins Report does not consider Cheadle traffic flow during Alton Towers peak visitor times. | <p>strategy will depend on how development is implemented. These are in relation to biodiversity sites, key habitats and species and water resources although the ‘development principles’ within the Masterplan offer clear guidance for opportunity sites. New development will require resources, consume energy and produce waste and will therefore have a negative impact.”¹⁶</p> <p>The comments regarding the outcomes of the Options consultation are addressed in section 3 ‘Consultation’. The statement that “The Draft CVMP actually proposes minimal development around the north and concentrated around the south region.” This statement is incorrect as development is balanced across the whole area with for example significant development proposed on the edge of Leek at Cornhill and in Leek and Cheadle and at Bolton Copperworks.</p> <p><u>Peak District National Park</u> The Peak District National Park operates under a different planning status to that of Staffordshire Moorlands (outside of the National Park) and therefore different planning restrictions apply. Notwithstanding this there are examples across the country of developments with more than 30 lodges in National Parks and AONBs.</p> <p><u>Economic Issues</u> The Economic Impact Assessment looks at the tourism related impact however proposals at both Cornhill and Bolton Copperworks include activities which are not tourism related. The Concept Statements and Concept Plans for both identifying areas for employment uses – potentially office and light industrial at Cornhill and for Bolton Copperworks employment uses – emphasis on small industrial/ starter units and retention of existing businesses within the site.</p> <p>The suggested addition that “The employment benefits will benefit the District as a whole” is not considered necessary.</p> |
| | | <p><u>Future Action</u></p> | <p><u>Risks</u> In the Options Report there was an indicative plan</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------|---|---|
| 106 | Paul Denning | <ul style="list-style-type: none"> • SMDC should explain why Atkins were selected • SMDC should identify comprehensive resolutions for all issues of concern in AECOM study not addressed by Atkins study • SMDC should explain 250 lodge figure arrived at • Should investigate visibility issues at A52/Whiston Eaves Lane junction and produce associated driver safety evidence. • The Staffordshire Police- or SCC Road Safety Analyst should provide independent comprehensive report on injury collisions in SMD over at least 5 years [and make a list of recommendations]. <p><u>Para 6.8.2.1</u> – document does not recognise that there will also be other visitors from Peak Park travelling by car via Ipstones bottleneck.</p> <p><u>Para 6.8.3.3</u> – Control visitor numbers via car park capacities and active management of visitor movement dynamics.</p> <p><u>Para 6.8.4.1</u> – No mention of Greenway between Oakmoor-Denstone that is in direct conflict with re-opening railway proposal.</p> <p><u>Para 6.8.5</u> – Questions commitment/evidence to link existing nature conservation sites through planned green infrastructure. CVMP does not explain how this will be achieved.</p> <p><u>Para 6.8.6.1</u> – SMDC should make available baseline/masterplanning work for Moneystone Quarry.</p> <p><u>Para 6.8.6.3</u> – questions what is intended for Cotton College – no explanation provided.</p> <p><u>Para 6.8.7</u> – AONB is relegated to late stage in CVMP – no real SMDC commitment. AONB aspiration should be the golden thread throughout CVMP.</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Page 44 para 6: the pursuit of opportunities would benefit from recognition within either Outer Zone or Inner Zone as in earlier draft. Further draft Masterplan for public consultation required with restoration of Outer Zone and Inner Core designations and the differing safeguards of each.</p> <p>Para 6.1.1: statement is confident commitment but is without</p> | <p>showing the Northern, Central and Southern areas of the Churnet Valley. Cornhill was shown as being in the north. Bolton Copperworks was shown to be in the Central area with some overlap with the southern area. Moneystone Quarry and Alton were identified in the southern area. Leek was included in the northern area and Cheadle was shown to be outside the areas identified. The assertion that “only Cornhill is described as doubtful in its delivery because of multiple ownerships, leaves the developments concentrated and not balanced.” is considered to be factually incorrect as Section 9 Implementation and Delivery, Table 1 Delivery of Opportunity Sites with Concept Statements identifies that for Cornhill there is a “High risk that not all elements will be deliverable in the short term due to very significant development costs and limited commercial returns arising from the proposed uses”. For Consall Hall Gardens the risk is identified as moderate. For Bolton Copperworks the risk is identified as being “High risk may not be delivered due to site constraints, viability issues, particularly within the earlier years of the Masterplan.” For Moneystone the risk is identified as being a “Medium risk may not be delivered.” For Alton Towers the risk is identified as “Low risk may not be delivered.” The towns of Leek and Cheadle are also identified as key opportunities.</p> <p>AONB</p> <p>Both the AONB Paper and AONB Update Paper consider the potential impacts of AONB designation. It is Natural England is responsible for designation of AONBs. If it decides to take forward the Churnet Valley as a potential AONB, as has been proposed by the Churnet Valley Conservation Society, and supported by the Council along with a number of other organisations, there would be a process undertaken by Natural England, which is defined in the CRoW Act 2000. This sets out the procedure for designation orders. “Where Natural England are proposing an order under section 82 of the Countryside and Rights of Way Act they are required to consult every local authority whose area includes any part of the area the proposed order relates.”¹⁷ Therefore the Council would have an opportunity to make representations on the</p> |
|-----|--------------|---|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|---------------|----------------------|--|--|
| | | | <p>reference to AONB intentions nor significant practical constraints for some key sites eg Bolton Copperworks (contamination); Alton Towers (environmental/highways); Moneystone Quarry (nationally important mineral reserves). [See also comment to para 9.0.1]. Further draft Masterplan for public consultation required to truly reflect the significant objections from community consultation, desire for AONB status, and potential obstacles to development options.</p> <p>Para 6.2.1: Minimal change for whole CV was overwhelming community response, not parts of the Valley. This para/para 6.2/6.3.2 do not explain this departure from community wishes. Further draft Masterplan for public consultation required to truly reflect community consultation wish for minimal change/AONB status.</p> | <p>proposed area. Also, "Natural England are required to publish in the London Gazette and in one or more newspapers circulating in the area of all local authorities who are within the area being proposed before making an order. This is to indicate the effect of the order and to state the time period and manner in which representations to the proposed order can be made to Natural England."¹⁸ Therefore there will be an opportunity for those who have raised an issue with the Council's support for AONB designation to make their own case to Natural England.</p> |
| 168 | | Oakamoor Council | <p>The masterplan fundamentally contradicts the aim of avoiding the concentration of too much development in specific areas as three of the four major developments proposed – Moneystone, Alton Towers and Froghall – are located in the southern end of the Churnet Valley.</p> | <p><u>Consultation Statement</u> The Consultation Statement identifies how the development of the Masterplan has been informed by the consultation. It is not considered necessary to address this issue within Section 6 Draft Spatial Strategy as there is a whole document devoted to detailing how the consultation has informed the Draft Masterplan as required by the regulations on producing SPDs. Furthermore, Section 3 Consultation summarises the consultation undertaken and highlights the relevant documents that detail the consultation comments such as the Summary of Main Issues from Options Consultation which contains a summary of comments made at options stage and the Consultation Statement identifies how these have informed the draft Masterplan.</p> |
| 168 | | Oakamoor Council | <p>Given that the 'balanced development' proposal contains the major elements of the 'southern focus' option, the Parish Council consider that the environmental impact of the proposal has been more or less ignored in favour of 'perceived' economic impact.</p> | |
| 106 | Paul Denning | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Para 6.3.3: Do not recall economic activity monitor featuring in the community consultation process nor that the balanced approach [6.3.4] was the favoured consultation outcome. Further draft Masterplan for public consultation required that elaborates 6.3.3/6.3.4 for understanding and community support.</p> | |
| 128 | HOW Planning | Laver (Oakamoor) Ltd | <p>Support the balanced approach.</p> | <p><u>Transport Issues</u> Due to the scale of development proposed at Consall Hall Gardens a transport assessment is not considered necessary. Any planning application would be expected to satisfy the development control requirements etc.</p> |
| 168 | | Oakamoor Council | <p>Do not consider that this approach best reflects comments made to the consultation on options – 44% of respondents (by far the largest percentage preference of any option) to the consultation including Oakamoor, Alton, Cheddleton, Cotton, Ipstones & Denstone Parish Councils believed that the minimal change option best balanced the Sustainability and Economic impact.</p> | <p>Regarding the railway, the Draft Masterplan recognises in the Development and Management Principles that "further information is required regarding a rail link to Alton Towers with regard to viability and feasibility as there are potential conflicts and impacts which need further investigation."¹⁹</p> |
| 269 | Brian Sammons | | <p>6.3.4 Spatial Strategy: A balanced approach would minimise development in the proper valley, and concentrate in the towns.</p> | |
| <p>6.4 Sustainability Appraisal</p> | | | | |
| 121 | Mr Paul | Environment Agency | <p>Consider it acceptable in principle, however, Section 6.1</p> | <p>Transport issues are considered at 8.4 Sustainable</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----------------------------|--------------------|----------------------------|--|---|
| | Gethins | | acknowledges that there is no direct reference within the Masterplan to reducing flood risk and improving the water environment. Recommend that the changes discussed are incorporated into the plan. | Transport and at 13 Transport Strategy. CVLLP Adding the CVLLP boundary to Map 6.6 Strategy Map could over complicate the map which already contains a significant amount of information. Also, part of the CVLLP area is outside the Staffordshire Moorlands in East Staffordshire. The text describing the area covered is considered to be sufficient. This states, "The Churnet Valley Living Landscape is 190km2 of England; bordered to the north by the Peak District National Park, to the south and west by the Churnet watershed and to the east by the River Dove floodplain. Sustainability Appraisal – Environment Agency Agree that the changes discussed should be incorporated into the document. Update the final Sustainability Appraisal document to reflect these changes. It is also suggested that a reference is added to 8.1 Natural Environment that development should seek to reduce flood risk and improve the water environment. |
| 6.6 Transport Study | | | | |
| | Gillian Smallwood | | Questions why Council selected Atkins to commission transportation study – and questions independence of company from Alton Towers company. Therefore questions legitimacy of findings eg in regard to traffic near Alton Towers. | |
| 22 | Harry Blood | | Questions why Council selected Atkins to commission transportation study – and questions independence of company from Alton Towers. Also Study is based on urban, not rural, roads. | |
| 59 | Jeff Wood | Kingsley Council Parish | Express concern as Atkins have previously worked for Alton Towers on a long term basis and question their ability to make an impartial and objective assessment of local traffic issues. | |
| 60 | Mrs Betty Warrilow | | Why did SMDC select Atkins to do a traffic survey when they are known to be biased in favour of developers? This suggests creating the outcome you want before the research has even begun. | |
| 94 | Jeff Wood | Cotton Parish Council | Express concern as Atkins have previously worked for Alton Towers on a long term basis and question their ability to make an impartial and objective assessment of local traffic issues. | |
| 35 | Mr David Fowler | | Object to the Atkins Report for the following reasons: 1) Atkins work for Alton Towers and must declare a prejudicial interest. They should not take part in the CVMP study. 2) Access to Moneystone Quarry along Whiston Eaves Lane. This is very narrow and has dangerous bends. The junction with the A52 will need major improvement if safety is to be maintained. The exit via Blakeley Lane is single width and could not cope with additional traffic envisaged in the CVMP. The Blakeley Lane / A52 junction is not safe. Large numbers of vehicles joining the main road would result in chaos. Who will pay for road improvements? 3) Disagree with the statement that Cheadle is congested only with school vehicles and this clears quickly. The average wait of 20 minutes would be far worse if Cheadle becomes an access point. 4) Accident data analysis has not been undertaken properly and is based on work done with Alton Towers which cannot be used for this survey. | <u>Natural Environment</u> Comments made in relation to the natural Environment are considered in section 8.1 Natural Environment. It also provides safeguards to ensure that land uses and the siting and scale of development respects and enhances the valued characteristics of the Churnet Valley and the local landscape character informed by the Churnet Valley Landscape Character Assessment. The issue of quiet lanes is considered a matter for Staffordshire County Council as the Highways Authority. Issues of visitor numbers are considered in the General Comments section. |
| 106 | Paul Denning | | Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. Para 6.6.1: Am aware and support significant concern that transport study been undertaken by Atkins, as company retained as highway | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|---|
| 135 | Mark Smallwood | | <p>advisory consultants Alton Towers. Further draft Masterplan for public consultation required that has no input from Atkins other than as a consultee on behalf of AT. A study by completely independent highway expert should be included having been selected competitively by County Council.</p> <p>Don't think roads to/through Alton could cope with Alton Towers expansion – roads in this area are already at breaking point/unsuitable narrow roads – dangerous, not wide enough for two vehicles to pass. CVMP does not contain viable suggestions to improve situation and further AT expansion only makes situation worse. Should be no further AT expansion until existing dangerous situation sorted out.</p> <p>Obvious that 150 additional lodges/150-bed hotel/2x new rides at Alton Towers would bring increased traffic, AT would not consider building these facilities if they did not think they would have positive impact on visitor numbers. People staying at AT for several days rather than just one, more likely to make repeated use of local roads.</p> <p>Lanes around expanded AT/Moneystone Quarry/Oakamoor will not be able to cope: already real traffic problem in AT area, new large-scale holiday park at Moneystone in close proximity will add to this – as Moneystone visitors also drive to AT. Local country lanes unsuitable eg Oakamoor. Most/all visitors to Moneystone will arrive by car – coach transport unlikely to solve problem.</p> <p>New Stoke-Alton Towers railway line will not respect/enhance/protect positive aspects of CV – old railway track is much loved walk/cycle/bridleway – its use as railway for private business will have negative impact on local communities. This rail link would not support local businesses along CV: just transport to AT with its self-contained facilities.</p> <p>A railway extension from Froghall stopping at Oakamoor would positively affect Oakamoor: increased trade in local pubs/businesses [steam railway]; and further increase use of railway bed Oakamoor-Alton as walkway/cycleway/bridleway.</p> <p>Transport Study - There has been no transport study conducted at Consall, despite increasing pressure on local roads. Single track roads etc.</p> <p>Access driveway to Nature Park Visitor Centre/Consall Station/Black Lion is not public highway. Roads in disrepair. SCC control visitor centre access – they have erected signs to visitors regarding controlling volume of traffic; and that SCC can close road at any time.</p> |
| 142 | Sheila Penfold | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|----------------|--|---|
| 70 | Sheila Walters | | <p>CVMP presumes so much in advance of Core Strategy approval.</p> <p>a). Much 'unverified conjecture' in Atkins Study, and at times bias in favour of one argument, unsubstantiated by facts. Eg Moorland City Railway rail extension – study voices notional sympathetic views to MCR's long term goals but with no criteria/current analysis into validity/sustainability of such schemes.</p> <p>b). Atkins Study should be neutral and unbiased in its interpretation, and how it investigates viability of such enterprises.</p> <p>c). It should use facts in reaching recommendations/arguments eg Lafarge/Tarmac's intentions regarding rail freight from Quarries.</p> <p>d). The future of Waterhouses-Leek line is irrelevant to document as it isn't in Churnet Valley.</p> <p>e). Question independence of Atkins Report (Alton Towers).</p> <p>f). Argument for extending heritage railway from Oakamoor-Alton is 'red herring' as it will not alleviate traffic pressure in south of valley (as people will still use cheaper/quicker) option of car travel).</p> <p>g). Claims in Study about efficiency of train journeys (or Moorlands City Railway) is risible. Line cannot cope with additional numbers projected; the status of heritage railway would not permit it; and insurance liability of doing so makes venture unsustainable.</p> <p>h). Council have overlooked fact that former railway bridge north of Oakamoor Station over River Churnet is the only vehicular access road to station, given road diversions and another bridge demolition. Also in effect a single lane highway. Owing to weight restrictions upon it there is no room for additional [single/double] track bed – so in effect any rail extension cannot be connected to former trackbed.</p> <p>i). Great asset of landscape between Alton-Oakamoor is fact it is unique in NOT HAVING railway track. Therefore tourists visit because there are no trackside encumbrances/railway noise.</p> |
| 5 | Wendy Birks | | <p><u>The Staffordshire Way</u></p> <p>Concern with Council's ambition to upgrade Staffordshire Way to multi-user path:</p> <p>(a). not particularly feasible due to uneven/steep terrain and in places passes through agricultural fields (difficult wheelchair/pushchair access);</p> <p>(b). if it were feasible would result in "urbanisation" of this very rural area – diminishing value of CV landscape character;</p> |

(c). any hard impermeable surfaces required, will cause rapid runoff of rainwater causing erosion and silting CV catchment, thereby potentially harming biodiversity.

Uttoxeter Canal

Concerned that restoration of Canal is still included in CVMP. Does not accord with majority's wish for minimal change. Additionally Uttoxeter Canal originally connected to Caldon Canal in what is now SBI – reconstruction of large infrastructure here will result in enormous damage to particularly sensitive area. Also construction works will disrupt valley (pollution/rainwater run off/carbon footprints).

Railway

CVMP mentions disused railway many times, in spite of majority's desire for minimal change; and despite statement in CVMP about railway reinstatement needing further work to confirm deliverability and viability, and how any conflicts with existing users/interests can be addressed.

CVMP also refers to upcoming upgrading of Caldon Canal towpath to cycle route, to go to Roaches. Understand that this has been revised – now only goes to Cornhill on Leek branch of canal and Churnet Valley Railway Station (Cheddleton). Therefore cyclists going to Roaches will have to continue by road.

CVMP has adopted Visit England's Wise Growth programme to guide decision-making process. This refers to resource use efficiency: would argue that reinstating passenger use of railway is not using non-renewables resources wisely/minimising pollution from transport. Use of railway will cause enormous disruption (contractors' vehicles) and noise/pollution. As Council acknowledges that reopening line is speculative suggest you look into another option – convert section owned by Network Rail into multi-user path (such as Stoke-Waterhouses line). However acknowledge doing so would incur considerable expense.

Churnet Valley Railway run services between Leekbrook-Waterhouses but not Leekbrook –Endon. Suggest that line Endon-Leek and Leekbrook-Waterhouses would make ideal route for visitors on foot/cycle/horse. This would increase access for horse riders and allow people to get on canal at Etruria, then on to Leekbrook/Cornhill or Waterhouses. Old railway bed Oakamoor-Rocester used similarly.

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----------------------------------|----------------|------------------------------|---|
| | | | <p>Multi users of paths would be denied opportunity on Cheddleton-Oakamoor section owned by CVR. However both CVR and Moorlands and City Railway stated in Representations that it's possible to accommodate both trains and walkers between Oakamoor-Alton and Oakamoor-Denstone greenway – therefore CVR may be able to accommodate multi-user path along their railway – benefit of this is all day/night use by walkers, not just during train operating times (weekends). But most likely CVR will not allow multi-use – implications for road use of walkers/cyclists/wheelchair users.</p> <p>Advantages of multi-user paths include potentially reducing traffic from proposed Moneystone holiday centre. Families visiting there likely to also want to visit Alton Towers/Churnet Valley. A bike hire scheme at Moneystone would provide enjoyable, low emission quiet transport for tourists. Also potentially 'Quiet Lanes' from Moneystone to Blackbrook Zoo, SWT Nature reserves etc.</p> <p>Would like to see continuation of the cycle/walking track from Cheddleton/Consall to Oakamoor/Alton. Could run alongside existing railway track to avoid trouble of re-opening it in future should need arise. Trains do not damage – people do.</p> <p>The walks could easily be merged with existing paths through Hawkmoor and the Staffordshire Way; with car/coach parks at either/both ends. No parking charges but refreshment/toilet facilities to generate some income.</p> |
| 9 | Brian Woodward | | |
| <p>6.8 Character Areas</p> | | | |
| 164 | Jarrod Sneyd | RSPB | Under Peak District Fringe could include Coombes Valley – not essential. |
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | Support paragraphs 6.8.1.1. and 6.8.6.1 |
| 38 | Ivan Kent | | <p>Page 58 –objection – inappropriate wording</p> <p>Para 7.1.3 – presumes that Core Strategy in place, but still subject to challenge (Inspector raised numerous issues, including Policy SS7). Proposals for Ruyard are noted – but question whether existing traffic congestion is to be addressed, or exacerbated, following additional visitors – will visitor number limitation be applied.</p> <p>Para 7.1.4 – No recognition of visitor number saturation issues at Ruyard Lake. CVMP encourages additional visitors generally without thought given to visitor number limitation to prevent environmental damage/congestion at hot spots. Follow Peak Park</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|---|
| | | | <p>example of visitor number management. CVMP para 7.2.3 does question appropriateness on directing people onto specific routes but without indicating where/how achieved.</p> <p><u>Para 7.2.3</u> Peak District Fringe – explain term “CVSR”. Suggested encouragement of Lafarge to use railway for freight not compatible with Lafarge customer base (road transport more effective).</p> <p><u>Para 7.2.5</u> Waterhouses Hub – suggested that consideration be given to using disused Cauldon Low-Froghall tramway as new cycle route (involving re-opening of Windy Harbour tunnel).</p> <p><u>Para 7.3.5</u> Cornhill – identified risk that development would conflict with economic viability of Leek town centre.</p> <p><u>Para 7.4.4</u> Coombes Valley – how parking facilities and general access to Valley would be achieved not explained. Adverse impacts would arise.</p> <p><u>Para 7.4.5</u> Consall Nature Park – no mention of existing traffic issues on existing narrow lane to both the Gardens and Nature Park, which would be exacerbated under proposals.</p> <p><u>Para 7.4.8</u> – Consall Hall Gardens – 15 lodges are proposed compared to 250 at Moneystone. CVMP needs to explain both figures, otherwise absence of a consistent logical approach.</p> <p><u>Para 7.4.9</u> – difficult vehicular access at Cheddleton Flint Mill should limit further development.</p> <p><u>Para 7.5.4</u> Kingsley/Froghall Railway – significant road safety issues accessing A52 and also land contamination problems that need resolving at considerable cost.</p> <p><u>Para 7.5.5</u> – detail of proposed highway improvements needed.</p> <p>As yet degree of Boltons contamination unknown. Question whether investigations should have been undertaken by SMDC to inform CVMP. Cannot be a plan without first understanding problem. Full investigation should be conducted and remedial measures implemented before development plan formulated. There is also conflict between housing proposals and sustainability principles, ie out-commuting by car of new residents; lack of infrastructure etc. Suggest 50 houses plus hotel is excessive at this location.</p> <p><u>Para 7.6.1.1</u> Moneystone Quarry – CVMP refers to MQ being identified because of pressure for change – question from</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---------------------------|--------------|------|--|
| | | | <p>where/whom. Residents simply want restoration/necessary enforcement action against owners. SMDC presume new scheme of restoration will be approved by SCC – premature/contrary to public interest.</p> <p><u>Para 7.6.5</u> – No decision by SCC to change restoration plan. Numerous objections raised. [Repeats earlier objections about how lodge figures derived, and differing lodge/hotel figures from different sources]. No detail given of access constraints [single track; surfacing; visibility and farmland issues]. Questions the justification of statement about potential renewable energy development on site. The statement about incorporating measures to dissuade visitors from driving to other attractions needs explanation/elaboration [for public comment]. Questions if SMDC are hinting at new community facilities and if so need to elaborate. CVMP fails to account for/protect extensive wildlife habitat at quarry. Proposed changed restoration plan would destroy valuable habitat.</p> <p><u>Para 7.6.6</u> – angry that no development has yet been agreed at Cotton College.</p> <p><u>Para 7.6.7</u> – question what enhancement proposed at Hawksmoor Nature Reserve.</p> <p><u>Para 7.7.1.1</u> Alton – impacts arising from Alton Towers not fully disclosed – should be detailed/severity acknowledged.</p> <p><u>Para 7.7.3</u> - disagree, Alton Towers already overdeveloped – must cap resort’s further expansion. Denstone-Alton relief road has been abandoned without justification.</p> <p><u>Para 7.7.4.</u> Dimmingsdale – despite public and SCC councillor comments no recognition for potential for ‘quiet lanes’ designations in area.</p> <p><u>Para 7.7.6</u> - a long term plan for Alton Towers has not been approved by SMDC. Alton Towers Appendix does not provide full detail.</p> <p>CVMP should include acknowledgement of the high injury collision rate on approaches to Alton Towers as a constraint to any further increase in visitor numbers.</p> |
| <p>6.8.3. Hubs</p> | | | |
| 164 | Jarrod Sneyd | RSPB | RSPB Coombes Valley ideally to be included as a Hub |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|------------------------------|---|
| 119 | James Chadwick | Staffordshire County Council | As landowner, SCC has concerns about describing Consall Nature Park as having potential "to make more of the site as a visitor hub." The potential to make more of the site is limited because of the relatively small number of car park spaces, which is therefore contrary to 6.8.3.3 that states all hubs should offer adequate parking. The site already suffers from serious parking and traffic management issues at Consall, especially at peak times such as weekends and during bank holidays. The main site access also serves the public house. These issues are causing problems for both the on-site Rangers and the local residents. Therefore we should not be encouraging more visitors by car to this location as this would only worsen the current situation as more visitors by car to this location as this would only worsen the current problems. There is another nearby hub proposed of Kingsley and Froghall Station that is more readily accessible by car and offers opportunity to access Consall via sustainable modes and the Churnet Valley Railway stopping at Consall. Reference to parking as free is unnecessary and should be removed as we would not wish to influence visitors' decisions on accessing the Valley with thinking of where they can park for free. Same applies to Oakamoor picnic site. Also, part of the Park is a Site of Special Scientific Interest. While we welcome the public enjoy the walks, fishing and picnic facilities, the emphasis is on nature conservation. Suggest removal in 6.8.3.1 of Consall Nature Park as a hub. |
| 130 | Kate Dewey | Staffordshire Wildlife Trust | 6.8.3.3 "All visitor hubs should potentially offer adequate parking, clear brown signage, facilitate walking, cycling, and where possible riding, to places of interest, attractions etc. They have a cluster of activity and businesses that can benefit." The Wildlife Trust would support this, but the word potentially should be removed, hubs should not be promoted unless they have adequate facilities. |
| 130 | Kate Dewey | Staffordshire Wildlife Trust | Refer to the reference on ecology "Ensure development makes appropriate provision for the management of land for nature conservation and the enjoyment of areas of wildlife and geological interest ..." Support the inclusion within each hub strategy, although some hub site do not mention enhancement. Enhancement should be included in all areas 'as standard' to achieve biodiversity gain as promoted by the NPPF, unless there are very extenuating circumstances. There are however very few situations where enhancement cannot be achieved, as it does not have to be large or expensive, and can be delivered outside of the site if necessary. In some cases, off-site mitigation will not be appropriate where very unique or rare habitats are present, and if a like-for-like replacement cannot be provided, so it should be used with care. However, in other cases, be more effective option than retaining isolated habitats. Suggest that the wording is changed to clarify the requirements: "...ensuring that any potential impacts of development |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|---------------------|--|--|--|
| 111 | Adrian Shuffebotham | | | <p>on biodiversity and geodiversity are appropriately mitigated including, if necessary and where appropriate, off-site compensation. Net enhancements for wildlife should be delivered where possible.</p> <p>Consall Nature Park designated as hub. Council will not provide glass recycling/waste bins to Consall Forge residents. Therefore question how increased detritus will enhance area for visitors/residents; and not harm nearby SSSIs/SBIs. Without significant infrastructure proposals will contravene CVMP Aims/Objectives.</p> <p>SMDC have no control over Nature Park, so question why it is included in SMDC documents, unless SCC management can be explained. SCC runs Nature Park, but funding has been reduced. Road to Nature Park NOT public highway – CVMP fails to explain this.</p> <p>Proposal in contravention of the Covenant of Operation of Consall Nature Park [SCC and original owners] – a condition of this that Nature Park should NOT be widely advertised/signposted – ie “hub” status in contravention.</p> <p>Consall Nature Park included as “Hub”.</p> |
| 141 | Andrew Wardle | | <p>SMDC have no control over the Nature Park. Should not be included in any SMDC document without this clarification. Nature Park run by SCC – constantly reducing funding. SCC unaware of this bestowing of ‘hub’ status – informal discussion indicates they would object.</p> <p>It is a nature park, not a country park – for flora, not tourism. Visitor Centre only open 4 hours/week. Road to Visitor Centre NOT public highway, but CVMP does not explain this.</p> <p>Proposal in direct contravention of Covenant of Operation of Consall Nature Park (SCC and original owners). Still a condition of operation that Park should not be widely advertised/signposted – CVMP proposals in contravention. Also the proposals for ‘clear brown signage’ is not allowed under the same.</p> <p>Para 6.8.3.1 – To improve situation at Consall Nature Park SMDC should offer funding to enable Visitor Centre to open for longer periods (allowing staff to deal with maintenance neglect).</p> | |
| <p>6.8.4 Transport Corridors & Links</p> | | | | |
| 8 | Mr Malcolm | | Fully support the railway. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-------------------------|----------------------|--|
| 35 | Ward Mr David Fowler | | The idea that the railway and canal will in some way mitigate car usage is unrealistic when both Lafarge and Alton Towers show no interest in the scheme. |
| 167 | Derek Hilyer | The Beatrice Charity | <p>Railway -The Beatrice Charity shares much of the Churnet Valley Railway route and members of the committee look forward to extending that common interest through Wall Grange to Endon, providing that the essential rural nature of the canal is not compromised. Whilst there are no plans for running boat services in connection with the railway at the moment the possibility can only be enhanced by the railway's more extensive working. A more flourishing railway should be encouraged to protect and even enhance the environment – this would be particularly welcome to us where it coincides with the Beatrice's routes (e.g. Froghall, Consall Forge, Wall Grange and Endon).</p> <p>Canal – The Beatrice Charity fully supports the development principles outlined in the Masterplan. It supports extension of the Uttoxeter Canal but of more pressing importance is improving access for boats through the tunnel to the Froghall marina. It also supports extension of the canal into Cornhill which would encourage more moorings. Care needs to be taken, however, that additional permanent moorings are located in marinas rather than at canal-side – the pleasure of canal boating are lessened if too much of the canal-side is given over to mooring as this enforces crawling speed on passing boats.</p> <p>Access to the canal for walkers, cyclists and boaters is limited. Access points to the canal need to be improved and increased, with the needs of those with disabilities regarded as a high priority.</p> |
| 111 | Adrian Shuffebotham | | <p>Accessibility and Transport: road linking Consall Hall to Consall Nature Park etc NOT a public highway. Track to Consall Forge/Black Lion has guaranteed access only to pedestrians – CVMP does not explain this. SCC/original owner covenant creating Consall Nature Park specifically excludes types of development envisaged. By improving the access, SMDC contravene own policy of creating "intrusive urban features". Development opportunity in contravention of operating conditions of Consall Station which specifically exclude vehicular access to the station.</p> |
| 106 | Paul Denning | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> |
| 7 | Mr T Hewitt | | <p>Para 6.8.4.1: Reference to options for comprehensive network is good example of the failure of the Plan to be specific to intentions and timescales. Further draft Masterplan for public consultation required that has specific/deliverable objectives and properly programmed as a series of key events.</p> <p>The gravel quarry extraction sites around Cheadle need to be</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--------------------------------|---------------------|-----------------|--------|---|
| | | | | brought into the plan area for any sense to be made for Cheadle's development. Lack of imagination here – why not enhance Cheadle's gateway role by establishing a Tean Valley Path? Much of it clearly exists through the town and along the river into Upper Tean. |
| 6.8.6 Opportunity Sites | | | | |
| 111 | Adrian Shuffebotham | | | Both Consall Hall Gardens and Consall Nature Park identified as opportunity sites in CVMP. [Same objection as per 6.8.3. above – original Nature Park legal agreement specifically EXCLUDED type of development proposed by SMDC, if they had authority to implement it]. |
| 106 | Paul Denning | | | Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. Par 6.8.6.1 Opportunity Sites: Uncertainty concerning deliverability of defined attractions/sites is considerable concern given Council has been evaluating these for many years. [See earlier 6.1.1 comments]. All opportunity sites need to be separately listed as either active, or dormant. Further draft Masterplan public consultation required that has specific/deliverable objectives with a distinction drawn between active and dormant opportunity sites. |
| 141 | Andrew Wardle | | | Both Consall Hall Gardens and Consall Nature Park identified as opportunity sites. [Same objection as per 6.8.3 above]. SMDC have no control over Nature Park. Should not be included in their documents without this clarification. Nature Park run by SCC – subject to funding reductions. It is a Nature Park not Country Park [since 1989]. Visitor Centre only open 4 hours/week. Road to Visitor Centre NOT public highway – CVMP does not explain this. Original SCC/landowner agreement specifically excluded the type of development SMDC have planned for Nature Park. Consall Hall is commercial venture – SMDC should have no influence over its financial future. Consall Hall proposals should be subject to normal planning procedures – NOT be included in CVMP. Public money should not be spent on ensuring viability of a commercial concern. |
| 107 | Lynn Cantlay | Consall Council | Parish | Par 6.8.6.3 – SMDC should deal with all planning applications through existing channels. Unless SMDC intend to change planning rules for Churnet Valley all references to planning should be removed from CVMP. The Masterplan includes the provision of a maximum of 15 holiday lodges at Consall Hall Gardens – question does this mean that it is taken for granted that Consall Hall Gardens will build these lodges. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|------------------------------|------------------------------|--|
| | | | Question that surely it should be the existing planning system that determines whether or not to allow development of a commercial concern. If SMDC relaxes its planning approval criteria for the benefit of Consall Hall Gardens then will the same relaxation be afforded to other commercial ventures in the SMDC boundaries? Comment that the viability of Consall Hall Gardens is not a planning consideration and therefore CANNOT be part of the Masterplan. |
| 269 | Brian Sammons | | <p>Moneystone should be omitted as a key opportunity, although could feature as another opportunity. There is some commitment to redevelopment at Cotton; this would be plenty development in the area north of Oakamoor.</p> <p>6.8.8.5 Vision Statement: This is fine, it's the application of it which is skewed towards development that is objectionable.</p> |
| 6.8.7 Area of Outstanding Natural Beauty (AONB) Designation | | | |
| 30 | Mr Richard Whiting | | Support. That SMDC is in support of the principle that the Churnet Valley become an AONB. |
| 43 | Mr Jonathan Shepherd | | Most of the development ambitions in the Draft Masterplan will be incompatible with AONB status. |
| 14 | Mr Kenneth Unwin | | Positive to note that application for AONB is being supported by SMDC. |
| 49 | Gillian Smallwood | | Object to CVMP because if implemented it would seriously jeopardise Valley's bid for AONB status – a bid supported by the Council as well as local residents. |
| 130 | Kate Dewey | Staffordshire Wildlife Trust | Welcome the District Council's support for AONB designation of the valley. |
| 113 & 37 | Peter Cowie D.J. Williams | | Support the Council's decision to back the AONB application. Consider that this is one of the most important judgements the Council will ever make giving the area the national recognition it deserves and the consequent progression of sustainable tourism will bring about notable gains to the local economy. |
| 128 | HOW Planning | Laver (Oakamoor) Ltd | Strongly object to the designation of the area as an AONB as it will undermine the vision set out in the masterplan and the emerging Core Strategy. An AONB designation would restrain the development of the Council's identified opportunity sites (including Moneystone Quarry). The conservation of the Churnet Valley can be controlled through existing and emerging policy guidance and suitable planning controls. |
| 79 | Carolyn Somers | | There is overwhelming support for the Churnet Valley to receive AONB status but planned commercial developments could jeopardise this possibility. |
| 106 | Paul Denning | | Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|--|----------------|-----------------------|----------------------|---|--|
| | | | | reasons why those wishes are unacceptable to the Council. | |
| 107 | Lynn Cantlay | Consall Council | Parish | Para 6.8.7: Minor reference to supporting AONB designation is inconsistent with significant community support and of other agencies. Council only recently supported this. Potential significance of AONB designation does not feature in the Masterplan. Further draft Masterplan for public consultation required that gives opening emphasis to desire for AONB status followed by this status being focus for all other plans. | |
| 87 | Rosemary Hale | | | The whole of the Churnet Valley should be designated as an AONB, if the Masterplan goes ahead this will never be achievable. Council decision to support AONB designation is one of most important judgements Council will ever make. Beautiful countryside will get national recognition and consequent progression of sustainable tourism will benefit local economy. Words of care/protection the Council have quoted [in all my comments above] are recognised as a commitment to residents of CV. | |
| 6.8.8 Churnet Valley Living Landscape Partnership | | | | | |
| 7 | Mr T Hewitt | | | Why is this not delineated on map 6.6? Query whether this is synonymous with Churnet Valley Masterplan area? | |
| 7 Character Areas | | | | | |
| 119 | James Chadwick | Staffordshire Council | Staffordshire County | Supporting. The 'Character Areas' described in Section 7 do not bear relation to the Landscape Character Types described in the Churnet Valley Landscape Character Assessment, and the topics expanded on in the Masterplan do not appear to be particularly informed by landscape character of the area. It is suggested that an alternative title (titles) is/ are used to define 'Character Areas' or that within the Glossary the term 'Character Area' is defined as it appears in this document and how it differs from the same terminology in the Churnet Valley Landscape Character Assessment. Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. | It is recognised that the Character Areas are not based on landscape character and paragraph 6.8.1.1 explains that "Eight character areas have been identified that reflect the distinctiveness of areas of the Churnet Valley and the role these individual character areas will play in achieving the vision. These are areas where existing characteristics and opportunities lend themselves to particular purposes and change." ²⁰ |
| 106 | Paul Denning | | | Page 58 para 7: For all character areas/CVMP there is absence of information on how this has been developed in conjunction with County Council in accordance para 180 NPPF. SCC lead authority | As detailed earlier in this report Staffordshire County Council has been involved in the development of the Masterplan. This is also set out in the Consultation Statement. Staffordshire County Council has expressed their support for the Masterplan. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|---------------|--|---|---|
| | | | for minerals/highways/waste/education – all impinge on CVMP. Further draft Masterplan for public consultation required that incorporates the opinion and guidance of County Council. | |
| 7.1 Rudyard Lake Character Area | | | | |
| 24 | Mike Hanson | | <p>We wish to support the Opportunity site identified at the Rudyard Lake Steam Railway in Section 7.1.5 and elsewhere in the plan. It is important that the chance to extend the length of the railway and improve its facilities at a popular year round attraction is not lost.</p> <p>The Rudyard Lake Steam Railway operates on more days per annum than the Churnet Valley Railway and the Foxfield Railways combined and possibly now carries more passengers than either. It is an important part of Staffordshire's tourism offer and complements very well the major attractions such as Alton Towers.</p> <p>The railway has the capacity in equipment and personnel to extend with 6 operational steam engines 3 internal combustion locomotives and 13 carriages. It should be extended quickly and at modest cost and improve access to the lake for those with mobility issues. It would also spread the visitor load. Car parking issues in Rudyard would also be eased.</p> <p>The railway is an important transport link with about 30% of tickets sold being single ticket and this usefulness would be enhanced. Extending the railway would not conflict with existing uses of walking, fishing or cycling.</p> <p>Support identification of Rudyard Lake Steam Railway and the strategic view to extend the railway north to the northern reaches of Rudyard Lake and south to Leek. Consider that the railway is a leading figure in UK miniature railways and a growing business attracting custom from all over the country.</p> <p>Consider that better signage and improving the quality and capacity of the car park would only add to the attraction. Improvements to the track alongside the railway and lake would help all types of visitors.</p> <p>I know the area well and know the paucity of attractions especially in the north of Leek.</p> <p>The Rudyard Lake Railway has become a marvellous attraction over the years, in general, and under the current management in particular.</p> <p>The potential for further growth and an even greater contribution to</p> | <p>The support for Rudyard Lake Steam Railway being identified as an opportunity site is noted.</p> <p>The suggestion that the Leek tunnel could be re-opened is considered to be too specific to add at this stage without further understanding of the issues associated with this however opening it up for cycling would appear to accord with the general thrust of the Masterplan.</p> <p>The cycling funding mentioned in the responses is referenced within the Draft Masterplan in the Implementation and Delivery section (9.0.8).</p> <p>The issue of waste management is considered to be an issue for Staffordshire County Council. They made no reference in their representation to their being a need for better waste management in the area.</p> <p>It is not considered that Rushton Spencer should be included within the Masterplan boundary as the Core Strategy policy identifies the Masterplan area as running from Rudyard Lake and Tittesworth Water in the north to Alton in the south. However references are already made within the Rudyard Lake Character Area that, for example, there is the opportunity for northern walking and cycling links to Rushton Spencer from Rudyard Lake.</p> |
| 73 | Ian Whitfield | | | |
| 27 | Phil Ashworth | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|-----------------|--|---|
| | | | <p>the local economy is greater and I feel strongly that it should be offered as much support and protection as possible so future expansion north or south is safeguarded.</p> |
| 29 | Peter Beevers | | <p>It is a real asset to the area. I was pointed towards this by a friend, and have visited the area with our family several times. As a railway enthusiast, I was very interested in the part about Ruyard Lake Steam Railway, and the possibility of an extension north and south. Of the smaller gauge railways I have personally know about, the Ruyard Lake one is very special. The people there are very friendly and helpful and this line is in a beautiful setting by the reservoir. I also know the owner is very enthusiastic and committed to the railway. I am certain, therefore, that this railway is good for the local economy, and brings many visitors. I very much support this part of the plan, and hope that you will support them in their work.</p> |
| 40 | Ian Burgess | | <p>I support the Churnet Valley Masterplan where it identifies the Ruyard Lake Steam Railway as a minor development site and its extension North and South. The Ruyard Lake Steam Railway is good for the economy in Leek and Ruyard as it brings visitors to the area. The visitors spend money in the area which has got to be good for the economy of the area. I have seen more and more visitors come to Ruyard this year. The trains have been full on most Saturdays and Sundays. Now that the Strategic Plan for the Staffordshire Moorlands has been published, I would like to express my support for the inclusion of the Ruyard Lake Steam Railway as a minor opportunity for commercial development which is very much in keeping with the character of its location. It provides a greatly-appreciated amenity for visitors to Ruyard, especially those with children. Having walked last week beyond its northern end towards Cliff Park, I can also say that making provision for future extension of the railway both north to Cliff Park and south to Leek itself would have clear potential for increasing the tourist amenity which the railway provides.</p> |
| 44 | Max Birchenough | | <p>I support the Churnet Valley Masterplan where it identifies the Ruyard Lake Steam Railway as a minor development site and its extension North and South.</p> |
| 45 | David Draycott | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------|--|--|
| | | | <p>The reason being as in todays market I think anything that could bring more tourism to the area to keep it alive should be welcomed.</p> <p>Rudyard not on having links to the poet is a natural area of beauty but also caters for wildlife and walkers riders sailing and the general public to enjoy at minimal cost,</p> <p>I think by letting the railway in future to expand would open this area to more people and also by going into the leek town area could possibly reduce the number of vehicles on the road.</p> <p>I myself help out at the railway and often talk to the general public who come from all walks of life and areas. They all agree it is a lovely unspoiled area .and most return every season.</p> |
| 46 | Peter Moore | | <p>I work with young people who have Autistic Spectrum Condition and the Rudyard Lake Steam Railway has given them much pleasure when they have ridden on its trains.</p> <p>I would, therefore, like to support the Churnet Valley Masterplan which, among others, identifies Rudyard Lake Steam Railway as a minor development site and I support its potential extension both to the North and the South.</p> <p>As well as my work with the above young people, I have noticed that the railway attracts many people not only to itself but also to Rudyard Lake and its environs and I am sure that many of those visitors bring much business to the town of Leek as well.</p> <p>May I endorse your plans for the retention and development of the Rudyard Lake Steam Railway. It is particularly well used by young children (and their parents) for a steam ride down the lakeside and I would request that provision is made for any possible extension of the line to the North end of the lake. It is also hoped, subject to my recovery from orthopaedic surgery, refreshment facilities will be provided when trains are running on week days during the Summer, particularly during the School Holidays. The café will operate at week-ends as usual.</p> <p>Why not be bold and re-open the Leek tunnel? This would give another access point to the railway track – other tunnels have been re-opened e.g. Monsal Trail. Opening the Tunnel would help in the creation of the City to Peak cycle route for which funding has just been announced & which is proposed to use the canal towpath to Leek and also to Basford Bridge.</p> <p>Support the identification of the Rudyard Lake Steam Railway as a minor development site and its extension northwards along the lake and south towards Leek. The railway is an important part of the valley due to its future potential as an expanding tourism business.</p> <p>7.1.3 Key Actions:-</p> |
| 48 | Guy Rodgers | | |
| 109 | John Rider | | |
| 169 | Matthew Self | | |
| 141 | Andrew | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|---------------------------------|------------------|-----------------------|--------|---|---|
| | Wardle | | | <p>No mention of improving waste management.</p> <p>SMDC have included areas within CVMP that actually fall into SCC domain. Unless SMDC willing to share funding with SCC (eg Consall Nature Park) – these areas should be removed from CVMP as irrelevant. If SMDC will share funding, they should install more litter bins, and engage in waste removal.</p> | |
| 250 | Jackie Matravers | | | <p>Rushton Spencer should have been included in CVMP. Staffordshire Way which runs through village is part of old Churnet Valley Railway; part of Rudyard Lake is in Rushton Spencer. [Quotes Figure 2.5]. Tourism/walkers are equally important to Rushton Spencer as to other villages in CVMP, and this is good for local businesses providing much needed custom to public houses in village. No protection of the outstanding scenery is afforded to Rushton with its exclusion from CVMP.</p> | |
| 71 | Chris Beck | | | <p>Would like to add my support to possible development of Rudyard Lake site. Especially possible extension and improvements to railway and visitor centre. These would be beneficial to local economy (Leek and Rudyard Hotel). These features bring tourism to attractive part of County as well as local community asset.</p> | |
| 7.2 Peak District Fringe | | | | | |
| 7 | Mr T Hewitt | | | <p>Could the Anzio Camp be a replacement for the lost Meerbrook Youth Hostel as ordinary people need fresh air too.</p> | <p>The potential for tourism uses at Anzio Camp is supported in the Draft Masterplan.</p> |
| 119 | James Chadwick | Staffordshire Council | County | <p>Support. In relation to the Peak District Fringe (Southern) Character Area identified in the Masterplan, there is recognition of the potential for rail use in association with quarries at Caldon (Lafarge). This is supported by the Minerals Local Plan saved policies 49 and 54 and paragraph 143 of the National Planning Policy Framework requires that local planning authorities to safeguard existing and potential rail heads and rail links to quarries.</p> | <p>The local consultation done for Leekfrith area that is referred to is not understood to have been done as part of the work to inform the Masterplan, furthermore wind turbines are not considered to be an issue that is to be addressed through the Masterplan. The Core Strategy contains policies and sustainable development and renewable energy and a guidance note has been produced.</p> |
| 100 | Helen Winkler | Tyler Parkes | | <p>Note that recent planning application for extra care housing scheme refused (and considered by planning inspector) not on the principle, but on details of design and landscape impact.</p> <p>Support SPD on grounds that it is sound and conforms with requirements of NPPF and proposed Core Strategy Policies in respect of proposals promoted on client's site. [Various parts of guidance quoted].</p> | |
| | | | | <p>Core Strategy All Core Strategy Policies at advanced stage having been publically examined. Policies not highlighted by Inspector as unsound, carry significant weight.</p> | |

| | | | |
|--|--|--|---|
| | | | <p>LPA accept changes need to be made to Policy SS7 'Churnet Valley Area Strategy' in response to Inspector's comments. Re-wording underway to clarify aims, and consideration of natural environment impacts. Council propose para 7.46 modified to clarify aims of strategy – refocus around increasing economic contribution from sustainable tourism and regenerating key brownfield sites without compromising environmental quality. Inspector makes point that Council are making progress about the Policy stance on CV. Inspector concludes that it is the CVMP that will provide detailed policies and guidance for the CV, with Core Strategy concentrating on overarching framework.</p> <p>Policy SS6C 'Other Rural Areas Area Strategy' carries significant weight since only small site-specific part of it 'unsound'. Therefore assume that Inspector does not find remainder unsound. LPA proposed changes accepted by Inspector – and he has not proposed amendments in respect of Anzio [Modification 39] – seems Policy for Anzio will be sound. Policy refers to Anzio Camp and other sites as 'underused major developed areas in the countryside'. Anzio "uses which may be suitable are employment, extra care housing, tourist accommodation". Para 8.1.70 states that Site Allocations DPD will specify maximum permissible dwellings and housing type; that significant amounts of housing will not be permitted; at Anzio any extra-care housing shall be of a scale required to meet local needs which cannot otherwise be met in a settlement; and that any Class C3 dwellings [including self-contained sheltered/extra care] will count towards District housing requirements.</p> <p><u>Churnet Valley Masterplan</u></p> <p>Inspector confirmed that appropriate for the CVMP to provide detailed policies and guidance for CV in line with Core Strategy overarching Policies. Client supports key requirement at para 6.2.1 which states 'development is to be focused in key locations which can best accommodate change and bring maximum social, economic and environmental benefits'. Anzio Camp identified in CVMP as an 'opportunity site'. Client considers it appropriate that Anzio Camp included within 'Peak District Fringe Character Area' and support para 7.2.1.1 in CVMP about improved connectivity with Peak District. Supports 'Key Actions' para 7.2.3 which confirms that mixed use appropriate at Anzio Camp in line with Core Strategy, and welcome suggested park and ride scheme to Tittesworth and Roaches. These actions would ensure that a redundant brownfield site is returned to uses which make valuable contribution to economy and community meeting identified needs. Park and ride</p> |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----------------|-----------------|------------------------|---|
| 137 | Claire Skitt | | <p>scheme would raise sustainability credentials. Redevelopment at the Camp would therefore meet sustainable development objectives of the Framework. Welcome para 7.2.7 policy wording regarding mixed use and 'gateway' site potential etc – this policy accords with objectives of NPPF and Core Strategy.</p> <p>Key actions page 67 – CVMP in line with Peak District Development Plan: minimal development elsewhere which must respond to area's landscape character; PDNPA has a landscape strategy/action plan which should be consulted. Development within settlements [Core Strategy]; improved links between Peak District and CV for walkers/cyclists/horses. Improved connectivity must not harm valued characteristics (need to consider transport loads). Scope to enhance walking/cycling/horses opportunities by creating/enhancing linkages, upgrading/creating routes.</p> <p>The local consultation done for the Leekfrith Parish Area – has not been taken into account. Our comments on wind turbines on Gun Hill and surroundings – question why this not included.</p> |
| 275 | Kathryn Turnock | | |
| 7.3 Leek | | | |
| 7 | Mr T Hewitt | | <p>Query where Foxlowe Arts Centre is. Why aren't County wide cultural events mentioned in 5.1.8?</p> |
| 10 | T Yorke | | <p>Good to see the drive to boost tourism and appreciation of this beautiful area is being taken seriously. Considers Leek has missed out on potential revenue and jobs linked to nearby tourism and leisure opportunities. Support plans but consider that all efforts should be concentrated on making Leek central to the project. Consider that poor facilities at Brough Park and the Smithfield centre should also be improved.</p> |
| 109 | John Rider | | <p>Mention is made of connecting Leek to the Peak Park via a footpath route. Consider Leek should be promoted as the starting point to the Pennine Way Southern Link as Leek is located at the southern end of the Pennines. A 32 mile high route is possible from Leek Market Square to Edale (route specified) where the Pennine Way begins. Many people like to do long walks fully or in part and with Leek's improved bus services and cheaper accommodation coming on stream could prove to be a popular starting point.</p> |
| 167 | Derek Hillyer | The Beatrice Charity | <p>The Beatrice Charity supports the developments envisaged for Leek, and in particular it welcomes improving the town's role as gateway to the Churnet Valley. It also approves improving transport links from the town to the valley, and particularly to the canal which currently has poor public transport access.</p> |
| 270 | Peter Goodwin | Cheddleton Estates Ltd | <p>Trust that representations we have made about our land at Leekbrook since 2006 are still relevant to our case for developing this land in future.</p> |
| | | | <p>The Masterplan recognises the key role Leek should play in the Churnet Valley Masterplan through its identification as a key opportunity, gateway and hub. The Smithfield Centre is identified in the Leek Town Centre Masterplan as an opportunity site and therefore is not considered to require further consideration in the Churnet Valley Masterplan. Brough Park is identified as an opportunity site in the Draft Masterplan and in the Key Actions section (7.3.3) with reference made to enhancing the role of Brough Park. The Foxlowe is identified in Map 7.4 Leek Character Area.</p> <p>The suggestion that Leek should be considered as a starting point to the Pennine Way is considered an ambitious suggestion and one that would require further research and consultation with various organisations and therefore it is not considered to be appropriate to add this to the Masterplan at this stage. Also, in terms of geography Leek is not considered to be the southern end of the Pennines, however promoting a link to the southern end of the Pennines could be useful and something to be further explored.</p> <p>The comments made about Leekbrook are not</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|------------|------|---|---|
| | | | <p>In addition, as there is ongoing expansion of the Leekbrook Industrial Estate, the need for affordable housing is becoming more acute. Whilst appreciating the need to site housing where people can make full use of the facilities which Leek offers, there is the counterargument about the daily work commute, which local housing would reduce. Leekbrook as a suburb of Leek is becoming more of a reality, so feel that planners should recognise this and therefore make necessary adjustments to CVMP.</p> <p>Although currently in its early stages, we are also exploring ideas for the use of the heathland, which we own, as a recreational facility, as a way of adding to Leek tourism offer.</p> | <p>considered to require further consideration in the Masterplan.</p> |
| <p>7.3.5 Cornhill Opportunity Site</p> | | | | |
| 10 | T Yorke | | <p>Consider that it is vital to build a new canal basin at Cornhill with a marina. The trade we are missing out from the boating industry is potentially in the millions. Boaters do not visit because they have to moor at the back of a breakers yard and there are no facilities. This would help draw in holiday makers to the whole Caldon Canal including Froghall and create jobs in the town. This needs to be combined with a station for the railway and an enhancement of Ladderedge Country Park.</p> | <p>The reference to a marina is considered to be appropriate.</p> <p>The support from Staffordshire County Council for the aspirations for minimising landscape and visual impact are noted. There specific comments relating to measures that could be included are considered matters that would need to be considered at the detailed planning stage rather than in the Masterplan.</p> <p>The detailed suggestions for location of uses are considered to be a matter for the detailed planning stage rather than to be considered in the Masterplan. The Masterplan provides a concept plan identifying potentially suitable zones for uses however it is not a Site Allocations DPD and therefore there is flexibility over the location of uses. The plan is indicative. Therefore the Concept Plan as appeared in the Draft Masterplan is considered to be appropriate.</p> <p>The comments made requesting a greater emphasis being given to the provision of additional residential development at Cornhill is not considered to be justified. The Core Strategy Policy SS5a identifies Cornhill as being potentially suitable for employment tourism and leisure uses. However the Masterplan recognises there may be some scope for some residential development in the Cornhill area it would be for an applicant to</p> |
| 121 | Mr Gethins | Paul | <p>The site is shown to be affected by flooding. Whilst this does not preclude development per se the Masterplan should adopt a sequential approach towards the allocation of buildings within the site locating the most vulnerable uses (e.g. residential) in the areas of lowest risk. It must also be ensured that any development does not result in the loss of floodplain storage. If development is to occur in Flood Zone 3a, flood compensation must be provided on a like for like, level for level basis.</p> <p>Any new development should incorporate SuDs to reduce flood risk and manage surface and groundwater regimes.</p> | |
| 132 | | | <p>Support. IWA strongly supports proposals for the “development of canal gateway”.</p> <p>This has long been a key objective of IWA’s, which led to the publication of a feasibility study in July 2006, so we are extremely pleased to see that it features as a “key action” in the masterplan (p69).</p> <p>Consider that the link road from the Britannia roundabout to Sunnyhills Road is essential for the success of the proposal. The improvement of the junction of the A53 with Sunnyhills road and Wattenhall Drive is now becoming a priority with potential increased traffic.</p> | |
| 109 | John Rider | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------------------|------------------------------------|---|---|
| 119 | James Chadwick | Staffordshire County Council | <p>Phrase 'Marina' is incorrect – this is for boats permanently moored with 150+ boats covering a large area & not practical for the end of the Leek Arm. This should be referred to as a 'mooring basin' (similar to Froghall Basin) where visiting boats (say 8/10) can moor for a few days whilst they visit the area.</p> <p>The aspirations for minimising landscape and visual impact are welcomed and supported. The Staffordshire Landscape Character Assessment 2001, Planning for Landscape Change, indicates the Cornhill site and area to the south as an area of high quality landscape, with a Policy objective of Landscape Maintenance. In order to minimise impact on the rural landscape to the south and to safeguard the setting of Leek a sensitive approach will be essential, incorporating strong tree cover and a buffer between the more strongly urban parts of the development and the surrounding countryside.</p> | <p>demonstrate how their proposal meets the requirements of the Core Strategy. Policy E2 of the Core Strategy requires that for areas currently in employment use "redevelopment of such areas for housing will not be permitted unless:</p> <ul style="list-style-type: none"> • The site is identified in the Site Allocations DPD for redevelopment; or, • It can be demonstrated that the site would not be suitable or viable for continued employment use having regard to the above criteria and evidence can be provided that there is no suitable or viable alternative employment use can be found in the foreseeable future; or • Substantial planning benefits would be achieved through redevelopment which would outweigh the loss of the site for employment use. |
| 134 | Mr and Mrs Smedley | | <p>Strongly support proposals for the development of a marina as part of the Cornhill project. Consider it would do a lot to enhance the end of the Caldon Canal, creating more of a destination and encouraging more people who arrive at the end of the canal by boat to visit Leek.</p> | |
| 138 | | Caldon & Uttoxeter Canals Trust | <p>Strongly support the proposals for the development of a canal gateway. This has long been a key objective of waterway organisations and a feasibility study was undertaken in 2006. The Masterplan should consider the opportunity to front the development onto the main road rather than it being at the back of Barnfield Industrial Estate. A terminus adjacent to Morrisons store may be an ideal location. The inclusion of a canal and marina would create a real destination at the end of the Caldon and would encourage many thousands of people who visit the canal by boat to stop and visit.</p> | <p>Where development is proposed preference will be given to a mixed use redevelopment scheme which retains an element of employment provision on the site. Where this would not be viable the Council will negotiate for funding to support off-site employment provision." Therefore, putting any additional emphasis on residential use in the Masterplan is considered not to accord with the requirements of the Core Strategy. It would be for an applicant to demonstrate how a proposal meets the Core Strategy requirements. For this reason the suggestion that a caveat should be included that the balance between residential and employment uses will be determined through viability information to be submitted as evidence with a planning application is considered not to be necessary as the Core Strategy, which once adopted will form part of the development plan for the District, already makes reference in policy E2 to the need to demonstrate that 'the site would not be suitable or viable for continued employment use.' The Site Allocations DPD work would determine the balance of development.</p> |
| 125 | Conor Vallely HOW Planning | On behalf of Barnfield Hughes Ltd. | <p>Support identification of Cornhill as a gateway, hub and key opportunity site. Request that greater emphasis is given to the provision of additional residential development to comply with policy and ensure the scheme is viable. Request that 'residential uses' is listed within paragraph 7.3.2 which identifies 'key activities' within Cornhill.</p> <p>Regarding section 7.3.5, request that greater emphasis is given to the potential regeneration benefits arising from redevelopment of the site e.g. opportunity to achieve sustainable development in accordance with the NPPF, maximise the efficient use of brownfield land, boost the supply of housing in Leek and the local economy, potential for linkages to adjoining green infrastructure i.e. Ladderedge Country Park.</p> | <p>Officers do not consider that the Masterplan should be amended to show that land owned by BHL will be directly accessed by Sunyhill Road as this is</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------|----------------------|--|--|
| 167 | Derek Hilyer | The Beatrice Charity | <p>May also be appropriate to caveat that the balance between residential and employment uses will be determined through viability information to be submitted as evidence with a planning application to ensure that the SPD is deliverable.</p> <p>Request that the accessibility and connectivity section of the Cornhill Concept Statement is amended to take account that development of the site is likely to be phased, driven by ownerships, the market and the delivery of key infrastructure and should therefore be explicitly referenced within the SPD.</p> <p>Request that in terms of vehicular access to the site, the SPD should show that the land owned by BHL will be directly accessed by Sunnyside Road, the principle of which has been agreed with Staffordshire County Council Highways Officers.</p> <p>Urge Council to reconsider the AONB designation – the implications of this require careful consideration – question the compatibility of an AONB designation with the achievement of development and investment proposals. No clarification or justification is given of the proposed geographical extent of a designation i.e. all parts of the Churnet Valley or excluding main settlements?</p> <p>The Beatrice Charity welcomes development of the Cornhill site, and in particular of the Caldon Canal. An extension of the canal into a marina is necessary</p> <ul style="list-style-type: none"> To enable the full length of the Leek branch to be used – currently almost all boats need to turn round short of the current terminus; To add vehicular access to the canal, for cyclists, boaters and walkers – currently restricted to Froghall and Deep Hayes Country Park: all other possibilities are on less-accessible private property eg the Black Lion, Hollybush and Boat Inns, Cheddleton Flint Mill, or at Consall Forge, away from the canal; To provide additional services for boaters-currently pump-out facilities are only available at Park Lane, Endon. <p>By extending the canal into Leek the facilities of the town will be more readily used by boaters and a link can be made between the canal marina, the town, and the proposed railway station. The benefits to Leek of both the canal and the railway will be enhanced if public and taxi transport could be readily available, as would an attractive walking route. The attractiveness of canal scenes to tourists and residents, and the power of canal development to regenerate urban area, has been fully demonstrated elsewhere in the country.</p> <p>The site suggested for the marina is particularly suitable – it required minimum extension of the canal (simply across the former aqueduct), it has the scope for attractive catering and other facilities,</p> | <p>considered a detailed planning matter and would therefore be addressed through the Site Allocations DPD or at planning application stage furthermore the Concept Plan identifies existing roads in the area as well as the potential road link. Also the development principles on Accessibility and Connectivity for the Cornhill state "Provide an opportunity to improve access for the wider area whilst opening up the site for development through provision of a link road if appropriate." Masterplans are designed to be flexible and the specific details intended to be addressed at the planning application stage.</p> <p>The area of land referred to in a response as being in front of the properties on Sandon Street has been a long standing employment allocation. It was identified in the Staffordshire Moorlands Local Plan 1998 as an employment allocation (3.7 hectares identified at Cornhill) essentially the area identified in the Draft Masterplan Concept Plan as Zone 1. The Core Strategy identifies Cornhill as a broad location for employment EM1 and a Major Regeneration Opportunity. It is not Green Belt as stated in one of the responses. The issue of impeding the views from these properties is not considered to be a planning issue. However the issue of landscape and visual impact is a planning issue with a number of safeguards in place in the Draft Masterplan in relation to this including the need to secure high quality design which responds to the landscape character of the area and physical constraints of the site, ensuring that significant views are safeguarded through appropriate siting of development and ensuring that development does not detract from the existing attractive southern gateway to Leek.</p> <p>Part of Zone 1 is identified as a Biodiversity Alert Site and the Draft Masterplan contains a set of development principles within the Cornhill Concept Statement in relation to biodiversity. It states "Ensure development makes appropriate provision for the management of land for nature conservation and enjoyment of areas of wildlife and geological interest while ensuring that any potential impacts of development on biodiversity and geodiversity are</p> |
|-----|--------------|----------------------|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|-----------------------|--------------------------------|--|---|
| 273 | Mr Robert Walthall | Site Director Croda Europe Ltd | and it will enhance the amenity of the area, being adjacent to the river and the country park. Objecting. In general we are supportive of the plan to develop the Cornhill area of the town for commercial ventures. The development should not include residential properties. This land has always been used for industrial purposes and it is part of a successful industrial estate of which some businesses operate 24/7. The inclusion of residential properties could jeopardise the future. There is a lack of land in the town available for industrial uses and therefore this land should not be used for housing. The use of this land for commercial businesses alone presents a greater likelihood that it will provide a significant number of jobs for the local economy. | appropriately mitigated including, if necessary, off-site compensation.” The comment that no car parking is identified for the railway station is noted however within the Concept Statement development principles there is a specific reference in the Accessibility and Connectivity section to “Make provision for a railway station and canal basin and associated parking and create physical links between these.” It is recommended that for clarification the word ‘car’ is inserted. |
| 151 | Diane Gorman | | Cornhill – we graze horses on land zone 1 at back of Britannia House above car park. Don't want to loose our long-time grazing land. Sandon St residents would prefer horses over a busy road/buildings to clock their views. Wildlife will be drastically affected (building work/traffic/railway line). Question why built up areas of Leek/Ladderedge/Birchall classed as SBIs and uninhabited areas where organisms live is going to be disturbed. Question if Sandon Street joins up to potential road link – as a made up road still could not take additional traffic volumes. | The comment made relating to ‘the local facilities plan showing a cycle track ‘Manifold Cycle Trail’ which is not near Leek (7 miles away)’ is not considered to refer to anything contained in the Draft Masterplan. It is suggested that a reference is added to the list of constraints that part is in a flood zone and reference is made to development making appropriate provision for the sustainable management and use of surface water. |
| 249 | James and Teresa Pegg | | Use Hughes Concrete site, Zones 2,3 and 4 as these are an eyeshore, but leave fields Zone 1. Leave railway line as a walk as it is used constantly by Leek residents (and wildlife on track). Railway has done enough to decimate local wildlife/trees etc during their ‘development’, to the disgust of many residents. We purchased property on Sandon Street with minimal traffic flow but feel improvement to this road would increase this. Fields in front must be greenbelt – industrial/residential development here would impede views – questions how much compensation Council prepared to pay regarding traffic increase and loss of views. House building on an industrial site is inappropriate use of land which should be used for employment. The “potential railway station” is shown with no car parking provided – unusual for a railway station. New housing here will increase population of town and drastically increase road traffic in area (because Leek cannot provide employment for the extra people). The “local facilities plan” shows a cycle track “Manifold Cycle Trail” which is not near Leek (7 miles away). | |
| 276 | Matthew Adams | | Modifications necessary to resolve objections:- i) more jobs for the town ii) a proper railway station with track bed secured for that exclusive use iii) no more than a handful of houses | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|---|---|---------------------------------|--------|---|--|
| | | | | iv) large car park for railway station and canal marina v) better road access for the above. Cornhill is to be encouraged, however don't think would be a good idea to build houses behind Beswicks scrapyard Whilst under normal circumstances a small ingress of Leek into countryside is expected, development of large-scale marina is out of character with Churnet Valley. Would take tourists away from centre of Leek and further erode town as attractive place to visit. Urge you to downgrade marina proposals to be more in keeping with that as exists in Froghall. | |
| 92 | Christine Meyrick | | | | |
| 6 | John Higgins | | | | |
| 7.4 Central | | | | | |
| 30 | Andrew Stevenson | | | I also have no problem with the lodges at Consall Hall although I cannot see any justification in making Consall a tourism hub, this is a non-starter. | Comments regarding the canal towpath are noted. |
| 132 | | The Waterways Association | Inland | Support. IWA support's the general improvements to the canal towpath identified through the central character area, including the work being carried out through the Churnet Valley Living Landscape (CVLLP) to upgrade the towpath and improve access points. IWA is supporting these improvements through our practical work parties held jointly with the Caldon & Uttoxeter Canals Trust, with support from the Canal & River Trust, and so it is encouraging to see the initiative supported in this supplementary planning document. | The issues raised relating to Consall Hall Gardens and Consall Nature Hub are considered under 7.4.5 Consall Nature Park Hub and Opportunity Site and 7.4.8 Consall Hall Gardens Opportunity Site. |
| 134 | Mr and Mrs Smedley | | | Support the general improvements to the canal towpath. | |
| 138 | | Caldon & Uttoxeter Canals Trust | | Support the general improvements to the canal towpath identified through the Central character area, including the work carried out through the CVLLP to upgrade the towpath and improve access points. Our volunteers have already been actively involved in this work. | |
| 74 | Mrs E K Tallant | | | Understand that some of the roads are privately owned. Find it strange that a Council will fund a road project such as is being suggested which will greatly benefit a business that is planning to expand with log cabins / caravans and events as this is likely to lead to further congestion. | |
| 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, | F Gordon, J Glass, L Whinray, J. A. Whinray, Mr & Mrs J. Ellis, T.C. Spragg, D Burton, Mrs J. Tart, G H. Tart, J. Plant, K. | | | Object to CVMP because:- <ul style="list-style-type: none"> Roads in Consall will not stand traffic increase caused by proposals. Currently roads already inadequate at times Many Consall roads privately owned by residents – SMDC do not have power to make these public SMDC has to take into account local residents' views. None of Consall proposals will be of ANY benefit to community. Jobs created will be part time/poorly paid. New money into area would not stay in area. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---|--|---|--|
| <p>207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220</p> | <p>C. Knight, S. Bestwick, D Blackwell, Mrs B.J. Wardle, Mr. D. Wardle, P Birks, T Whitehurst, M Allcock, P Walker, J Walker, K.A. Stanley, N. Fowell, V. Smith, E W. Smith, J.N. Gould, M Daniels, Mr & Mrs Weston, Mrs. Pauline D. Bullock, R Cookson, C Cookson, J Cookson, F.D. Dean, B Rogers, D Knight, McDonald, B Mrs. McDonald, J. Hanley, J.E. Clarke, P.M. Turner, D Maydew, T Stoddart, M Stoddart, J Maydew, R C. Maydew, S Wardle, W Wardle, J S. Maydew, Kettle, M Wills, G Preston</p> | <ul style="list-style-type: none"> • Developments should enhance, not threaten, local communities. Residents should be consulted beforehand, not dictated to. • Consall Valley attractive because it is isolated – increase in visitor numbers will bring about demise; don't destroy what makes Consall Valley attractive. Isolation should be preserved | |
|---|--|---|--|

7.4.4 Coombes Valley RSPB Reserve Opportunity Site

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|--|------|---|---|
| 164 | Jarrod Sneyd | RSPB | <p>Coombes Valley (this section needs amendments) is located a short distance from Bradnop Village. The site has a small Information Centre, toilets and picnic area. An Information Centre is manned daily during the period April to September and is the starting point for a programme of regular events/ guided walks. There are short and long trails that explore the hidden depths of this magical valley. This site has two Public Rights of Way which will be connected through the heart of the reserve in 2013. A number of view points give spectacular views over the valley to the Peak District. There is an opportunity to make much more of the site as a visitor hub/gateway to the Churnet Valley woodland resource. The site is owned and managed by the RSPB.</p> <ul style="list-style-type: none"> Limited Brown Signage from the A523 nr the Apesford Lane turning Parking £2 per car for non-RSPB members. <p>Connections Very close to the A523 and approximately 10 minutes drive from Leek.</p> <p>Possible Improvements</p> <ul style="list-style-type: none"> Improved Brown Signage from Leek and Cheddleton. The route from the latter direction is particularly confusing Improved visitor infrastructure Improved interpretation through the site Better promotion Promotion of existing SMDC Walk route | <p>The information provided by the RSPB on Coombes Valley RSPB Reserve provides information on the facilities available at the site and opportunities from which to further explore the area. It is suggested that Coombes Valley RSPB Reserve is identified as a hub as well as a gateway.</p> |
| <p>7.4.5 Consall Nature Park Hub & Opportunity Site</p> | | | | |
| 50, 51, 52 | Frances Hunt, Alan Albion, Sarah Albion | | <p>Object to any development in the Consall area, notably Consall Hall Gardens and Consall Nature Park. Restriction on visitors to Consall Hall Gardens and exclusive use for weddings and events seems incongruous and detrimental to the beautiful valley. Also concerned that additional people into Consall Nature Park could threaten the rich biodiversity of the area. The SSSI exists primarily for conservation before recreation. If the plan is adopted this will have a detrimental impact on existing visitors who come to the Churnet Valley for its peace and tranquility.</p> | <p>With regards to the comments on the identification of Consall Nature Park as a hub these are addressed earlier in the Masterplan in 'Section 6 Draft Spatial Strategy'. Officers recommend that due to the concerns raised by Staffordshire County Council the references to this being a hub should be removed.</p> |
| 78 | Julie Wencel | | <p>Live near to Consall and do not understand why changes should be made to this natural beauty spot where wildlife is thriving. Any changes many spoil their natural habitat. The park was built for wildlife not tourism. Strongly oppose this part of the plan.</p> | |
| 75 | Max Dudson | | <p>Consider that plan in relation to Consall is unworkable for the following reasons:</p> <ul style="list-style-type: none"> Roads – not designed to support increased traffic, access at busy times already difficult, a number of the roads are privately | |
| 201 | Staffordshire Moorlands Local Development Framework - March 2014 | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|--|--|---|--|
| <p>171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220</p> | <p>F Gordon, J L Glass, L Whinray, J. A. Whinray, Mr & Mrs J. Ellis, T.C. Spragg, D Burton, Mrs J. Tart, G H. Tart, J. Plant, K. Knight, C. Knight, S. Bestwick, L Blackwell, D Blackwell, Mrs B.J. Wardle, Mr. D. Wardle, P Birks, T Whitehurst, M Allcock, P Walker, J Walker, K.A. Stanley, N. Fowell, V Smith, E W. Smith, J.N. Gould, M Daniels, Mr & Mrs Weston, Mrs Pauline D. Bullock, R Cookson, C Cookson, C Cookson, J Dean, F.D.</p> | | <p>owned and SMDC does not have the powers to allow the general public to use them;</p> <ul style="list-style-type: none"> • Access to Consall Station is by foot only. There can be no minibus links or shuttle services set up between the station and Consall Hall; • Consall Nature Park exists to protect wildlife, opening it up to tourism threatens this; • The commercial development of Consall Hall other than as a landscape garden should not be allowed. The current road infrastructure is not capable of absorbing more vehicles and the noise would destroy the peacefulness of the area; • The development of holiday lodges and camping and caravanning is unsuitable given the existing road infrastructure. <p>Object to CVMP because Consall Nature Park was set up as a haven for wildlife and NOT for tourism. Elevation of it to 'Tourist Hub' totally unacceptable.</p> | |
|---|--|--|---|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--|-------------------------------------|--|
| | <p>B Rogers, D Knight, D McDonald, B Mrs. J. McDonald, J.E. Hanley, J.E. Clarke, P.M. Turner, D Maydew, T Stoddart, M Stoddart, J Maydew, R C. Maydew, S Wardle, S W Wardle, J S. Maydew, Kettle, M Wills, G Preston</p> | | |
| 54 | Elaine Hunt | | <p>Object to CVMP because I visit the CV, enjoy walking/heritage. One of finest areas in England in terms of scenery and wildlife – concerned that proposals for development place it under threat. Object to Consall Hall Gardens and Consall Nature Park. Also concerned that influx of people into Nature Park could threaten rich biodiversity – it is SSSI so exists for conservation before recreation. Valley is rare and special – for peace and tranquility. If CVMP proposals adopted these very qualities will be lost forever.</p> |
| 26 | Lee Norcup | | <p>Lack of road infrastructure to support any increased traffic levels in this area.</p> |
| 95 | Mr & Mrs Plant | | <p>Consider that increased visitor numbers to the Consall Nature Reserve is detrimental to the Consall area.</p> |
| 105 | Tabi Kime | | <p>Consider that increased visitor numbers to the Consall Nature Reserve is beneficial to the Consall area and also Coombes.</p> |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | <p>Consider that Consall Nature Reserve is being ruined: 1) the landscape of this area is already under stress from the inadequately maintained and narrow road/lanes; the unauthorised use by public and staff of Consall Station of parts of the lane guaranteed solely to residents; 2) the roads and lanes are poorly maintained and some of them are actually pedestrian only; 3) waste management is inadequate from both SMDC and SCC and no provision is being made to improve it; 4) the proposals are in contravention of the Covenant of Operation of Consall Nature Park between Staffordshire County Council and the original owners of the land; 5) The proposal to make it a tourism hub will destroy the very nature of the reserve that it is intending to use to attract tourism. This is a self-destruct proposal.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--|----------------------|---|
| | | | <p>6) Consall Hall gardens is an asset to the area but as a private business should not be in the Masterplan.</p> <p>Consall Traffic is at a maximum: 1) It is already inaccessible during holidays when visitors come to this area; 2) The narrow lanes are so overloaded that passing places are used as parking places by inconsiderate visitors who do not consider local residents; 3) Visitors behave abusively when local residents attempt to gain access or egress from their homes; 4) There is no funding or proposal Given in the Masterplan to improve the collapsing verges and increasing potholes. Do not consider that the roads, lanes and pathways in this area can cope with more visitors unless linked to the existing steam railway and / or walking or cycling. The Beatrice supports improvement and access to the canal towing path through these areas (and, in fact, from the locks at Hazelhurst to Froghall) Do not consider that the roads, lanes and pathways in this area can cope with more visitors. As part of the 'Key Actions' no mention of improving waste management. Regarding para 7.4.5: relative isolation of roads around Consall and Consall Forge means they are used as public dumping grounds (fly-tipping/hazardous waste). SMDC sometimes responds to this, but reduced SCC funding at Nature Park means less clearing of litter etc. No SCC funding for additional bins etc. Visitor traffic will only exacerbate litter problems – ie less attractive to target visitors, therefore contradicting CVMP claims to support: 1) SMDC "ruralism policy"; and 2) additional waste inconsistent with status of adjacent SSSIs/SBAs. Think roads/paths at Consall can cope with more visitors – this is an established tourist area for walkers and the like. Think increased visitor numbers to the Consall Nature Reserve is good for the area and current attractions. Think 15 additional lodges at Consall Gardens is beneficial to the Consall Valley – provided small-scale, and should be subject to local residents opinion, and normal planning process. Consall Hall Nature Park Hub and Opportunity Site – Proposals to create gateway visitor hub at Consall Nature Park are totally unrealistic/unworkable. Consall Nature Park opened with limited public access owing to biodiversity of site (SSSI status; and other SSSIs in vicinity). SCC own/manage site with emphasis on nature conservation, not recreation – therefore strict visitor management policy (limited car parking and site never promoted). Staffing levels reduced (4 hours/week). SCC has no plans to create gateway visitor</p> |
| 127 | Mr & Mrs Birch | | |
| 167 | Derek Hilyer | The Beatrice Charity | |
| 84 | Kate Hardwick | | |
| 111 | Adrian Shuffebotham | | |
| 115 | Samantha Cunningham / David Robinson-Smith | | |
| 142 | Sheila Penfold | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | |
|-----|---------------|---|
| 143 | Michael Huise | <p>hub at Consall. There is no "cluster of activity and businesses that can benefit"(6.8.3.3). Insufficient infrastructure for current visitors levels, when Country Park visitor numbers have increased. Access track not a public highway (SCC erected signs to this effect; and that SCC have right to close track).</p> <p>Character Areas 7.4.5 – Consall Nature Park set up not as country park – as name suggests it is about valley's nature and is part of the biggest SSSI in the country.</p> <p>Parking presently inadequate at Peak levels. Consall is no-through road/single track with passing places and cannot cope with increased traffic.</p> <p>When Nature Park was created part of the Covenant required no publicity/NO SIGNS from A522 – this should not change.</p> <p>At present Visitor Centre opening hours being reduced – increase in visitor numbers not sustainable.</p> <p>Roads/lanes/pathways cannot cope with more visitors.</p> <p>Concerns/objections: am regular visitor to Churnet Valley (walks). One of finest scenery/wildlife spots in England - concerned that proposals place it in threat. Have witnessed increase in Consall traffic over years, so object to any development at Consall Hall Gardens/Consall Nature Park. Gardens now only open few hours a month, or for exclusive wedding events – incongruous and detrimental to valley. Concerned that additional visitors to Consall Nature Park could threaten area's rich biodiversity. It is a SSSI (exists for conservation before recreation). The valley's special qualities that visitors value will be lost forever.</p> <p>Object to intention to make Consall Nature Park a Hub and Consall Hall Gardens an Opportunity Site, due to access. Road to Hall/Nature Park is single track and will not tolerate increased traffic. Widening road will mean loss of mature trees, hedges. Damaging the environment to increase access to nature conservation area is ridiculous.</p> <p>The Nature Park is NOT a Country Park and is bounded by SSSI and SBIs. As such it is for the benefit of the flora and fauna and NOT tourism.</p> <p>SMDC have NO control or influence over the Nature Park. It should NOT be included in any document produced by them without specific clarification.</p> <p>Refer to the Nature Park being owned and run by SCC and that the funding of it has been subject to constant reduction for some time. Understand that SCC has no knowledge of the intention to bestow it hub status and informal discussions indicate that they would object to such change.</p> <p>Road to the visitor centre is NOT a public highway and this</p> |
| 274 | Nicki Dyas | |
| 123 | J Penfold | |
| 133 | A Wills | |
| 162 | L Harmer | |
| 163 | K. Norris | |
| 88 | L Linsdell | |
| 62 | J McCombie | |
| 65 | SPenfold | |
| 63 | K Lester | |
| 67 | J Whitehurst | |
| 165 | Ian Tams | |
| 107 | Lynn Cantlay | Consall Council |
| | | Parish |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|------------------|----------------------|---|--|
| | | | <p>document fails to include that information. When the land was gifted to SCC by the landowner, the original Covenant agreement between them specifically EXCLUDED the type of development SMDC, if they had the authority to implement it, have planned for Consall Nature Park. SMDC have NO control or influence over the Nature Park and state it should NOT be included in any document produced without clarification. The proposal contravene the Covenant of Operation. Neither of the conditions are consistent with the proposed development of Consall Nature Park as a tourist hub. State that the park runs at full capacity most weekends during the summer months and does close the gate when this occurs to make it a hub is NOT viable. The budget for the Rangers working out of the Nature Park has been reduced. Any additional visitors/ traffic would make their job much more demanding. Any additional car parking areas would be an intrusion into the Green Belt and therefore would be unacceptable.</p> | |
| 86 | Joe Penfold | | <p>Consall is special place – SMDC Officers do not understand this. A 'visitor hub' is last thing needed to conserve and enhance the valley. These plans will lead to further negative impacts – increased traffic congestion/noise/pollution/crime/anti-social behaviour/wildlife degradation. Proposals put forward without proper consultation and gloss over real priority – to conserve village and landscape.</p> | |
| 64 | Doreen Tildesley | | <p>Feel very strongly about plans to introduce more tourism to Consall Valley. Narrow country lanes are already busy at weekends with Nature Park visitors. Introducing log cabins at Consall Hall will mean constant traffic stream. Walkers/cyclists using lane have to give way for vehicles. Area is a wildlife haven – should stay as such. Speeding visitors' vehicles, especially in evenings.</p> | |
| <p>7.4.7 Deep Hayes Country Park</p> | | | | |
| 167 | Derek Hilyer | The Beatrice Charity | The Beatrice supports improvement and access to the canal towing path through these areas (and, in fact, from the locks at Hazelhurst to Froghall) | Comments noted. |
| <p>7.4.8 Consall Hall Gardens Opportunity Site</p> | | | | |
| 142 | Sheila Penfold | | <p>Quotes "Improve access and parking to Consall Hall Gardens and Consall Nature Park" – See earlier comments to 4.1 Vision above for reasons why not feasible to improve access to Consall Nature Park –access road not public highway. Access to Consall Hall Gardens could be improved if all traffic entered through main gate adjacent to lodge, avoiding farm entrance (narrow/bends/cattle grid), but still single lane for miles. Urbanisation/upgrading road would be</p> | <p>The traffic objections raised by respondents regarding the proposals for Consall Hall Gardens and specific suggestions made for improving access are considered matters for consideration at detailed planning stage and not in the Masterplan. The scale of development identified within the Concept Plan (a maximum of 15 lodges) within the</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|---|------------------------------|---|---|
| 119 | James Chadwick | Staffordshire County Council | <p>out of character with landscape, destroying very qualities that should be preserved in this unique environment.</p> <p>This is identified as an area of very high quality landscape in Planning for Landscape Change, as is the landscape to the south and east. The statements under Landscape and Visual are supported but, considering the setting, Picture 7.2 portrays quite a high density development which could have detrimental impacts and I consider this may suggest a level of development that may be difficult to mitigate satisfactorily, and therefore encourage reconsidering inclusion of the image.</p> <p>Include further bullet points under Landscape and Visual section:</p> <ul style="list-style-type: none"> • Ensure that any future development proposals give consideration to visibility from the surrounding area, and the character of the park and any development will be required to be low key and should be of a nature, character and style that is sympathetic to the character of the area. • Development proposals to be subject to a Landscape and Visual Impact Assessment and potential impacts on landscape need to be mitigated through sensitive design and a landscape strategy. <p>Object to CVMP because:-</p> <ul style="list-style-type: none"> • Access to Consall Station is by foot only – there can be no links set up between Station and Consall Hall/other venue aside from for pedestrians • Commercial development of Consall Hall – aside from as landscape garden - should not be allowed. Current road infrastructure not capable of absorbing increased traffic resulting from new holiday lodges, camping/caravanning facilities, and other events | <p>existing gardens is not considered to raise any significant issues. Staffordshire County Council as the Highways Authority has not raised an issue to the Draft Masterplan in this respect. Also within the Concept Statement for Consall Hall Gardens there is reference in the Accessibility and Transport principles to "Improved access into the site – ensure that any associated road improvements are in-keeping with the character of the area and these should not create intrusive urban features."</p> <p>Regarding the comments by Staffordshire County Council about Picture 7.2 that they consider it is portraying quite high density development which they consider could have a detrimental impact and that it suggest a level of development that may be difficult to mitigate satisfactorily and therefore encourage reconsidering inclusion of the image. Officers consider inclusion of the image is appropriate and it is clearly stated underneath the image that "Picture 7.2 is an artist impression showing what Consall Hall Gardens holiday lodge development could look like. This is only intended to provide ideas and any scheme would need to be subject to detailed planning." The development principles identify a set of considerations regarding 'Landscape and Visual Impact'. Officers recommend accepting the suggested additional text by Staffordshire County Council in this section and consider this would provide additional safeguards.</p> <p>With regards to the identification in the Concept Statement for Consall Hall Gardens "Explore opportunities to create links between the site, the adjacent Consall Nature Park, the Staffordshire Way and Consall Forge (Consall Railway Station and the Caldon Canal)" this is considered by officers to be appropriate and in line with the Draft Masterplan principle of 'improving accessibility and connectivity' and in particular the achievement of this through establishing green networks for movement throughout the Churnet Valley.</p> <p>With regards to potential development at Consall Hall Gardens the Development Strategy within the Concept Statement states "Enabling development</p> |
| 72, 76, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220 | F Gordon, J Glass, L Whinray, J. A. Whinray, Mr & Mrs J. Ellis, T.C. Spragg, D Burton, Mrs J. Tart, G.H. Tart, J. Plant, K. Knight, C. Knight, S. Bestwick, L Blackwell, D Blackwell, Mrs B.J. Wardle, Mr. D. Wardle, P. Birks, T. Whitehurst, M. Alcock, P. Walker, J. Walker, K.A. Stanley, N. V. Fowell, M. Smith, E. W. Smith, J.N. Gould, M. Daniels, Mr & Mrs Weston, | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|---|--|---|--|
| | Mrs. Pauline D. Bullock, R Cookson, C Cookson, C Cookson, J Dean, F.D. B Rogers, D Knight, McDonald, B Mrs. McDonald, J. Hanley, J.E. Clarke, P.M. D Turner, D Maydew, T Stoddart, M Stoddart, J Maydew, R C. Maydew, S Wardle, W Wardle, J S. Maydew, Kettle, M Wills, G Preston | | | to support and maintain future of Consall Hall Gardens.” |
| 54 | Elaine Hunt | | Object to CVMP because I visit the CV, enjoy walking/heritage. One of finest areas in England in terms of scenery and wildlife – concerned that proposals for development place it under threat. Object to Consall Hall Gardens and Consall Nature Park. Also concerned that influx of people into Nature Park could threaten rich biodiversity – it is SSSI so exists for conservation before recreation. Valley is rare and special – for peace and tranquility. If CVMP proposals adopted these very qualities will be lost forever. | |
| 26 | Lee Norcup | | Object to building lodges, consider that nature should be left as it is. | |
| 127 | Mr & Mrs Birch | | Consider that less than 10 lodges in Consall Hall Gardens is a more acceptable figure. | |
| 95 | Mr & Mrs Plant | | Do not consider that the roads, lanes and pathways could cope with more visitors. Do not consider that 15 lodges in Consall Hall Gardens is beneficial to the Consall Valley. | |
| 105 | Tabi Kime | | Consider that the roads, lanes and pathways could cope with more visitors. Consider that 15 lodges in Consall Hall Gardens could be beneficial to the Consall Valley as long as they are not plastic lego-like caravans. Need lodges in-keeping with the valley but substantial road improvements would be needed first. | |
| 150 | Mrs Jean Woodcock | | Consall Hall Gardens are a private enterprise and should not be included within the Churnet Valley Masterplan. The proposals here | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|---------------------|--|---|
| 147 | J.M. Flint | | <p>would in no way enhance the valley and would cause havoc and harm to the village. In summer, the car park is full – there is no shortage of visitors, walkers etc. The train brings people in and there are more than enough visitors already. Consider that the valley should be left alone.</p> <p>Object to lodges in the gardens. Consider that this would spoil the beauty which people visit the gardens to enjoy. If there must be lodges they could go in the wooded areas so that the wonderful views are not spoiled.</p> |
| 111 | Adrian Shuffebotham | | <p>Concept Statement Overview: inappropriate/factually inaccurate to apply term “retention of historic parkland” to Consall Hall Gardens. Recovery of brownfield site (opencast mining/ slag heaps). Given SPD status of CVMP, seems inconsistent that it not based on sound planning considerations. Financial viability not a planning consideration – proposed developments at Consall Hall Gardens could be viewed as outline planning permission as they are endorsed by CVMP/Core Strategy – not consistent with robust/transparent planning policy. Question how “maintenance of the gardens” be dependent upon 15-lodges development. – whether “maintenance” or “financial viability” is correct term.</p> <p>Concept Statement Development Strategy: (1) Question why SMDC allowing development of commercial concern outside scope of planning approval process; (2) regarding appropriateness of modest scale commercial uses where necessary to secure long-term viability – questions how this viability to be measured. Questions the appropriateness of using descriptive term “modest-scale” in CVMP.</p> |
| 140 | S. Penfold | | <p>Residents anxious of environmental/financial loss for benefit of Consall Hall.</p> <ul style="list-style-type: none"> • Originally supportive stance for <u>gardens</u> to be opened by owner, but SMDC obstructive to this. However Policy reversal now recognises needs of commercial organisations above that of locals. Some Consall locals see their way of life being ruined forever. Should be no development (lodges) apart from opening of gardens. • Consall Gardens proposals have expanded since first draft CVMP, despite local opposition. Gives company carte blanche to expand at expense of locals (property values) ie, living next to entertainment centre. • Management of gardens has changed status from formal landscaped visitor attraction to a leisure/entertainment venue. Loud music in summer months. Not appropriate given adjacent SSI/Nature Park. Requests to management to control their events have been ignored. • Chalets in gardens will finally close gardens to public. Visitors who come to gardens will not want to see Holiday Park. Park |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|---------------|--|---|--|
| | | | <ul style="list-style-type: none"> • should only be a visitor venue. • No mention of the site for caravanning/camping, or other future developments. Should be removed. • Question whether plans for the Nature Park, and the private access road to the Hub, have been agreed with owners. Nature Park to be retained under SCC control, and the present conditions. • Question whether SCC have agreed that Nature Park can be opened beyond visitor limit (SSI status). Site should not be developed. • Question whether SCC have increased funding to Nature Park Centre, owing to future visitor increases. • Question whether SMDC will not introduce parking charges. • Question whether SCC environmental officer has agreed to likely impact of these changes to local wildlife. • Question how genuine SMDC support for AONB status. • SMDC and SCC Officers must meet with Consall villagers to listen to their views. | |
| 141 | Andrew Wardle | | <p>Para 7.4.5 – Relative isolation of Consall Forge roads means they are public dumping grounds. Fly tipping, hazardous waste, and setting of fires reported. SCC reduced funding to Nature Park – little done to remove litter, situation will get worse. Requests to SCC for additional bins rejected. Any increase in visitor traffic will exacerbate this making area LESS attractive to target visitors in contradiction of two key issues CVMP claims to support:- 1)SMDC’s ruralism policy “no policy will be adopted that adversely affects rural communities” - but lives of Consall residents won’t be enhanced by additional waste generated; and 2) inevitable additional waste hardly consistent with nearby SSSIs/SBAs.</p> <p>Para 7.4.8 – Regarding Concept Statement ‘Overview’, question how can “maintenance of the gardens” can be dependent upon 15 lodges development. Misleading statement because “maintenance” is different to “financial viability”, SMDC does not have remit/control of this.</p> <p>Concept Statement ‘Development Strategy’-</p> <ol style="list-style-type: none"> 1) Question why SMDC use another process outside current planning approval system to allow commercial development. Question if SMDC relax planning approval criteria for Consall Hall Gardens benefit then will this relaxation also apply to other commercial ventures. 2) CVMP deems other suitable commercial uses of modest scale to secure long term viability of gardens as “appropriate development” – question what financial thresholds have been set to measure this. Question what is meant by “modest scale”. Term would NOT be acceptable to SMDC within application. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|--|
| 142 | Sheila Penfold | | <p>Accessibility and Transport – Long stretch of road Consall Nature Park-Black Lion Pub etc NOT public highway. Some stretches are residents'-only access – document does not explain this. NO public car parks apart from at Visitor Centre in Nature Park. Covenant between SCC-original owners EXCLUDED types of development SMDC propose for Nature Park. By improving access SMDC contradict own policy regarding creating “intrusive urban features”. Proposed development in direct contravention of operating conditions at Consall Station which EXCLUDE vehicular access to station: this rules out vehicular links between station-Consall Hall Gardens. Whilst Consall Hall may be physically capable of hosting ‘events’, effect on local community could be devastating – should not be part of any Masterplan.</p> <p>If SMDC quote Consall Valley attractiveness as one of reasons to visit area, they must accept responsibility to maintain roads (traffic degradation). If SMDC not prepared to finance this, they should not quote use of these roads. Also presupposing that SMDC are able to gain permission for vehicular use of these roads.</p> <p>Development of wedding/conference venue at Consall Hall in recent years caused noise and disturbance to locals (and animals); and further pressure on Consall Lane (increased traffic). Consall Hall venue for events has seen corresponding reduction to visitor numbers/opening hours to Landscape Gardens. Gardens 1 day/month open in summer versus events (3/week) – causing noise/light disruption//traffic disruptions in this tranquil area.</p> <p><u>Holiday Lodges</u> – Development within this scenic parkland threatens its value as landscape attraction. Points out that Alton Towers have never allowed development of theme park into historic gardens. Development would lead to community disbenefits (impacts of weddings/other events), with no economic benefit to locals.</p> <p><u>Caravan and Camping Park</u> – CVMP does not provide details about location/capacity/access. CVMP justifies development as follows “<i>help support management and upkeep of the gardens</i>” – but no supporting information provided. Question at what point further development becomes necessary, and what profits will be invested back into Gardens. Questions the cost to community and landscape; and what safeguards against uncontrolled development.</p> <p>Page 82 – aerial map of Consall Hall Gardens misleading. Access roads shown are all private. Map does not show narrow public road to north (main entrance to car park) – this road frequently congested/bends/cattle crossing.</p> |
|-----|----------------|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|---------------------------------------|---|--------------------|--|
| 143 | Michael Huise | | <p>Consall Nature Park 7.4.8 – There should be no change to the present situation at Consall Nature Park, any increase in traffic to the Park would be unsustainable.</p> <p>Consall Hall Gardens should not be a Key Opportunity Site due to the poor access from the A522.</p> <p>Consall Hall Gardens is relatively new (built in last 50 years) – relatively little heritage value. Any increase in holiday accommodation would make site very crowded. Local road infrastructure is only suitable for small existing population. Road improvements would be intrusive urban feature. The justification of improving financial viability of site could mean justification for any uses and is not valid planning consideration. Any “events” to increase viability would swamp poor road system.</p> |
| 157 158 159 160 161 | Mrs J. Bagnall D.S. Mr Bagnall Donald Bagnall William McConachie Mr. M. Ford Thomas Bagnall | | <p>Concerned about events at Consall Hall and Gardens. Term ‘events’ very open ended, ie could include wedding venue to concerts etc. Nothing says how often these would occur. Noise from concerts would echo far beyond village and neighbouring countryside – unacceptable, Consall is country village not concert venue.</p> <p>Roads – the lanes to Consall very narrow and many sharp bends – not suited for extra generated traffic.</p> <p>CVMP already shows an artist impression of some of the 15x cabins proposed at Hall – this wrong as looks like permission already been passed – misleading. Consall Hall already established as wedding venue so does not need 15 log cabins in garden – as people visit Hall for the gardens not families holidaying there. CVMP states Consall will be enhanced – area already beautiful – plans will mean Consall will be spoilt.</p> |
| 107 | Lynn Cantlay | Consall Council | <p>Parish</p> <p>Because of the location and access to Consall Hall Gardens there should be no further development on the site for commercial reasons. Should This occur it would put enormous strain on the existing infrastructure in the area and Consall will not be enhanced by any proposals within the Masterplan, it will in fact have the opposite effect.</p> <p>Refer to 7.4.8 Consall Hall Gardens Opportunity Site – Concept Statement stating that it refers to the long term viability of the gardens again they reiterate that this is NOT a planning consideration and therefore CANNOT be part of the Masterplan.</p> |
| 66 221 222 223 224 225 | Susan Chappell Angela Staplehurst and Les Hankin | | <p>Comments/objections:-</p> <p>Consall roads will not stand increased traffic CVMP proposals would cause. At busy periods roads already inadequate. Many Consall roads are privately owned therefore SMDC no right to allow public use of them. Access to Consall Station is by foot only – no</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-----------------|---|--|
| 226 | Mrs D. Knight | | |
| 227 | Claire | | |
| 228 | Blackwell | | |
| 229 | B.E. Fox | | |
| 230 | Olga Buckley | | |
| 231 | Martyn | | |
| 232 | Findlow | | |
| 233 | Phillip Gale | | |
| 234 | Dr. Evelyn | | |
| 235 | Gale | | |
| 236 | Clive Corbett | | |
| 237 | Marilyn | | |
| 238 | Corbett | | |
| 239 | Joan Sigley | | |
| 240 | Kate Sigley | | |
| 241 | G. Gordon | | |
| 242 | R.W. Gilman | | |
| 243 | Jillian Meakin | | |
| 244 | John Meakin | | |
| 255 | Mr R. Sherratt | | |
| 256 | Mrs. J. | | |
| 257 | Sherratt | | |
| 258 | Kate Thomas | | |
| 259 | N.J. Williams | | |
| 260 | and J.B. | | |
| 261 | Williams | | |
| 262 | Felicia Walker | | |
| 263 | Angela Walker | | |
| 264 | Andrew | | |
| 265 | Walker | | |
| 267 | Patricia | | |
| 267 | Batigan | | |
| 267 | Paul Stanley | | |
| 267 | Christian | | |
| 267 | Stanley | | |
| 267 | Jane Stanley | | |
| 267 | Martyn Stanley | | |
| 267 | Heather Brown | | |
| 267 | Jane Stanley | | |
| 267 | Isobel Lewis- | | |
| 267 | Stanley | | |
| 267 | Alastair | | |
| 267 | Stanley | | |
| 267 | Sam Balfour | | |
| 267 | Sophie Stanley | | |
| 267 | Patricia Elkins | | |
| 268 | Valerie | | |
| | | opportunities for vehicular links with Consall Hall. Commercial development of Consall Hall (apart from landscape garden) should not be allowed – current road capacity cannot cope with additional lodges/camping/caravanning/events’. | |
| | | SMDC must take local views into account. Residents should be consulted beforehand, not dictated to. | |
| | | No CVMP proposals in Consall area will be of any benefit to locals. Only part time/low-paid jobs; no new money in the area would stay within it. Consall Valley attractive because of its isolation – CVMP proposals will damage this. | |
| | | Consall Nature Park was set up as wildlife haven, not tourism site. ‘Tourist hub’ status unacceptable. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--|--|--|--|
| | | | | |
| 266 | Mainwaring Ross Mainwaring Shirley Sutton | | | Strongly object to the excessive building planned for Consall Hall Gardens, Bolton Copperworks and Moneystone Quarry. It would ruin the outstanding natural beauty of these places. The access to Consall Hall is very low grade. A handful of lodges might be acceptable, but not 15. Use of the site for weddings and conferences would be even worse due to a large number arriving at any one time. Landscape and wildlife criteria should be foremost in this haven of a valley. |
| 269 | Brian Sammons | | | Against further development at Consall Hall or within valley, as visitors seem unable to negotiate roads now. On busy days rangers try to turn away (parked) vehicles, but parked cars still cause access problems for existing residents. Since Nature Park opened we have experienced drug/noise/litter/fires problems. |
| 90 | Albert Christine Holland | | | Consall Hall has been turned into fairground. Experience car lights glare, noises [so close windows]. Problems will be multiplied if numbers increase. |
| 92 | Christine Meyrick | | | Can see the reasoning for the lodges at Consall Hall – the income is needed to keep gardens open. Improved passing places in Consall Lane essential. |
| 6 | John Higgins | | | 15 lodges – approach road to Gardens is narrow/winding. Already full to capacity at busy times – this development can do nothing to alleviate area's problems. |
| 2 | Ms Denica Russell | | | Considers that: 1) the roads/lanes/pathways can't cope with more visitors and are very narrow. 2) increased visitor numbers to the Consall Nature Reserve need to be managed and focus on the natural beauty. Parking is an issue. 3) Lodges in Consall Hall gardens would be beneficial to the business owner not the Churnet Valley. |
| 20 | Ms Lorraine McKechnie- Ryder | | | Considers that: 1) The roads/lanes/pathways can't cope with more visitors. 2) Increased visitor numbers to the Consall Nature Reserve would be detrimental to the Consall area. 3) Lodges in Consall Hall gardens would not be beneficial to the Consall Valley. |
| 21 | Mr Michael J Ryder | | | Considers that: 1) The roads/lanes/pathways can't cope with more visitors. It is already difficult at busy times and there would be a loss of the country atmosphere. 2) No evidence to indicate that there would be an increase in numbers. Elsewhere in the UK nature reserves are showing declining numbers. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|------------------------------------|-----------------------------|----------------------|--|--|---|
| 246 | Suzi Cresswell | | 3) Is there evidence that people will want to stay at Consall Hall? Lack of facilities particularly in the evenings. Do not consider that the roads/lanes/pathways can cope with more visitors. Do not consider that building 15 lodges in Consall gardens would be beneficial to the Consall Valley. Do not consider that: 1) the roads/lanes/pathways can cope with more visitors. 2) increased visitor numbers to the Consall Nature Reserve would be beneficial . 1) building 15 lodges in Consall gardens would be beneficial to the Consall Valley. | | |
| 247 | Mr and Mrs Cresswell | | | | |
| 7.4.9 Cheddleton Flint Mill | | | | | |
| 167 | Derek Hilyer | The Beatrice Charity | The Beatrice is moored at the Flint Mill and would welcome improved visitor access to the Mill. | | Comment noted. |
| 7.5 Froghall Character Area | | | | | |
| 2 | Ms Denica Russell | | Consider that: 1) the development proposed for this site would overwhelm the current settlement; 2) the surrounding road system is hazardous; 3) Wouldn't want to live there due to the contamination issues. Also concerned about contamination impact on the adjacent waterway. A flood risk assessment should be undertaken. • Proposed development at this site would create more traffic • There is no local shop and no public transport. • There should be a full contamination and flood risk survey. | | Whilst the issues raised are considered to be important it is considered by officers that there is nothing being raised which has not already be considered and were appropriate been addressed and therefore no changes are suggested. Furthermore, the detailed points raised regarding flooding, traffic measures and contamination issues are considered to be adequately addressed for an SPD and that further work on these issues may be necessary to inform the Site Allocations DPD. For example with regard to flooding, a Stage 2 Flood Risk Assessment may be necessary to inform the Site Allocations DPD. Furthermore, a planning application for the site would need to include a flood risk assessment in line with national requirements. Any planning application would need to demonstrate how it addresses such issues. The issues raised regarding funding are issues to be considered at planning application stage. Within the Draft Masterplan there is reference to 'retention of existing businesses within site' - in the Bolton Copperworks Concept Statement Development Strategy. |
| 20 | Ms Lorraine McKechnie-Ryder | | Consider that: 1) The proposed development at this site would overwhelm the current settlement. Access to schools and other infrastructure? 2) There should be full contamination and flood risk surveys. The junction with Ipstones is totally unsuitable for the building planned around it. Any change would make it very difficult for lorries approaching Whiston Bank. The road infrastructure is insufficient and no way can improvements be made to remedy this. More traffic brings danger to children on the road with no pavements and visitors are not used to the narrow lanes. The site could be tidied up making it more attractive to visitors | | Any planning application would be subject to requirements to undertake consultation. The |
| 21 | Mr Michael J Ryder | | | | |
| 56 | Mrs A D Sharman | | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|--|---------------------------------------|---|---|
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | without the need of hotels and shops. Object to the following: 1) Proposals have not been prepared in a correct procedural manner (Localism Act 2011, NPPF and Aarhus Convention.) 2) The topography of the area has been ignored. 3) The wishes of the local community have been ignored. 4) Insufficient evidence base. 5) The full extent of the toxicity of the site needs to be mapped and removed. 6) Permitting housing and a hotel will expose residents and visitors to unacceptable levels of risks from toxic waste and potentially pollute groundwater. | <p>Council, as the Local Planning Authority is required to set a time period during which it will consider comments on a planning application. For applications, prior to submission, the NPPF paragraph 189 states with regards to local planning authorities states, "They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications." 21 The Council's Statement of Community Involvement (SCI), which is currently being update, establishes requirements for consultation at both the plan making and application stage. The Site Allocations DPD would be subject to consultation as set out in the regulations.</p> <p>21 National Planning Policy Framework (NPPF) paragraph 189 page 45</p> |
| 132 | | The Inland Waterway Association (IWA) | Support. IWA fully support the following proposed key actions: <ul style="list-style-type: none"> Long term restoration of Uttoxeter Canal with short term measures to maintain and highlight route. This has long been an objective of IWA's, and note reference to the feasibility study carried out in August 2009. Improve existing canal basin, tunnel access and mooring facilities and linkages to surrounding areas including nature reserves Secure future of SCC Visitor Centre at Froghall Wharf. | <p>Housing numbers Focht Action Group along with other groups and residents has been consulted during the production of the Draft Masterplan. Focht Action Group put forward their own option for the Bolton Copperworks site – 'A fresh and greener option' at Options consultation stage, in which they suggested 1 ha of residential land (at 30 dwellings per hectare) plus a care/ older peoples home for about 50 residents. At Options stage there were a number of responses in support of Focht Action Groups response. At Options stage Kingsley Parish Council suggested that up to 50 dwellings may be acceptable and their comments included that these should be environmentally friendly and preferably be designed for the mid/ upper range of the housing market. They stated that there is a surplus of under utilised low cost housing already in adjacent villages of Kingsley and Whiston.</p> <p>The comment about selling of plots so that more local trades benefit from building each house is considered to be a matter for the site owner.</p> <p>The issues raised in relation to accommodation provision are considered to have been addressed</p> |
| 59 | Jeff Wood | Kingsley Council Parish | Broadly supportive of efforts to tastefully develop the Froghall site with a mix of industrial, heritage and residential uses. Residential dwellings should be limited to maximum of 50 high quality homes so as not to overwhelm the existing village. Serious concerns expressed regarding: a) the level of suspected on-site pollution b) the relocation of the Autoline Motor Salvage company and c) the inadequacy of the existing road network. | |
| 94 | Jeff Wood | Cotton Parish Council | Support any environmental improvement to the former industrial site with a mixture of residential and industrial heritage development. Mindful that Autoline Motor Salvage would need to be relocated to a suitable site outside the Churnet Valley with improved transport connections. | |
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | Consider that Froghall needs more attention and less building: 1) Object to 50 or any houses being built on the site as it would have a negative impact on the distinctiveness, character and sense of place of Froghall. 2) A full professional survey must be undertaken into the nature and levels of soil. The community must be consulted before allocation of developments and zoning. The Aarhus convention allows for public right of consultation. 3) Flood prevention measures. No mention has been made within the CVMP of any possible flood prevention measures resulting from possible leakage/collapse of the bank of the elevated Caldon Canal which has happened in the past. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|--|
| | | <p>4) Whiston, Froghall and Oakamoor are all currently under stress along the narrow and very steep lanes connecting them with Cheadle, Moneystone and Alton Towers. There are no proposals possible which will provide relief from this problem.</p> <p>5) The A52/B5053 junction improvement does not show any attempts to calm traffic. Approaching the junction from the east would be difficult to achieve due to the steepness of Whiston Bank, occasional stalled lorry on ascent and runaway vehicle on the decent. Existing provision of escape roads is also proven as inadequate.</p> <p>6) The recent A52/A521 junction improvement has speeded up traffic ascending Kingsley Bank and made egress onto the A52 even more hazardous. The bend on the western end of the river/rail bridge is not conducive to road safety.</p> <p>7) CVCS support Froghall resident's objections to new housing. The site should contribute to the growth of skilled worker numbers in the Valley. Small industrial units would support small businesses / start-ups along with a heritage centre and small retail units for craft workers etc to attract visitors. Support the area as an employment hub.</p> <p>8) Unless there is a credible independent study into the soil contamination and the safety of the flood plain, no development should be permitted to take place.</p> <p>9) Staffordshire Wildlife Trust have also suggested that many areas at this site could be left to return to nature allowing for studies on colonisation rates and patterns.</p> <p>10) The area is in need of broadband improvement. At the moment there is no possibility of businesses operating in the area.</p> <p>11) SMDC need to consider money needed to support police, ambulance and road maintenance issues as a result of increased traffic.</p> <p>12) Concern over SMDC supporting private enterprise over which there is little or no control.</p> <p>13) Bad business decisions by Stirling Investments should not be supported or rescued by SMDC.</p> <p>14) Barton – under – Needwood Marina is a good template for the area.</p> <p>15) Oakamoor is a good template for restoring a former factory environment into family parkland.</p> <p>Cheadle – more hotels will increasingly undermine, not support local enterprises and the remaining local B&Bs would find it difficult to compete.</p> <p>Leek - more hotels will increasingly undermine, not support local</p> | <p>in section '1. Introduction' of this report.</p> <p>The comments regarding consultation requirements are considered to have already been addressed in section '3.Consultation' of this report.</p> <p>With regard to the comment about a living museum there is flexibility built into the Masterplan and an area potentially suitable for a visitor/ heritage/ education centre and car parking is already identified in the Draft Masterplan Concept Statement and Concept Plan. There is also an area identified as being potentially suitable for heritage railway and canal heritage uses.</p> |
|--|--|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----------|------------------------------|---------------------------------|--|
| 134 | Mr and Mrs Smedley | | enterprises and the remaining local B&Bs would find it difficult to compete. Support proposals for the long term restoration of the Uttoxeter Canal and also the short term measures to maintain and highlight route. Also support proposals to improve the existing canal basin at Froghall and its mooring facilities. |
| 138 | | Caldon & Uttoxeter Canals Trust | Support the inclusion of the long term restoration of the Uttoxeter Canal (with short term measures to maintain and highlight route) as a Key Action. This has long been an objective of the Trust's and note the reference within the document to our feasibility study. Support the proposals to improve the existing canal basin, tunnel access and mooring facilities and linkages to surrounding areas including nature reserves. Keen to see improved access for visiting boaters and to see an increased interest in Froghall Tunnel by increased boat movements. Support the proposal to secure the future of the Staffordshire County Council Visitor Centre at Froghall Wharf. |
| 113 & 37 | Peter Cowie D.J. Williams | | Paragraph 7.5.1 – Sensitive development is entirely appropriate; essential to consider the severe site contamination and geographic constraints brought about by the river, canal, railway and road; concerned about the phrase 'value generating uses' particularly with regard to increasing housing numbers as this would threaten the rural character of the village and impact upon local residents; the 50 house maximum should be clearly referred to in the masterplan as the majority of Froghall residents have indicated a preference for no housing. |
| 113 & 37 | Peter Cowie D.J. Williams | | Paragraph 7.5.2 – Support majority of key activities referred to and impressed that employment is a priority. Would prefer third bullet point to read 'limited residential' rather than 'limiting enabling residential'. Consider that a reference to a maximum of 50 houses should be made in this section – consider that it is wrong to use increased housing numbers to cross subsidise decontamination and commercial development. |
| 113 & 37 | Peter Cowie D.J. Williams | | Paragraph 7.5.3 – Support key actions to restore canal, improve tunnel access, develop railway heritage centre and workshop, develop rural centre, upgrade Staffordshire Way, secure future of visitor centre at Froghall Wharf, proposed Conservation Area for Foxt and Froghall and minimal development elsewhere. |
| 113 & 37 | Peter Cowie D.J. Williams | | Not sure heritage plateways would be cost effective may be better to enhance the existing footpath / plateway and improve signage. Consult Keith Tomkins of CVLLP. |
| 113 & 37 | Peter Cowie D.J. Williams | | Paragraph 7.5.4 – support all proposals. |
| 113 & 37 | Peter Cowie D.J. Williams | | Support almost all of concept statement – just 2 issues of concern: 1. Wording 'a need for flexibility due to the requirement for this to be sufficient to cross subsidise other uses'. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----------|------------------------------|----------------------|--|--|
| | | | <p>Concerned that this means that more than 50 houses could be built;</p> <p>2. Contamination must be addressed over the whole site – do not want to see a severely contaminated zone left so bullet point 2 of Accessibility & Transport should read ‘investigation and remediation of whole site contamination should be carried out as a legal requirement by the owner / developer prior to development’. This links well with the green environmental theme referred to. Note that in 9.0.1 the matter of legal agreement is considered N/A. Surely the matter of decontamination of a severely toxic site places a legal requirement on the owner / developer and the local authority?</p> | |
| 113 & 37 | Peter Cowie D.J. Williams | | <p>Consider that the following priorities should operate at the Froghall Character Area:</p> <ul style="list-style-type: none"> • AONB (support); • Contamination at Bolton Copperworks – SMDC commitment that no development will be carried out at this site until it is fully decontaminated should be clearly stated in the document; • 50 houses should be a maximum; • Canal flood prevention measures – masterplan fails to assess the risk of flooding resulting from the prospect of leakage or the collapse of the bank of the elevated Caldon Canal. This has happened in recent years. An up to date survey is needed to determine the integrity of the canal; • River Churnet flood prevention measures – a flood risk assessment should be carried out; • The views of Froghall residents – little or no housing wanted; • Results of options consultation – majority of responses supported no change or minimal change; and • Requirements of the Aarhus Convention. | |
| 167 | Derek Hilyer | The Beatrice Charity | <p>Developments around the canal at Froghall could increase the attractiveness of that part of the valley to walkers, cyclists and boaters. These would help the Beatrice to enhance its provision to our core users and to fund-raising groups. Clearly extension of the Uttoxeter Canal would be a wonderful addition but, in the meantime, lowering the canal through the tunnel (thus increasing headroom) would greatly increase the number of boats that could access the marina at Froghall Wharf, which is currently a much underused facility: a new shallow lock would be needed.</p> <p>Users of the canal, including passengers on the Beatrice, would welcome improvement to the facilities at Froghall Wharf, particularly by providing information to visitors and ensuring that refreshments are available.</p> | |
| 114 | Samantha Strong | | <p>If the Froghall site is deemed suitable for development, would it not be better to sell off the plots so that more local trades benefit from</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|------------|--|--|--|
| | | | building each house, rather than having a new housing estate which would not be in-keeping with the character of the area? Another alternative would be a living museum as the industrial heritage of the area is immense and surely this would be the perfect location for a museum to preserve it – space for parking and next door to the canal. |
| 84 | Kate Hardwick | | Consider that residents should be consulted prior to planning permission being granted for development in this area. Query whether other parts of the valley would be affected by developing in the flood plain. The following priorities should be highlighted in CVMP: |
| 271 272 | John Blackburn Mary Stenstrom-Blackburn | | Believe it is essential the whole site at Bolton Copperworks is fully decontaminated before any development takes place. SMDC must be committed to this. Believe that a maximum of 60 new houses on the site. This number should not be exceeded by any future developments; there must be no creep on this. Am concerned that any future development in the area must look at the impact of traffic volumes. A52 particularly either side of Froghall, and Whiston, experience heavy vehicle breakdowns (hill) – leading to diversions through Foxt/lpstones, which are unsuitable for any other than local traffic. |
| 271 | John Blackburn | | SMDC should also respect the survey conducted by AONB Foxt Action Group in April 2013 where Froghall residents were in favour of some industrial development but no housing. Believe a good compromise would be maximum 50 houses and some small industrial development, preferably small or light engineering (not warehousing). |
| 246 | Suzi Cresswell | | 1) There should be full contamination and flood risk surveys. 2) Considers that applications should be subject to normal planning and consultation. |
| 247 | Mr and Mrs Cresswell | | 1) Consider that 'around 50' houses built at Froghall would completely overwhelm the village. 2) There should be full contamination and flood risk surveys. 3) Applications should be subject to normal planning and consultation. |
| 87 | Rosemary Hale | | Froghall Character Area: encouraging that proposals borrow on the document <i>A Fresher and Greener Option</i> prepared by Foxt Action Group early 2012. 7.5.1.1: <ul style="list-style-type: none"> Sensitive development entirely appropriate for Bolton Copperworks site. Please that acknowledgement that due to significant restraints site may not be delivered. Must consider sever site contamination and geographic constraint – river/canal/railway/road. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|--|---|
| | | | <ul style="list-style-type: none"> • Phrase “value generating uses” is worrying. An excess cross-subsidy (50 houses) presents threat of urbanisation of rural villages and impacts upon local residents (para 2.2.1). So maximum of 50 houses should be clearly referred to in CVMP since most Froghall residents want no housing. <p>7.5.2.2:</p> <p>Support majority of Key Activities and impressed that employment is priority. Prefer 3rd bullet to say “limited residential” not “limited enabling residential”. Section should refer to 50 houses max. Wrong to use increased house numbers to cross-subsidise decontamination/commercial development.</p> <p>7.5.3 :Support following Key Actions:</p> <ul style="list-style-type: none"> • Restoration of canal to Uttoxeter • Improved tunnel access to improved canal basin • Development of railway heritage centre/engineering workshop • Development of the rural centre • Upgrade of Staffordshire Way for multi-use purposes • Secure future of SCC visitor centre, Froghall Wharf • Proposed conservation area for Fox/Froghall • MINIMAL DEVELOPMENT ELSEWHERE. <p>Heritage Plateways – not sure this would be cost effective. May be better to enhance existing footway/plateway and improve signage – recommend Council consult Keith Tomkins of CVLLP.</p> <p>7.5.4. : all proposals supported.</p> <p>7.5.5: Almost all Concept Statement agreeable. But concerns:</p> <ul style="list-style-type: none"> • Reference in CVMP for need to be flexible regarding cross-subsidising requirements is ‘wimping out’ of SMDC commitment a 50 house max (see also locality threats para 2.1.1) • Contamination must be addressed on whole site scale – also SMDC commitment. Would be unacceptable to set aside a severely contaminated area as no go area. Therefore bullet two of Accessibility and Transport should read “<i>investigation and remediation of whole site contamination should be carried out as a legal requirement by the owner/developer prior to development</i>” - this sits well with green theme in para 7.5.5 and reference to housing numbers not being defined on basis of remediation in Taylor Young Report on Bolton Copperworks. Para 9.0.1 |
|--|--|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|---------------|---------|--|--|
| | | | <p>refers to 'legal agreement' as "NA" – questions whether toxicity does not place legal requirements upon developer/local authority.</p> <p>Following priorities should apply to Froghall Character Area:</p> <ul style="list-style-type: none"> • Development of copperworks may be crucial element in AONB status progression. As Council supports bid appropriate for proposals to take account of AONB submission. • Contamination at Copperworks – SMDC already made decontamination commitment. Professional study must be carried out before any development. • House building – [see earlier comments about 50 house max. with regards cross-subsidisation] • CVMP does not mention Caldon Canal flood prevention measures – risk of leakage/collapse. Up to date survey should assess this. • Up to date survey of impact of flooding by River Churnet should be conducted, as pre-requisite to any development at Copperworks. EA opposes development on floodplains so seek their guidance. • Point out that survey by Foxt Action Group in 2013 asked how many houses Froghall residents wanted to see developed at copperworks – 63% said none (but residents were amenable to industrial development). Also the 2012 Options Survey indicated a preference of minimal change by the majority. • Aarhus convention – Consultation should occur before policy is made/plans drafted/applications approved. SMDC should examine its duties in this respect. | |
| <p>7.5.4 Bolton Copperworks Opportunity Site</p> | | | | |
| 8 | Mr Ward | Malcolm | Support clean up and development of Boltons site. | The Masterplan is to be a Supplementary Planning Document and therefore does not allocate land for development. However, it does identify within the Concept Statements and Concept Plans zones that are potentially suitable for development. The zones for development identified for Bolton Copperworks have been developed through the Masterplan work including the detailed work undertaken by Taylor Young. It is however recognised that further detailed work in relation to issues such as contamination, site analysis/ design and flood risk and viability will be necessary to inform the Site Allocations DPD and any planning |
| 17 | Mr McLaughlin | Alan | <p>Objection: Zone 4 Hotel – There is no requirement for a hotel in this area and it would have a devastating effect on the local hotel i.e. the Railway Hotel and also the many B&B's that exist in the area. Remove the proposal from the Masterplan.</p> <p>Objection: Zone 8 is at present a scrap yard hidden by existing dwellings whilst I agree it does have residential potential I cannot support it being relocated into zone 2 as an eyesore in the middle of the valley. Zone 7 has also a scrapyard existing which it is proposed to relocate to zone 2.</p> <p>Give zone 8 residential development. Do not relocate existing scrap yards in to zone 2 if they have to be relocated I would propose</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----|--------------------|--|---|--|
| | | | <p>relocating to zone 6 due to its level of contamination and it is a more secluded site.</p> <p>Objection: Zone 2 employment. This is the largest area and therefore will have the greatest visual impact on the surrounding valley. It would be seen as a large industrial sprawl by visitors on the Churnet valley, railway, canal, and road. This zone has been identified as contaminated. Zone 3 is allocated for residential but has existing industrial units on with scope for more. Zone 2 should be given the status of green space and therefore reduce the impact it would have on the valley. Zone 3 should be given industrial status.</p> <p>Objection: Zone 6 Potential residential. This area is potentially one of the worst for contamination and therefore totally unsuitable for residential development. Many ex employees have already identified this area as an old tip for contaminants. Change the proposal in the masterplan to green space.</p> <p>The number of houses permitted within any redevelopment of the site is variously stated as 50, and elsewhere in the document as an upper limit of 130. Even 50 would be far too many.</p> | <p>application.</p> <p>The Concept Statement and Concept Plan should be read in conjunction with the rest of the Draft Masterplan including the requirements set out in the development principles and developed and the management principles. It is considered that the issues raised in comments on the Draft Masterplan in respect of potential uses, constraints and mitigating impacts at Bolton Copperworks are adequately addressed for an SPD and no changes are required at this stage. The Draft Masterplan makes clear that the appropriate uses listed in the Development Strategy for the site are indicative only and states "any development proposals should achieve a scheme which is commercially viable and deliverable taking account of site constraints, local markets and other available funding sources."</p> <p>Further work is currently being undertaken with the landowners and their consultants on the design principles, as a basis for further community engagement. This will be used to inform any subsequent site allocations work or planning application. Further work is also to be undertaken to prepare a programme of work to address the contamination issues.</p> |
| 18 | Denis Hurst | | <p>There is repeated reference in the Masterplan that any redevelopment must be sensitive and of an appropriate scale. The fact is that even 25 houses would be more than double the size of the existing community – excessive number of houses being proposed could hardly be considered sensitive and appropriate in scale. Stress that the commitment must be honoured that any development is restricted to a number sufficient only to cross-subsidise other "improvements".</p> <p>The extent of ground contamination and proposed remediation strategy must be fully investigated and approved before any wider decisions are made. I recall that on the day that physical demolition of the factory initially commenced it was without the full knowledge of SMDC, and so without the necessary safety precautions being monitored.</p> <p>Traffic impacts from additional housing, businesses and tourists must be fully taken into account.</p> <p>Any eventual re-siting of the scrap-yard must not be detrimental to any of today's existing properties, either in its proximity or visibility.</p> <p>Support. The development of Bolton Copperworks be developed as a rural centre creating jobs for people employed in craft/ heritage/ sustainable/green business.</p> | <p>It is considered that there needs to be flexibility built into the Masterplan with regard to housing numbers at this site for the reasons described in the Draft Masterplan. It states in the Development Strategy with regards to residential use "around 50 high quality units (may include extra care) but a need for flexibility due to the requirement for this to be sufficient to cross-subsidise other uses." Any planning application would need to be supported by evidence to justify the number of residential units being proposed and would be subject to the required consultation on planning applications. The issue of affordable housing on the site was considered through the Taylor Young masterplanning work and through the Options work which acknowledged that there was a need for high quality units in the area and that there were already low cost properties available in for example Kingsley. Also, in relation to viability less</p> |
| 30 | Mr Richard Whiting | | <p>Development at Boltons/Froghall would be desirable as it would improve the immediate area greatly. The site is already cleared and available. I feel you need to incorporate special features e.g. the tower which was almost demolished but the roads to the site should</p> | |
| 32 | Ruth Birks | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|-----|----------------|--------------------|--|---|---|
| 35 | Mr Fowler | David | | support the increase in traffic. The visitor centre would enhance rather than detract from the area. The closeness of the station and steam train and Froghall Wharf brings things together, No solution to mitigate soil pollution at Bolton's Copperworks. Surely this is crucial to any development. The sensitive enhancement of the heritage offer is to be welcomed. Reiterate previous comments that this should not bring with it an intensification of traffic such that damaging highway improvements become necessary. Note and support the undertaking of the transport assessment. Would also like to see the commissioning of a full historic environment / conservation assessment of this sensitive site to act as a context for future management and before proposals for change are progressed further. Query why, with traffic congestion, it is proposed to add housing on a highly contaminated site at Boltons? | residential units are likely to be needed to cross subsidise other uses if no affordable housing is provided on site. The Draft Masterplan does identify that the site may be suitable for extra care development. This would meet the needs of a specific housing market type and reflects suggestions made to the Options consultation. With regards to comments made on commercial/viability and questioning whether certain uses would be deliverable, the Bolton Copperworks Options Report (2011) identified a set of key messages from the commercial/viability review including: <ul style="list-style-type: none"> "Housing is the one land use that benefits from clear market demand and appears viable. However, even with housing it will be important to monitor development costs, including site acquisition (scrap yard etc), remediation, infrastructure etc. Employment must be small in scale and focus on flexible workspace. There is potential demand for tourist accommodation (including hotel and holiday lodges) particularly as part of the wider Churnet Valley tourism strategy, but we must be careful to ensure that Bolton Copperworks complements other sites (particularly Moneystone Quarry and Alton Towers) and does not compete with them. Local services and facilities, including pub, shops and café are only likely to be commercially viable in tandem with growth of the village. Visitor and tourist attractions such as 'Go Ape' will potentially be viable, but these are not going to generate significant value. Transfer of the 1.6 hectares to the heritage railway company will not have an adverse impact on development, since this part of the site to be difficult to develop. The Masterplan will need to consider the relationships between Bolton Copper and residential and tourist accommodation uses to ensure an appropriate environment."²² |
| 170 | Pete Boland | English Heritage | | Support the concept of a mix of uses to support rural economy and local communities. A rural visitor centre will provide a focus for tourist facilities, outdoor recreation and industrial heritage. But in my view these activities will not provide sufficient visitor numbers to financially support such a centre. These days greater numbers of visitors are attracted all the year round to area which provide some retail attractions in the form of outlets such as those at Trentham Gardens – pottery and gifts, outdoor activity clothing, farmers market shop, famous name outlets stores and garden shops are all popular and would be a useful facility for local communities as well as a visitor attraction. I believe that a facility such as this would lead to a greater use of picnic areas, rural/craft centre, children's playground etc and provide something for less active family members throughout the year and in all weathers. | |
| 99 | S.L. Steele | | | If Bolton Copperworks remains operative for upto fifteen years, question how can a full site clean up take place before any development begins. SMDC have pledged that this heavily contaminated site will be cleaned before development takes place. It would be extremely poor practice to engage in decontamination whilst there are Bolton Copperworks operatives on site. Concerned about the health and safety risk to all present on the site and consider it would be illegal. | |
| 41 | Vivienne Cowie | | | Concerned over the health implications for future residents. Much improved from the original plans but concerned about the running of the visitor centre. Existing visitor centres in the Churnet Valley are rarely open. The new centre at Froghall Wharf is hardly open and is uninspiring. Why would a new centre away from the canal be any more successful? The site is shown to be affected by flooding. Whilst this does not | |
| 109 | John Rider | | | | |
| 121 | Mr Paul | Environment Agency | | | |

²² Bolton Copperworks Options Report Taylor Young (2011), page 27

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------------|---------------------------|---|---|
| | Gethins | | <p>preclude development per se the Masterplan should adopt a sequential approach towards the allocation of buildings within the site locating the most vulnerable uses (e.g. residential) in the areas of lowest risk. It must also be ensured that any development does not result in the loss of floodplain storage. If development is to occur in Flood Zone 3a, flood compensation must be provided on a like for like, level for level basis.</p> <p>Any new development should incorporate SuDs to reduce flood risk and manage surface and groundwater regimes.</p> <p>Support. IWA supports the provision of the railway/ canal heritage centre and workshops in Zone 1, along with the retention of the Bolton Copperworks chimney which is an important feature of the landscape seen from the navigable Caldon Canal.</p> <p>IWA supports the opportunity to make a feature of the potential canal route and to improve links to Froghall Wharf in Zone 4.</p> <p>IWA supports the removal of incongruous fencing and improving the tourism assets of Froghall Wharf and the Caldon Canal.</p> <p>IWA supports the proposal that any development should not prejudice potential reinstatement of the route of the Uttoxeter Canal and supports the provision of short term measures such as interpretative boards and route clearance.</p> | <p>With regards to the comments on water quality of the River Churnet, within the Draft Masterplan development and management principles there is a specific part of the Natural Environment principle on improving the river corridor and working towards the Churnet achieving 'Good Ecological Status or Potential' by 2015 along the entire length. It also states that under the Water Framework Directive (WFD) no deterioration in water quality is allowed. Also in regards to flood risk the natural environment principle requires that "Any proposal should not increase risk of flooding – where development falls within areas at risk of flooding a flood risk assessment will be required." The issue of impact of development on supply of water to properties in the Valley is not considered an issue for the Masterplan.</p> |
| 132 | | The Waterways Association | <p>Support. IWA supports the provision of the railway/ canal heritage centre and workshops in Zone 1, along with the retention of the Bolton Copperworks chimney which is an important feature of the landscape seen from the navigable Caldon Canal.</p> <p>IWA supports the opportunity to make a feature of the potential canal route and to improve links to Froghall Wharf in Zone 4.</p> <p>IWA supports the removal of incongruous fencing and improving the tourism assets of Froghall Wharf and the Caldon Canal.</p> <p>IWA supports the proposal that any development should not prejudice potential reinstatement of the route of the Uttoxeter Canal and supports the provision of short term measures such as interpretative boards and route clearance.</p> | <p>The Transport Study (2013) has considered this site and it has identified a set of essential and desirable measure to mitigate impacts. These have been included in the Draft Masterplan Section 13. Transport Strategy which is supported by the Staffordshire County Council.</p> |
| 55 | Mr and Mrs Meyrick | | <p>Are very concerned about the proposed Bolton's development because we are on our own supply of open spring water with 6 other properties in Valley. Seek Council assurance that proposals will not affect the quality or quantity of this water.</p> | <p>The Environment Agency has been consulted during the development of the Masterplan and as part of the background documentation officers suggest updating the Churnet Valley Masterplan Consultation Statement to reflect those who were invited as well as those who attend events such as the Visioning Event and Bolton Copperworks Workshops. They are already listed as having been consulted at Options Stage and their comments at Options consultation stage are summarised in the 'Churnet Valley Masterplan Summary of Main Issues from Options Consultation (July 2012)'. As detailed within the Consultation Statement the Staffordshire County Council has been consulted during the preparation of the Masterplan.</p> |
| 14 | Mr Kenneth Unwin | | <p>Positive to note the conclusions and recommendations in respect of the Boltons site in particular: Acknowledgement that there is significant on site pollution; That residential development should be limited to 50 high quality homes; The retention of existing businesses / employment and the potential to develop new ones; The potential development of walking, cycling and riding facilities as well as an outdoor activities centre, a visitors' centre and the enhancement of existing heritage railway and canal facilities. At present the site detracts significantly from the beauty of the Churnet Valley.</p> | <p>The Environment Agency has been consulted during the development of the Masterplan and as part of the background documentation officers suggest updating the Churnet Valley Masterplan Consultation Statement to reflect those who were invited as well as those who attend events such as the Visioning Event and Bolton Copperworks Workshops. They are already listed as having been consulted at Options Stage and their comments at Options consultation stage are summarised in the 'Churnet Valley Masterplan Summary of Main Issues from Options Consultation (July 2012)'. As detailed within the Consultation Statement the Staffordshire County Council has been consulted during the preparation of the Masterplan.</p> |
| 134 | Mr and Mrs Smedley | | <p>Support 1) the retention of the Bolton Copperworks chimney which is an important feature of the landscape. 2) the opportunity to make a feature of the potential canal route and improve links to Froghall Wharf. 3) improving the visual appearance and quality of the canal side environment & improvements to existing industrial buildings. 4) proposals to connect and strengthen the tourism assets of Froghall Wharf and the Caldon Canal. 5) the proposal that any development should not prejudice potential reinstatement of the route of the Uttoxeter Canal. 6) short term measures such as interpretation</p> | <p>The Environment Agency has been consulted during the development of the Masterplan and as part of the background documentation officers suggest updating the Churnet Valley Masterplan Consultation Statement to reflect those who were invited as well as those who attend events such as the Visioning Event and Bolton Copperworks Workshops. They are already listed as having been consulted at Options Stage and their comments at Options consultation stage are summarised in the 'Churnet Valley Masterplan Summary of Main Issues from Options Consultation (July 2012)'. As detailed within the Consultation Statement the Staffordshire County Council has been consulted during the preparation of the Masterplan.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-------------------------|---------------------------------|---|
| 138 | | Caldon & Uttoxeter Canals Trust | boards and route clearance. Support the following: 1) proposal for a railway/canal heritage centre and workshops in Zone 1, along with the retention of the chimney which is an important feature of the landscape. 2) the opportunity to make a feature of the potential canal route and to improve links to Froghall Wharf in Zone 4. 3) the removal of fencing to improve the visual appearance and quality of the canal side environment and environmental improvements to existing buildings. 4) connecting and strengthening the tourism assets of Froghall Wharf and the Caldon Canal. 5) that any development should not prejudice potential reinstatement of the route of the Uttoxeter Canal. 6) Short term measures such as interpretative boards and route clearance. |
| 155 | Ipstones Parish Council | | Make the following comments about the site: 1) Need to retain existing established employment (Boltons and Scrap Yard). The area needs proper jobs and proper wages. 2) Need for medium sized industrial units rather than small. 3) Contamination needs to be thoroughly and securely dealt with and not removed in open topped vehicles. 4) River Churnet water quality needs to be monitored so that it can be maintained & improved. 5) Housing schemes should include some affordable people for local people. 6) No housing should be built on the floodplain. 7) Do not think there is a need for a hotel as there are sufficient B&Bs in the area. 8) No need for further pubs, restaurants or shops as there is already a pub and shops could jeopardise existing local businesses in nearby villages. 9) Support the proposed Railway Workshop and Heritage Centre. 10) Support an Outdoor Activity Centre but consider that there is an additional need for more bridleways so riders have an opportunity to ride "off-road". Also there should be more provision for fishing. |
| 26 | Lee Norcup | | Construction of around 50 houses with the same infrastructure will have a detrimental effect on the village. Consider that a full independent comprehensive survey of ground contamination and flood risk assessment should be undertaken prior to the redevelopment of the site. Consider that residents should be consulted prior to planning permission being granted on this site. |
| 127 | Mr & Mrs Birch | | Consider that 50 or less houses would be unlikely to change the character of the village. Consider that a full independent comprehensive survey of ground contamination and flood risk assessment should occur prior to redevelopment of the site. Consider that residents should be consulted prior to planning |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------|--|---|
| 130 | Kate Dewey | Staffordshire Wildlife Trust | <p>permission being granted on this site. Consider that a railway extension from Froghall stopping at Oakamoor would have a positive benefit on the village but need to ensure that walking and cycling facilities can operate alongside.</p> <p>Welcome the recognition of the ecological value of the eastern part of the Zone 6 as an area of sensitivity due to the adjacent SBI and ancient woodland. Pleased that the plan acknowledges the value of vegetation developing on post industrial site e.g. the emergent vegetation between the hard-core surfaced area of car parking and the SBI edge on the eastern boundary. Fully support the plan to maintain and enhance this area, and feel that it has a value in education and interpretation of the CV.</p> |
| 131 | | Stirling Investments agent Jim Ramsay, Signet Planning | <p>Support. Generally supportive of the designation of Bolton Copperworks as an opportunity site in recognition of the role that the site can take in helping to secure the benefits provided by the Churnet Valley Masterplan as a whole. The availability of a 42 acre brownfield site in a strategic location at the heart of the Valley is a major asset which offers the potential to deliver significant benefits in terms of sustainable tourism, environmental enhancement, residential development to meet local needs and employment opportunities. The site specific allocation for the Bolton Copperworks site must therefore be soundly based and deliverable. The reference under Development Strategy stating that 'any development proposals should achieve a scheme which is commercially viable and deliverable taking account of site constraints, local markets and other available funding sources' is welcomed in recognition that the site is subject to significant constraints and the market potential of the site is limited. Evidence in relation to both site constraints and the local market has been presented on behalf of Stirling Investments at various stages throughout the consultation process in relation to both the Churnet Valley masterplan and the Core Strategy. Representations have also been made regarding the 'soundness' of the Taylor Young Masterplan, in particular its lack of information in relation to site constraints (in particular contamination) and an up to date local market analysis.</p> <p>While the concept statement retains flexibility in terms of appropriate uses to deliver a viable scheme, Stirling Investments remain concerned about the Bolton Copperworks Concept Plan which is included on Page 91. This plan retains a significant area identified for new employment use on the site (Site 2). The costs associated with site remediation and the limited opportunity to develop commercially viable employment uses has been previously highlighted by Stirling Investments and it is considered that the indicative extent of employment uses is unlikely to be delivered. Retention of this large area in the Masterplan could potentially adversely affect the deliverability of other elements of the</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|----------------------|---|
| | | | <p>masterplan for example, sustainable tourism elements, the hotel and residential development areas.</p> <p>Attached to this representation is a report prepared by Dunster Consultants which provides an up to date assessment of contamination on the site and the cost of remediation. It is clearly possible to remediate the site to deliver the mix of uses envisaged to make the most of the strategic opportunity presented by the site in the context of the masterplan. However, there is clearly a significant cost associated with this.</p> <p>In this case, it is essential that there are sufficient value generating uses provided as part of a masterplan to enable funds to be generated to remediate the site. They state that previously submitted evidence has demonstrated that employment uses are unlikely to be viable and therefore, a masterplan/ site allocation which proposes a significant element of employment use may not generate sufficient value to enable the other uses to be delivered. Stirling Investments are generally supportive of the concept statement but consider that to achieve the benefits set out within the statement in relation to accessibility, environmental enhancement, landscape and visual impact, tourism and leisure, ecology, heritage, sustainable development, flood risk and the safeguarding of the Thomas Bolton Operation on the site, it must be based on a commercially viable and deliverable masterplan. A planning application for a masterplan and mixed use development will be supported by information to demonstrate the viability of the proposals.</p> |
| 167 | Derek Hilyer | The Beatrice Charity | <p>In developing the Bolton's site removal of the ugly wall on the towing path side of the canal would be benefit, but any development should be sympathetically landscaped to complement the canal. Improved short term mooring at the Wharf (that is at the main canal level) would make boat access, including for the Beatrice, more satisfactory, enabling boats to easily spend an hour or two at Froghall. Linkages between the canal, the car park, the paths into the hills from the car park (the old plateways) and the railway need to be improved to make a coherent and attractive whole. The attractiveness of Froghall to canal users, and to those arriving by car, should not be spoiled by housing or other development of greenfield sites within the area – in fact, consideration should be given to establishing wildlife meadow areas.</p> |
| 79 | Carolyn Somers | | <p>Council should visit sites such as Barton Marina at Barton under Needwood to see what sort of development could take place at Froghall – this development is thriving. Some light industrial units would be good at Froghall as well but a development like Barton Marina would bring people in to spend money in the area, walk along the canal bank and give local businesses the opportunity to open shops. It could also provide a hub for other activities (canal trips, canoeing, bike hire) and parking charges could help to provide</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|-----|----------------|--|------------------|--------|---|
| 168 | | | Oakamoor Council | Parish | additional income for the Council. Broadly support the mixed use development proposals for Bolton Copperworks. |
| 153 | Kathleen Inman | | | | Orchids and Helleborine (Epipactis species) grow on the site and the helleborine are rare. (Photos have been included). This is the only place in the Staffordshire Moorlands that I know of which they grow. It is important that a proper botanical survey is carried out before any work is done. |
| 95 | Mr & Mrs Plant | | | | <ul style="list-style-type: none"> Do not consider that 50 additional houses would result in a change in character of the area. Consider that ground contamination should be the subject of a comprehensive survey prior to the development of the site. Consider that residents should be consulted and given full information before developments are awarded planning permission. Flood risk assessment should be undertaken first. |
| 105 | Tabi Kime | | | | <ul style="list-style-type: none"> Consider that 50 additional houses would result in a change in character of the area and that a maximum of 20 would be more appropriate. Consider that ground contamination should be the subject of a comprehensive survey prior to the development of the site. Consider that residents should be consulted and given full information before developments are awarded planning permission. Flood risk assessment should be undertaken first. |
| 147 | J.M. Flint | | | | <ul style="list-style-type: none"> Flood risk assessment should be undertaken first. Some affordable housing should be included for local people. Include some medium sized industrial units. Disappointed that the Rayne Engineering business has been lost. Retain existing businesses – Boltons and the scrap yard. Protect the surrounding countryside and the water quality of the River Churnet should continue to improve. Include suitable road improvements to accommodate the increased traffic generated. Inclusion of an area for the railway is excellent. It could be a museum of educational facility. |
| 106 | Paul Denning | | | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Para 7.5.5 Bolton Copperworks Site: Constraints refer to “significant unknown on-site contamination”. As indicated in Council’s consultant report, difficult to quantify remediation costs for contaminated land, but substantial. This could be most difficult development obstacle. Environment Agency responding to consultation request of local community – but not asked for its views when CVMP draft prepared. Further draft Masterplan for public consultation required that</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | incorporates Environment Agency opinion/County Council guidance as per para 180 NPPF. |
|-----|-------------------|--|---|
| 266 | Shirley Sutton | | Strongly object to the excessive building planned for Consall Hall Gardens, Bolton Copperworks and Moneystone Quarry. It would ruin the outstanding natural beauty of these places. |
| 269 | Brian Sammons | | 7.5.3 Uttoxeter Canal: The access priority along the valley should be ensuring good access for walkers, cyclists and horseriders. Whilst the rail has a route the canal has been completely lost; trying to restore it would be a great intrusion into the valley. Restoring both rail and canal would clog up the valley with development, and the canal restoration leading nowhere seems a particular waste. |
| 92 | Christine Meyrick | | 7.5.4 /7.5.5 Froghall and Bolton Copperworks: There is commitment to development on brownfield areas of the copperworks. However much of it now greenfield. Zone 2 extends too far west along canal – western third should be omitted. Landscaping should take up a third of the remainder of Zone 2 to reduce the impact of development. Zone 3 must retain and enhance existing woodland next to canal. Zone 6 is not suitable for development and should be left to regenerate as woodland with public access. A quarter of all remaining zones should be devoted to open space/landscaping. Riverside access opportunities should be maximised. Copperworks should under no circumstances be used for housing. It would be better to encourage business/industry to that site. |
| 6 | John Higgins | | Question why Council wants to build hotels everywhere. This will put every b&b in Moorlands out of business. Accepted that Froghall site is derelict eyesore, and anything new is visual improvement – however large-scale as proposed is totally out of character with surroundings. Ideal world – Froghall returned to greenfield. Accept that some form of development could be in keeping, but do not accept that residential/business units/hotel would be in character (nor as protecting the landscape as community wishes). In any case – no sustainable buildings – the visitor centre itself should be sustainable. Developments proposed would convert one eyesore with another. |
| 5 | Wendy Birks | | Am pleased CVMP recognises ecological value of eastern part of Zone 6 Froghall Opportunity Area as area of sensitivity given adjacent SBI/ancient woodland. Given recent Government recognition of biodiversity value of some post-industrial sites (eg SSSIs) am pleased CVMP acknowledges value of emergent vegetation at eastern boundary SBI edge. Agree area should be maintained/enhanced, and that has educational/interpretational value. |
| 9 | Brain Woodward | | Think Thomas Boltons should be commemorated for their part in the industrial history of this country (eg first Atlantic cable). Retaining the factory chimney at Froghall would be good starting point. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|--|----------------------------------|--|-----------------------------|
| 115 | Samantha Cunningham / David Robinson-Smith | | NO INDUSTRIES AT ALL. 50 additional houses at Froghall could be of benefit, as road links are good. Subject to sympathetic development and if the factory were removed. Be mindful of the canal, lime kilns and what people living in Froghall want. Ground contamination at Froghall should undergo a full independent comprehensive survey prior to development. Froghall is a low lying area so residential development should undergo flood risk assessment first. | |
| 135 | Mark Smallwood | | Around 50 additional houses at Froghall: feel a smaller number would be more appropriate. Ground contamination at Froghall should undergo full independent comprehensive survey prior to development : industrial past – scale and cost of this should be established first. | |
| 156 | Beth Maslen Anne | | Flood risk assessment should be undertaken first. Broadly in support of CVMF sustainable tourism principles, subject to following reservations [see also 5.1 comments above]:- - Froghall and Bolton’s – general hotel and lodge accommodation looks interesting and sensitive. Question whether impact on local roads been considered sufficiently. | |
| 274 | Nicki Dyas | | Around 50 houses built at Froghall would be negative and overwhelm existing community. Ground contamination should undergo a full independent comprehensive survey prior to development of the site. Residents should be consulted and given full information before developments are given planning permission – no one is listening to us. Flood risk [across Froghall] obviously varies between sites but should always be a consideration. | |
| 7.5.5 Froghall Wharf Opportunity Site | | | | |
| 132 | | The Inland Waterways Association | Support. IWA agrees that there are opportunities to enhance and improve the Froghall Wharf area, including updated interpretation, and for the provision of increased opening times for the existing under-used visitor centre. | Support and comments noted. |
| 138 | | Caldon & Uttoxeter Canals Trust | Support the proposal to enhance and improve the Froghall Wharf area, including updated interpretation and increased opening times for the under-used visitor centre. | |
| 7.6 Moneystone Character Area | | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------|--|--|--|
| 106 | Paul Denning | | <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Paras 7.6.1.1 to 7.6.3 Moneystone Quarry: No reference to high grade silica sand reserves (6.5 million tonnes over 30 hectares, regarded of national importance). See NPPF Section 13 paras 142-149. There is rail access. NPPF para 143 requires that LPAs safeguard existing/potential railheads to quarries. Also Minerals Local Plan Saved Policies 49 and 54. Transportation of nationally important silica sand could be by rail. Compulsory rights to quarry the minerals exist, even if owner objects (under Law). Approval of Secretary of State would be required. Former quarry operators Sibelco own mineral reserves. The future policy for these reserves not referred to, nor discussions with County Minerals Authority. Proposal 7 MLP shows Oakamoor-Whiston consultation area as “area of search for winning and working of silica sand...at Moneystone processing plant only”. An impression that the former quarries are “brownfield” – para 55 definition NPPF excludes land developed for minerals with restoration provisions, eg Moneystone.</p> | <p>The NPPF and the Glossary to the Draft Masterplan state that land that has been developed for minerals extraction or waste disposal by landfill is not previously developed land (brownfield) where provision for restoration has been made through the development control procedures. Paragraph 7.6.1.1 makes a clear reference to it being subject to a restoration plan and further clarification on this matter is contained at 7.6.5 Moneystone Quarry Opportunity Site Concept Statement which makes reference to “Condition 35 of the quarry permission (planning permission ref: SM:96/935) requires restoration of the site...”</p> |
| 274 | Nicki Dyas | | <p>Understood Minerals safeguarding policy under review by County Council for new MLP. Given County Council/British Geological Survey opinions the safeguarding/access to this nationally important silica sand reserve will be a high priority. No requirement for future need to be immediate. Cooperation between District and County Councils vital (para 180 NPPF). Current owners Laver Leisure have restoration obligation; County Council is enforcement authority.</p> <p>Lanes around Moneystone Quarry proposals and expanded Alton Towers will not be able to cope with increased traffic in the area as they are far too narrow. A non-stop Stoke-Alton railway along the walkway between Oakamoor-Alton would not respect/enhance/protect positive aspects of the Churnet Valley – it is totally unnecessary and would increase pollution levels. This railway would not support local businesses (b&bs/pubs etc) as they would be bypassed. A railway extension from Froghall stopping at Oakamoor would negatively affect the village and local businesses as it just isn't wanted by the local community.</p> | <p>The Transport Study (2013) has considered this site and it identifies a set of essential and desirable measure to mitigate impacts. These have been included in the Draft Masterplan Section 13. Transport Strategy which is supported by the Staffordshire County Council.</p> |

| 7.6.5 Moneystone Quarry Opportunity Site | | | | |
|--|--------------|-------------------------------------|--|--|
| 122 | Mrs K Seaton | Churnet Valley Conservation Society | <p>Make the following comments: 1) Restore Moneystone Quarry in line with SCC restoration plan. 2) The proposal of 250 holiday lodges will totally overwhelm</p> | <p>The proposals contained in the Draft Masterplan for Moneystone Quarry require restoration of the quarry unless a more beneficial alternative can be justified. Also, with regards to the comments about</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------|----------------------|---|--|
| 128 | HOW Planning | Laver (Oakamoor) Ltd | <p>the small villages of Oakamoor and Whiston with thousands of visitors.</p> <p>3) The Peak Park Planning Authority sets a maximum of 30 units per development. SMDC planners consider the beautiful Churnet Valley to be so unimportant that they are prepared to propose a development more than 8 times the size.</p> <p>4) Huge safety risks involved in dealing with the volume of traffic this development would create. Highways Officers have advised of the dangers of large volumes of traffic existing Whiston Eaves Lane onto the A52. From Oakamoor would be similarly hazardous, the narrow and steep country lanes can barely cope with the current level of traffic. This development could see as many as 100,000 vehicle movements per year.</p> <p>5) There is an initiative to encourage Staffordshire County Council to give Quiet Lane designation to narrow lanes in the Churnet. This is aimed at encouraging drivers of vehicles to give greater consideration to walkers, cyclists and horse riders. This would reduce road safety concerns emanating from sat-nav users and Alton Towers traffic taking short cuts on inappropriate roads.</p> <p>6) Large scale developments are at odds with future AONB designation supported by councillors.</p> <p>7) During the first consultation on Options for the Churnet Valley, residents gave a clear message that they wanted only minimal development. This has been ignored.</p> <p>8) The Options document included development of Moneystone Quarry as a Country Park, this remains our preferred option restoring the Quarry to nature. Laver Leisure purchase of the Quarry was purely speculative and they have no right to expect that it could be made into a holiday village. The local road network is totally inadequate and the size of the development disproportionate to the surrounding settlements.</p> <p>9) There is a need to protect the mineral rights and ensure that the high grade silica is protected for future extraction.</p> <p>10) Support selling the quarry to Staffordshire Wildlife Trust or RSPB to make this area into a high quality nature reserve.</p> <p>Broadly support the draft concept statement and concept plan. Consider that the proposed leisure development would comfortably sit next to the proposed solar development within the former areas of Quarries 1,2 and 3. The leisure development would facilitate the delivery of various outdoor and indoor activities providing a huge leisure offering within Staffordshire Moorlands. The site has strong sustainable linkages with the surrounding area, including Alton Towers and would promote the use of sustainable modes of travel.</p> | <p>preferring the area to be a country park, it should be noted the Concept Statement Development Strategy includes in the list of appropriate uses "Outdoor recreation facilities – including walking, cycling, horse riding and climbing" and "Recreational lake to include non-motorised water based activities in Zone 3". It also includes strong ecological development principles which include "Active conservation of the site – re-establishing habitats, measures to protect SSSI, woodland planting" and "Ensure enhancement to biodiversity". Furthermore, the principle of sustainable development includes "Creation of a high quality, sustainable environment which will promote environmental awareness – use of sustainable building techniques, low carbon, low impact development with on-site energy generation, green technology, eco-lodges". With regards to outdoor activities there is a requirement within the development principles on accessibility and connectivity to "Utilise the opportunities the site affords for recreational activities such as cycling, walking and horse riding and water based activities.</p> <p>Staffordshire County Council as the Highways Authority has been involved in the preparation of the Transport Study by Atkins as detailed in section 5 'Sustainable Tourism and the Masterplan Principles' of this report and as commented early the findings of which have informed the Draft Masterplan Transport Strategy. This has been supported by Staffordshire County Council who is the Highway Authority. The Transport Strategy includes essential and desirable mitigation measures related to development at Moneystone Quarry. The issue of county lanes is considered a matter for Staffordshire County Council as the Highways Authority.</p> <p>With regards to HOW Planning's suggested changes on behalf of Laver Leisure to the Development Strategy suggestions regarding addition of a hotel, adding further details about the hub and identifying solar development, officers recommend that these are not incorporated into the development strategy as the suggestions are not</p> |
|-----|--------------|----------------------|---|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------|------------------------------|--|---|
| 128 | HOW Planning | Laver Leisure (Oakamoor) Ltd | <p>Request that the concept plan for Moneystone Quarry (Figure 7.4) more closely reflects the masterplan to ensure that there is a greater degree of consistency with the proposals put forward by Laver Leisure. (Attach a draft masterplan which has been comprehensively prepared taking into account up to date technical assessments undertaken by Laver Leisure's technical team).</p> <p>Request following amendments to concept plan:</p> <ul style="list-style-type: none"> • Indicate the location of the proposed hotel; • Relocate the hub in line with the Draft Masterplan; • Show the proposed location of the solar farm; • Illustrate the upper lakes in zone 2. <p>Request that a reference to a hotel be included in the overview as well as the draft proposals for a solar development.</p> <p>Limited evidence to suggest that the local highway network is a constraint so it should be removed from this section.</p> <p>The opportunities at the site could be further enhanced to illustrate the full breadth of benefits which could be facilitated by the scheme by including reference to renewable solar energy which could significantly offset carbon emissions associated with the development.</p> <p>Request re-wording the 'development strategy' section (page 99) as follows:</p> <p>'THE FOLLOWING USES ARE CONSIDERED TO BE APPROPRIATE WITHIN ZONES 1-5:</p> <ul style="list-style-type: none"> • HOLIDAY ACCOMMODATION INCLUDING UP TO 250 'LOW IMPACT' HOLIDAY LODGES AND A 100 BEDROOM HOTEL WITH EDUCATION AND CONFENCING FACILITIES; • SENSITIVE DEVELOPMENT IN ZONES 5 AND 5 GUIDED BY A LANDSCAPE AND VISUAL IMPACT ASSESSMENT; • OUTDOOR RECREATIONAL FACILITIES INCLUDING NON-MOTORISED WATER BASED ACTIVITIES; • HUB BUILDINGS INCORPORATING RESTAURANT FACILITIES; • RECREATIONAL LAKE IN ZONE 3; AND • SOLAR DEVELOPMENT WITHIN PARTS OF ZONES 1 AND 2. <p>Laver Leisure intends to submit an operational statement describing how the development will be delivered and how the hotel development meets an identified need in the area and how the hotel will have no negative impact on the existing and proposed provision across the Churnet Valley. A suitable definition of 'low impact' is sought for the avoidance of doubt.</p> | <p>supported by evidence to demonstrate how they would accord with the overall Masterplan.</p> <p>The suggestions made on development in zones 4 and 5 being guided by a Landscape and Visual Impact Assessment is not considered necessary as the Concept Statement already establishes this requirement in the detailed requirements for each of the zones.</p> <p>The word 'limited' in the Draft Masterplan relating to Zones 4 and 5 is considered appropriate by officers in order to recognise the sensitivities and limitations to development of these zones. The comment that Laver Leisure intends to submit an operational statement describing how the development will be delivered and how the development meets an identified need in the area and how the hotel will have no negative impact on the existing and proposed provision across the Churnet Valley is noted, however no information has been submitted on this matter.</p> <p>Officers do not consider that the identification of a hotel at this site within the Masterplan is appropriate as there are other locations within the area that are considered potentially appropriate for hotels including Leek, Cheadle, Bolton Copperworks and Alton Towers and they have not demonstrated how a hotel at Moneystone Quarry would fit with the overall Draft Masterplan Spatial Strategy. The suggestion is not supported by evidence to demonstrate that Moneystone Quarry is an appropriate location for a hotel.</p> <p>In relation to their request that a definition of 'low impact' is sought 'for the avoidance of doubt', this is not considered to be required as the Development Principles clearly set out the Landscape and Visual Impact requirements including that "Development proposals to be subject to a Landscape and Visual Impact Assessment and potential impacts on landscape need to be mitigated through sensitive design and landscape strategy.". With regards to the comments on specific reference to solar development this is not considered to be</p> |
|-----|--------------|------------------------------|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|--|---------------------------------|--|--|
| 128 | HOW Planning | Laver (Oakamoor) Ltd Leisure | Request that the zone 5 description (page 99) is re-worded as follows: "Sensitive development of holiday lodges to be GUIDED by a Landscape and Visual Impact Assessment." Would like to see the final point about existing restoration conditions being implemented unless more beneficial alternatives can be justified being removed. Would like to see a point included which makes reference to the Council's proposed phasing and implementation strategy as this would have a significant bearing on the future development of Moneystone. Development viability is not currently addressed in the 'economic considerations' section. Request that a viability mechanism is incorporated as the type and nature of on-site facilities and activities will be based on the number of lodges which can be achieved on the site. It is requested that the final point on p.101 be amended to include the following: 'Ensure that where feasible AND FINANCIALLY VIABLE renewable energy and energy efficiency technologies'. Propose amending the section about landscape character and ecology on p.101 to avoid it being too repetitive (refer back to original representation for text additions and deletions). | appropriate as the Development Strategy identifies that there "May be the potential for a complementary renewable energy scheme on the site." With regard to the request for removal of the reference to the existing restoration conditions being implemented unless more beneficial alternatives can be justified, being removed, this is not considered appropriate as the Masterplan should identify that there is a restoration requirement for the site and that this should be implemented unless a more beneficial alternative can be justified. With regards to the request for information to be included on phasing, the Draft Masterplan Section 9.0.1 Implementation and Delivery contains a requirement that "In order to ensure that risks are fully addressed there is a need for a risk assessment and set of timescales for key opportunities to be incorporated within the Masterplan. This will be done prior to the Masterplan being adopted and may be subject to change over time." Therefore, in the officer recommendations there are a list of additions in relation to this point – see section '9.Implementation and Delivery'. |
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | It is essential that a mechanism exists whereby the delivery of activities can be phased to coincide with the completion of lodges. Object to the following: <ul style="list-style-type: none"> • Consider that the residents of Whiston have not been consulted in a legally compliant way. • Dispute that the number of 250 lodges originated from council officers. Consider that this was generated by Laver Leisure in discussions with the council. This in breach of the Localism Act 2011, NPPF and Aarhus Convention and has not been a transparent process. • Question where 'pressure for change' has come from? Consider that the phrase is deliberately misleading and inaccurate. Question the role of planners and off the record discussions with the landowners? • The first sight residents have had of the concept statement and plan was September 2013. They have not been consulted on this before the forth stage which fails to meet the requirements of the Localism Act 2011, NPPF and | A reference to viability linked to the number of holiday lodges is not considered warranted for this site nor is any addition to the wording on renewable energy requirements regarding their financially viable. It is for the developer to achieve a development which is viable and meets the requirements set out in the Core Strategy and Masterplan. The NPPF states with regard to planning making that "the sites and scale of development identified in the plan should not be subject to such a scale of obligations and policy burdens that their ability to be developed viably is threatened." ²³ No evidence has been provided to suggest that the requirements of the Draft Masterplan threaten the ability for the site to be developed viably. ²³ National Planning Policy Framework (NPPF) paragraph 173 page 41 |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|--|----------------------|--|---|
| | | | <p>Aarhus Convention.</p> <ul style="list-style-type: none"> • Time has not been allowed for effective participation by the public. Effective participation has not been available from an early stage which fails to meet the requirements of the Localism Act 2011, NPPF and Aarhus Convention. • The overwhelming views of residents who earlier expressed a desire for 'minimal change' have been ignored. • SMDC have failed to identify the 'participating public' and have included the bare minimum. WAG is not included in the list of consultees when it has been involved in providing evidence to SMDC; participated in the Core Strategy Examination and hearing sessions; addressed council meetings; and met with Council Officers. • That officers have not recently met with WAG given several invitations. • SMDC have failed to respond to several FOIs. • The conditions attached to planning consent 96/935/122M have not been enforced. • The silica sand found at Moneystone Quarry is nationally important and may need to be safeguarded by Staffordshire County Council from any sterilisation of the site. | <p>restoration arrangements having not taken place within the permitted timescales is considered to be a matter for Staffordshire County Council as the Mineral Planning Authority.</p> <p>The figure of a maximum of 250 lodges was approved by members as a part of the Draft Masterplan. The Draft Masterplan has been tested as detailed earlier in this report. No changes are suggested to this section, other than those regarding reference to the Mineral Local Plan, as the responses, other than that of Staffordshire County Council, do not introduce issues or evidence that has not already been considered in the production of the Masterplan. Many of the suggestions and comments are unsupported by evidence.</p> <p>The suggested change to the Concept Plan to move the hub is not considered to be appropriate at this stage. It is suggested by officers that an additional sentence could be added to explain that the Concept Plan is indicative.</p> |
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | <p>Transport Issues. Consider that:</p> <ol style="list-style-type: none"> 1) SMDC have not adequately consulted with the Highways Authority (SCC) regarding the CVMP and in particular the 250 lodges at Moneystone Quarry. 2) SMDC have not complied with their duty to consult properly or at all about traffic matters. 3) Failure of SMDC officers to accept invitations to meetings with WAG to discuss traffic issues. 4) Failure to disclose information and deal with FOI requests. 5) Discussions between SMDC and Laver Leisure to alter/reshape the A52/Whiston Eaves Lane junction have not been discussed with SCC Highways. | <p>Regarding comments on traffic impact and the involvement of Staffordshire County Council Highways Authority in the production of the Masterplan, Staffordshire County Council has confirmed that it has been fully involved in the Transport Study undertaken by Atkins (who are their current Term Consultants) and that they are satisfied with the methodology and feel that the study report represents an appropriate piece of supporting evidence.</p> |
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | <p>Moneystone Concept Statement. Make the following points:</p> <ol style="list-style-type: none"> 1) Laver Leisure have not put forward draft proposals for an 'eco-resort' at Moneystone Quarry for consideration by local residents. The only proposals consulted on were back in 2010. Laver Leisure have not been involved in early engagement and front loading with residents about its future intentions. 2) Concerned that residents views will not be listened to because of the close links between SMDC and Laver Leisure. 3) The residents view of wanting 'minimal change' has been rejected and destroys the public faith in the planning process. 4) Residents are not in a position to make an informed judgement about plans for Moneystone Quarry as they have | <p>Staffordshire County Council as the Minerals Planning Authority has provided details in their response to this consultation on the current status of the Minerals Local Plan and Moneystone Quarry in particular which it is suggested are added to the Concept Plan.</p> <p>The Council's pre-application discussions with Laver Leisure are confidential. Any planning application will be required to follow the statutory procedures.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|----|-----------------------------|--|---|--|
| 36 | Mr Arthur Adams | | <p>not been consulted on them and have no factual evidence on which to form a view.</p> <p>5) SMDC and Laver Leisure have failed to consult with SCC Highways Department which demonstrates the failure to realise the very serious implications any residential development would have on the surrounding villages and roads.</p> | <p>Issues relating to how the consultation at options stage has informed the production of the Draft Masterplan are detailed at section 3 Consultation.</p> <p>Comments relating to AONB status are considered in section 6.</p> |
| 56 | Mrs A D Sharman | | <p>Objects to the following:</p> <ol style="list-style-type: none"> 1) 250 holiday lodges is way over the top. Do not think there is a demand for this many lodges particularly as nearby Alton Towers has accommodation; 2) Visual impact of 250 huts, could look like an army camp; 3) Cost of maintaining this many lodges for a short season – unviable; 4) Road towards Oakmoor at Carr Bank is unsuitable and dangerous for anything more than local village traffic; and 5) Detrimental impact on local B&B's. <p>Living in Whiston, the last thing needed is 10,000 vehicles a year going past our house. The road infrastructure is insufficient and no way can improvements be made to remedy this. More traffic brings danger to children on the road with no pavements and visitors are not used to the narrow lanes.</p> <p>Moneystone Quarry does need to be restored but not with 250 lodges. A country park, with areas for walking, riding and boating, would work well with less traffic and hazards to residents.</p> | <p>Environment Agency comments on the potential abstraction licence issues are noted. It is suggested that the constraints section reference could be made to potential of issues of water resource availability.</p> |
| 20 | Ms Lorraine McKechnie-Ryder | | <p>Makes the following comments:</p> <ol style="list-style-type: none"> 1) Do not consider that the Laver Leisure development would respect enhance and protect the positive aspects of the area; 2) Do not consider this development would deliver 'quality and sustainable tourism' for the Churnet Valley; 3) Do not consider that the roads in the area will provide improved connectivity and accessibility; and 4) Consider that minimal development should take place at Moneystone Quarry along the lines of the Peak Park and AONB status. | |
| 21 | Mr Michael J Ryder | | <p>Makes the following comments:</p> <ol style="list-style-type: none"> 1) Question the basis of more employment based on tourism? – Poorly paid and seasonal. 2) Question who will pay for improvements to the surrounding road network, particularly when Alton Towers have consistently refused to pay for major road improvements? 3) Consider that either minimal development should take place at Moneystone Quarry along the lines of the Peak Park and AONB status or the quarry should be restored to its natural original state as a nature reserve. | |
| 2 | Ms Denica Russell | | <p>Makes the following comments:</p> <ol style="list-style-type: none"> 1) SMDC should have returned the development to a park as | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------------|--------------------|---|--|
| | | | <p>promised and this will protect the positive aspects of the area rather than serving business interests.</p> <ol style="list-style-type: none"> 2) Can't see what constitutes quality and sustainable tourism. Call it an 'eco resort' but people will still use cars to get there and the road system is not adequate. 3) The local roads are inadequate. 4) Consider that minimal development should take place at Moneystone Quarry along the lines of the Peak Park and AONB status or restored to its natural original state as a nature reserve. | |
| 121 | Mr Paul Gethins | Environment Agency | <p>As part of the proposed construction of Moneystone Quarry a recreational lake will be constructed. If the lake is to be filled by natural seepage (i.e. surrounding water table) an abstraction licence will not be required. If the developer proposes to fill or top up the lake by abstracting more than 20m3 per day from another resource a licence will be required and there is no guarantee that this will be granted due to water resource availability.</p> <ol style="list-style-type: none"> 1) Does not consider that the Laver Leisure development would respect enhance and protect the positive aspects of the area; 2) Does not consider that the development would deliver 'quality and sustainable tourism' for the Churnet Valley; 3) Considers it will be just for tourists and there will be no benefits for local residents. | |
| 246 | Suzi Cresswell | | <ol style="list-style-type: none"> 1) Do not consider that the Laver Leisure development would respect enhance and protect the positive aspects of the area; 2) Do not consider that the development would deliver 'quality and sustainable tourism' for the Churnet Valley; 3) Consider it will be just for tourists and there will be no benefits for local residents. 4) Consider that the quarry should be restored to its original state as a nature reserve. | |
| 247 | Mr and Mrs Cresswell | | <ol style="list-style-type: none"> 1) Do not consider that the Laver Leisure development would respect enhance and protect the positive aspects of the area; 2) Do not consider that the development would deliver 'quality and sustainable tourism' for the Churnet Valley; 3) Consider it will be just for tourists and there will be no benefits for local residents. 4) Consider that the quarry should be restored to its original state as a nature reserve. | |
| 145 | George Adams | | <p>Object to number of holiday lodges proposed. Consider that this would result in a huge increase in traffic on narrow roads without pavements causing safety issues.</p> | |
| 104 | Martin Brightman | | <p>The holiday chalets proposal is ill conceived and should be dropped. These are not limited, sensitive or low impact e.g. refer to the Laver Leisure complex near Skegness which is a major blot on the landscape.</p> <p>Concerned that the maximum 250 chalets stated will be exceeded by Laver Leisure through appeals. The impact on the environment and visual amenity of the valley as a result of this development would be significant and adverse. It threatens the high quality and attractive landscape. This proposals should be removed from the plan and replaced with a lower impact solution e.g. a centre for</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--------------------|--|--|--|
| | | | | wildlife observation, traffic free family cycling and mountain biking, horse riding, walking etc. attracting visitors to the area without destroying its natural beauty. |
| 99 | S.L. Steele | | | A 1000 person caravan park is a horrifying prospect. Access roads would be in permanent grid lock. Impact of traffic congestion on local residents as Cheadle is already a bottle neck. |
| 11 | L Feitham | | | As a local publican welcome the proposed plans for Moneystone. There have been a lot of negative views towards development but consider that Alton Towers brings a lot of people and employment opportunities to the area. Employment is a massive concern, industry has left, why not replace it with leisure. As long as the development is done sympathetically and enhances it rather than damages it, I can only see this a positive. Quarrying is environmentally damaging. These plans would enhance the area and bring much needed employment. |
| 19 | Mr and Mrs Eames | | | Any installation of chalets in Moneystone Quarry would ruin any development. |
| 114 | Samantha Strong | | | Laver Leisure created a monstrosity at Skegness – query whether they are best place to develop the Moneystone site? Consider that a local developer would be better as the Localism Bill is about shifting power back locally. |
| 95 | Mr & Mrs Plant | | | <ul style="list-style-type: none"> Do not consider that the Laver Leisure Development proposed would respect, enhance and protect the positive aspects of the area. Do not consider that this development would deliver quality and sustainable tourism for the Churnet Valley. Consider that roads in the area cannot support this level of development. Consider that the quarry should be restored to its natural original state as a nature reserve. |
| 116 | Nicholas Cresswell | | | <ul style="list-style-type: none"> Detailed discussions must have taken place between Council Officers and Laver Leisure to arrive at the level of detail proposed such as siting of the lodges. Would like details of such conversations. Object to number of lodges proposed. This is 8 times more than allowed in the adjoining Peak District National Park. Query how this number can be justified if SMDC are being consistent in their aspirations for the Churnet Valley attaining AONB status. No consideration that there is an obligation to restore the quarry which has not been implemented. No consultation has taken place with SCC Highways Officers. No consideration of safety aspects of additional traffic. Understand that silica sand at Moneystone is of 'strategic national importance' and provision should be made for its extraction – can find no mention of this in the masterplan. |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------------|--|-----------------|--|
| 105 | Tabi Kime | <ul style="list-style-type: none"> Village conversations held were meaningless – access was restricted and questions were not invited. Do not consider that the Laver Leisure Development proposed would respect, enhance and protect the positive aspects of the area. Consider that they are ugly and lack character – log cabins not in a grid pattern would be better. Do not consider that this development would deliver quality and sustainable tourism for the Churnet Valley. Consider that these look cheap, tacky plastic and temporary particularly at the scale proposed. If development is necessary it should be small scale with no caravans, a few small log cabins or camping pods in a nature park. Consider that roads in the area cannot support this level of development. Consider that the quarry should be restored to its natural original state as a nature reserve. | | |
| 30 | Andrew Stevenson | No objections to the redevelopment of Moneystone as outlined provided it is not allowed to grow massively and provided that the development company funds the major improvements to the lanes that will feed traffic to the site and the same applies for Alton Towers. | | |
| 42 | Alan Jones | Objection: The number of holiday dwellings proposed would generate much extra road traffic in an area that is already overstretched in the summer. In particular the access to Oakamoor that is heavily used by Alton Towers traffic. In addition the access roads are narrow and the junctions from the A52 are difficult to exit because of the sighting. The proposed development would be attractive to families who would in all likelihood arrive by car. There would be no guarantee that once there they would make use of more sustainable transport options, even if these were developed as indicated in other areas of the masterplan. Object would be resolved through a reduction in the number of lodges. Planning permission granted on condition that the developer pays for infrastructure improvements (roads, CVR station). | | |
| 53 | Richard & Joan Jenkins | Would like to see Moneystone Quarry restored to its original, natural state as promised with much fewer log cabins if any, a visitor centre as a hub, business accommodation to support activities such as boating, cycle hire and horse riding in keeping with a rural setting, suitable parking facilities that are sympathetic to the rural surroundings and not in view of residents. | | |
| 43 | Mr Jonathan Shephard | Any developments at Moneystone which increase traffic volume will be unsuited to the area and unfair to the immediate communities, eroding their quality of life. Consider that the countryside visitor will no longer visit these areas which will result in a loss of local jobs and small scale tourism revenue. | | |
| 59 | Jeff Wood | Existing restoration arrangements have not taken place within | Kingsley Parish | Staffordshire Moorlands Local Development Framework - March 2014 |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------------|-----------------------|--|
| 60 | Mrs Betty Warrilow | Council | <p>permitted timescales and should be enforced by SCC. Broadly agree with proposals to develop site as a high-quality activities centre. The proposed scale is considered excessive. Family lodges are supported up to a maximum of 50. No support for the proposed 100-120 bed hotel. Serious concerns expressed with regard to the wholly inadequate nature of the existing highway infrastructure to cope with the proposed development.</p> <p>Object to the following:</p> <ol style="list-style-type: none"> 1) The Quarry should be restored to its original state as per the Staffordshire County Council condition. 2) One of the major reasons for refusing the 2007 application for further quarrying was the inadequacy of the surrounding roads to deal with the projected increase in traffic. 3) Large increases in traffic would bring a return of the misery which quarry lorries brought to the residents of Whiston Eaves Lane. Suggestions of roundabouts, traffic lights and one-way systems are too ludicrous to entertain. The junction of Whiston Eaves Lane with Ashbourne Road is a real danger spot and HGV's and other vehicles travel down with great speed. 4) Whose idea was it for 250 lodges? This would create a huge increase in the volume of traffic through a village with narrow roads and no pavements. |
| 61 | Matthew Schafer | | <p>Object to the proposed development at Moneystone for the following reasons:</p> <ol style="list-style-type: none"> 1) there is a condition that the quarry should be restored to its original state. The proposals do not attempt to do this and are wholly unacceptable. 2) there has been inadequate public consultation. 3) question that SMDC think that development will enhance the local area. 4) this is far from AONB status and poor for the future of this area. 5) it will create a significant amount of additional traffic into Whiston Eaves Lane and Ashbourne Road. This will destroy the existing community and put lives at risk. It is already a dangerous road (the A52 is busy with Alton Towers / Cauldon Lowe Quarry traffic. <p>Existing restoration arrangements have not taken place within permitted timescales and should be enforced by SCC. Do not consider that a hotel is required as there are two very large hotels at nearby Alton Towers which can serve needs of tourists. Limited leisure development such as an activities centre is desirable, although what is suggested appears excessive. Timber lodges in limited numbers seem a good addition to budget accommodation in the area although concerned about the adequacy of the local highway to service this development.</p> <p>Much improved plans to those originally displayed by Laver Leisure.</p> |
| 109 | John Rider | Cotton Parish Council | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------|---------------------------------|----------------------|--|
| 132 | | The Waterways Association | Inland | <p>Much is made of improving links to areas around the site. Support the extension of the path shown on the plan to join the Staffs Way but there are problems with the National Trust who own East Wall Farm. Suggest an early move to exert some pressure and get this path opened up.</p> <p>Support. IWA supports the concept of a link from a development at Moneystone Quarry to link up with the railway, as this could also link in with a new walking route from Froghall to Oakamoor using the towpath of the Uttoxeter Canal where it still exists, and in other places forming a new path along the railway (but separated by a fence). This will create access along the valley between these two points where currently none exists.</p> |
| 138 | | Caldon & Uttoxeter Canals Trust | Caldon & Uttoxeter | <p>Support the concept of a link from any development at Moneystone Quarry to link with the railway as this could also link in with a new walking and cycling route from Froghall to Oakamoor using the towpath of the Uttoxeter Canal where it still exists and in other places forming a new path along the railway (separated by a fence). This will allow access along the valley between these two points where currently none exists. This could tie in with the new Pedal in the Peak initiative improving and creating cycling routes into the Peak District.</p> |
| 119 | James Chadwick | Staffordshire County Council | Staffordshire County | <p>Object to the overview. The overview summarises the position at Moneystone Quarry. However, it is requested that minor changes are made to ensure correctness. These are listed below:</p> <ul style="list-style-type: none"> • Condition 35 of the quarry permission (planning permission ref: SM.96/935) requires the restoration of the site within 2 years from the completion of working and the <u>aftercare of the restored site for a period of five years from the completion of its restoration. The new owners, Laver Leisure, submitted amendments to the approved revised restoration strategy to Staffordshire County Council (the Mineral Planning Authority) in November 2012 and a decision is pending.</u> • <u>Laver Leisure have also put forward draft proposals for an 'eco-resort' with outdoor recreational activities and quality holiday accommodation. They have undertaken masterplanning work for the site. Staffordshire County Council have confirmed that any afteruse(s) at the former quarry are matters for Staffordshire Moorlands District Council to determine, including any proposals to retain the former offices and laboratory.</u> • <u>The site represents an opportunity to create a high quality leisure venue to complement other recreational and leisure attractions and enhance the area but needs to be of a scale which does not undermine the tranquillity and character of this sensitive part of the Churnet Valley.</u> |
| 119 | James Chadwick | Staffordshire County Council | Staffordshire County | <p>Objecting. In terms of constraints the list refers to the "mineral consultation area between Oakamoor and Whiston" but does not refer to proposal 7 of the Minerals Local Plan which is saved</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|-------------------|--|--|
| | | | <p>allocation "as an area of search for the winning and working of silica sand for use as a raw material at Moneystone processing plant only". The removal of the Moneystone processing plant will clearly affect any opportunity to implement this allocation. Currently, the mineral consultation area as defined by mapping in support of saved policy 5 of the Minerals Local Plan remains relevant and should therefore be considered. It is noted that mineral safeguarding policy and the remaining mapping will be subject to review as part of the preparation of a new Minerals Local Plan but until such time as a new plan is adopted the Saved Policies version remains the Development Plan.</p> <p>The constraints section of 7.6.5 should include reference to Policy 5 of the existing Minerals Local Plan in bullet point 6.</p> <p>A new bullet point should be included to reference Minerals Local Plan (saved policies 2007) – Proposal 7 as a potential constraint.</p> |
| 23 | Lilian Hodgkinson | | <p>Concerned about artificial development potentially destroying Moneystone Quarry - suggest it is used as a horticultural centre providing employment and re-training for those wishing to have a career in food production as there is a need for more local produce. This will leave space for country pursuits.</p> |
| 14 | Mr Kenneth Unwin | | <p>Chalets are unsuitable, will attract visitors who will do little to enhance the area.</p> <p>Supports: Development of outdoor activities centre, walking, cycling, horse riding and wildlife featuring as key activities, sensitive and proportionate development, potential for creation of local employment opportunities, potential extension of the railway. Concerned about: 250 holiday lodges is excessive with potential to have a negative impact on the natural environment of the Churnet Valley, consider that 30 would be more proportionate; Levels of traffic which would be generated by 250 lodges.</p> |
| 49 | Gillian Smallwood | | <p>Object to MP because proposed scale of leisure park/hotel/holiday lodge development in such a small area of the southern CV is overwhelming. Adjacent Peak Park Planning Authority set a limit of 30 units per development but CVMP proposes up to 250 at Moneystone and as well as many more at Alton Towers only 3 miles away. All the roads in the immediate vicinity of both Moneystone/Alton Towers are small/windy/narrow and in some cases already at breaking point. Few if any other examples in the Country where a whole village's road system [Alton] is daily taken over in Summer and temporarily converted to one-way stop and go system by a private business, inconveniencing local residents. Inadequate local road infrastructure will not cope with impact of additional large-scale development and CVMP and transport study do not contain any workable solutions. The developments will bring</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------------|--|--|
| | | | few benefits to local businesses because both Alton Towers/Moneystone will be largely self-contained with all facilities on site. Many local small businesses will be detrimented. |
| 22 | Harry Blood | | Question how Council arrived at 250 lodge figure at Moneystone Quarry. Moneystone Quarry development will cause massive traffic problem on Whiston Eaves Lane and A52 entrance. Persuading visitors at MQ to not use their cars when accessing other CV attractions, is a non-starter. |
| 26 | Lee Norcup | | Object to redevelopment of this site for uses stated. Increased traffic and delivery vehicles would make the local roads more dangerous and congested, also road safety would be an issue as well as litter and upheaval for local communities. Consider that the local area would not benefit economically – only Moneystone and Alton Towers. Consider that the quarry should be developed in a minimal way along the lines of the Peak Park / AONBs or preferably restored to its natural original state as a nature reserve. |
| 83 | Sheila Hine | | Concerned that the community's wishes are being ignored regarding Moneystone Quarry. The development seems to be too large and would cause more traffic problems on narrow lanes. Over development in any area will spoil the precious qualities of the Churnet Valley. |
| 25 | Ms Clair Chapman | | Would like to see Moneystone restored to its natural original state as a nature reserve. |
| 127 | Mr & Mrs Birch | | Consider that it would be appropriate to consult on limited development at Moneystone. It is not considered that the present development proposal would deliver quality and sustainable tourism for the Churnet Valley. Do not consider that the road network would provide improved connectivity and accessibility in the area – however, consider that the area could be linked by walking and cycling routes. Consider that consultation should take place on minimal development at Moneystone Quarry along the lines of the Peak Park or an AONB and restoration of the quarry to its original state as a nature reserve. |
| 84 | Kate Hardwick | | Object to proposals in the master plan for the development of this area: Would not protect, enhance and respect the positive aspects of this area; Would not deliver quality and sustainable tourism; Approach roads are single lane and not suited to a large number of cars; Consider that the quarry should be restored to its natural original state as a nature reserve; |
| 79 | Carolyn Somers | | Proposal is contrary to the requirement to reinstate the quarry to its natural state. No sustainable transport is offered and the roads are unsuitable for additional traffic. There is no information to suggest that anything eco is planned beyond the name. If reinstated, the quarry could become a wonderful country park with access for |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------------|------------------|--------|---|
| 168 | | Oakamoor Council | Parish | <p>mountain bikers, horse riders and walkers. According to Staffordshire Wildlife, the site could potentially have a great deal of natural interest. Suggest that a visionary approach would include an interactive visitor's centre where families could go even on wet days to learn about the flora and fauna of the Churnet Valley.</p> <p>The proposal for 250 lodges is excessive and has not adequately considered the impact on the sensitive natural environment surrounding the quarry, the road network, or the quality of life of the residents living in the neighbouring hamlets and small villages (Oakamoor and Whiston) closest to the location. This proposal clearly contradicts the content of both 7.6.5 and 6.3.4.</p> <p>Re: under the heading accessibility and connectivity - Consider that a development of this size will generate unacceptable volumes of traffic on the existing road network and that there is little practically that can be done to prevent the use of the car. This should be seen as another negative impact of the proposed development, especially for the residents of Oakamoor who are already blighted by a sizable proportion of Alton Towers traffic, rather than an opportunity.</p> <p>Under the heading 'community' the statement 'provide new community facilities which will help sustain local villages and businesses through promotion of local services, goods and attractions according to local need'- the Parish Council considers that this is fallacious and may merely be a marketing tool being used by the developers to gain local (and Council) support for the proposal.</p> <p>Consider that the Quarry development proposal would seriously negatively impact on the stated (and widely known and loved) positive aspects of the Churnet Valley i.e. its tranquility and natural beauty.</p> <p>Object to this development in the strongest possible terms. No regard whatsoever has been given to local resident's wishes and concerns.</p> <p>Consider that the quarry should only be restored to nature.</p> <p>Development proposals do not take sufficient account of the infrastructure in the area. Car numbers could be in excess of 250 – 400 per day in the busy holiday season and added to this will be the service vehicles to provide for the site. A new planning application for an equestrian centre at Crowtrees Farm next to the Moneystone site submitted by Laver Leisure on a stand alone basis if granted will add horse boxes to the problems. These will be on roads in this area which are narrow and badly maintained with a 7.5 tonne weight restricted access through Eaves Lane.</p> <p>Eaves Lane Whiston is totally unsuitable as an entry road for a 250 chalet development. Visitors leaving the site to take the shortest</p> |
| 248 | CD Sleigh | | | |
| 98 | Mr. W Pitt | | | |
| 108 | Chris & Diane Bickle | | | |
| 251 | Stephen Lorimer | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--|--|--|
| | | | route to Alton Towers will inevitably use Carr Bank down into Oakamoor. These country lanes cannot support this huge increase in traffic levels. |
| 147 | J.M. Flint | | <ul style="list-style-type: none"> Limited development is a good idea but suggest 50 lodges as a maximum. Avoid activities which involve noisy motor boats or trial bikes. |
| 144 | Keith Williams | | Object to this development due to impact on residents of Whiston – massive increase in the volume of traffic due to 250 lodges and the other suggested activities. Would need changes to the road system which the residents neither require nor desire. Locals do not support these proposals – query where the support is coming from? Query where the original commitment to return the quarry to nature has gone? |
| 149 | Dennis & Sylvia Arnold | | Object to 250 lodges being built on the Moneystone Quarry site. Narrow lanes surrounding the site are not safe now and this would be exacerbated by further traffic. The peace and tranquility of the rural villages will be ruined forever. |
| 96 | Roy Johnson | | <ul style="list-style-type: none"> Wish to see Moneystone restored to its natural original state. This is in line with the principles underlying SMDC's support for AONB status for the Churnet Valley. The hill in Moneystone should not be removed. It has taken 50 years for all the trees and greenery to become established and it has now become an area of woodland occupied by many forms of wildlife including adders (now protected). In 2007 an extension to the quarry was refused due to the inadequacy of the road network to deal with additional traffic. This remains a major issue. At present traffic levels there are danger spots especially the junction of Whiston Eaves Lane with Ashbourne Road. Roundabouts, traffic lights and one way systems are urban features. Query impact on existing narrow rural roads including the devastation on Moneystone itself. 250 lodges would create a huge increase in traffic and cause highway safety issues. Query why Atkins were commissioned to do the traffic survey due to their other interests. |
| 115 | Samantha Cunningham / David Robinson-Smith | | Don't think Laver Leisure proposals would 'respect, enhance and protect the positive aspects of the area' - judging by other examples of Laver Leisure sites. Also this is not what was promised/planned for this site. A nature reserve would bring more visitors to the area to visit, rather than speeding through it. Don't think development would deliver 'quality and sustainable tourism' for the Churnet Valley – if they are looking to appeal to the same groups visiting AT, this would be disruptive – also would be self-contained. |
| | | | Don't think roads connecting expanded Alton Towers to Moneystone |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|--|
| 106 | Paul Denning | | <p>Quarry will provide improved connectivity and accessibility – the roads are insufficient for the unsympathetic planned developments. The lanes connecting the villages are part of the charm and character of the area. Quarry should be restored to its natural original state (nature reserve).</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Para 7.6.5: reference to Laver Leisure submitting a revised restoration plan in November 2012 (decision pending), is because County Council is awaiting outcome of Laver Leisure/Sibelco discussions – before planning officer committee report can be prepared for consideration. Understood County Minerals Authority responding to this consultation but not consulted in preparation of this draft CVMP (contrary to NPPF para 180) – to develop its earlier April 2012 opinion. Its opinion on this draft will not be available for community consideration unless closing of this <u>final</u> consultation is deferred. Emerging MLP for next year will provide opportunity to clarify policies concerning minerals reserves and operational options for Moneystone – and elsewhere in District – and requires cooperation within the two-tier authority as per para 180 NPPF.</p> <p>Single line reference to a constraint being “mineral consultation area between Oakamoor and Whiston” does not indicate that District Council understand significance.</p> <p>Para 7.6.5.1: Comment excludes any reference to potential development requiring national sacrifice of 6.5million tonnes of high quality silica sand, with quarrying rights, subject to Secretary of State approval.</p> <p>Further draft Masterplan for public consultation required that incorporates opinion of SCC Mineral Planning Authority for nationally important mineral reserves and areas for restoration between Oakamoor/Whiston.</p> |
| 135 | Mark Smallwood | | <p>Laver Leisure proposals would not respect/enhance/protect CV positive aspects: scale of development would have negative impact. Proposals would not deliver quality and sustainable tourism for CV: Question sustainability of bring large numbers of extra visitors already overcrowded/inadequate road/public transport connections. Will not deliver quality experience, will drive away those tourists coming to experience natural beauty.</p> <p>Small roads will not provide improved connectivity/accessibility in area: roads are unsuitable for the 3x large-scale site proposals in close proximity – will multiply severe transport problems/gridlock.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------------|--|--|
| | | | <p>CVMP acknowledges this but does not provide viable solutions. Concerned that SMDC relying on transport study of consultancy with close links with AT – cannot be regarded as independent. Think that Moneystone Quarry should either undergo minimal development [Peak Park/AONB] or be restored as nature reserve. We already have one large leisure park in vicinity – another exacerbates problems. Whole area in danger of becoming one giant overcrowded theme park.</p> |
| 152 | Sheila Steele | | <p>Wish to object to whole notion of development at Moneystone Quarry. When SCC granted quarrying consent, on the condition that site be returned to natural state. Grounds of objection:-</p> <ol style="list-style-type: none"> 1) AONB status has been sought for Churnet Valley, a large development as proposed would be wholly inappropriate. 2) The condition made by SCC should be honoured, as still valid. 3) Highways – in 2007 when SCC turned down quarry woner's application for a quarry extension, one of the reasons was inadequacy of surrounding roads to deal with projected traffic increase – remains major issue. Presently already danger spots at junctions; and speeding HGVs. Development of quarry would exacerbate these problems. Suggestions for roundabouts/traffic lights/one-way systems produce image of urbanisation impacting on existing narrow rural roads. Obvious comparison of Alton Towers traffic upon Alton. 4) 250 lodges would create huge increase in traffic volume through village with narrow roads/no pavements (parents and children dangers) 5) Question why SMDC selected Atkins to conduct traffic survey. This suggests a strategy of creating the outcome you want before research begun. |
| 154 | Trevor Owen | | <ol style="list-style-type: none"> i) Proposed development of Moneystone Quarry into sizeable leisure complex: an original condition for quarrying required restoration to original state after working – not developed for other purposes. ii) scale of this development out of proportion and would have detrimental effect on locality, especially due to inevitable increase in traffic. iii) local road network is inadequate to support increase in traffic proposal would bring. <p>The site should have been landscaped by quarry owners, as originally agreed, rather than sold for development. Since now acquired by Laver Leisure, scale of proposals should be considerably reduced, to be more in keeping with local environment/infrastructure.</p> |
| 156 | Beth Anne Maslen | | <p>Broadly in support of CVMP sustainable tourism principles, subject to following reservations [see also 5.1 comments above]:-</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------------------------------|--|--|
| 274 | Nicki Dyas | | <p>- Moneystone – Artist’s impression of sensitive development of holiday lodges is attractive and uncrowded. Council must ensure effective long-lasting control that Laver Leisure not repeating its overcrowded caravan sites as a plan – totally unsuitable for the 4 Zones indicated.</p> <p>Very unlikely Laver Leisure proposals would respect/enhance/protect positive aspects of the area – access issues have already been highlighted. Roads connecting Moneystone development and expanded AT are not built for higher levels of traffic. Quarry should be developed as minimal development along lines of Peak Park & AONBs/ restored to natural state as nature reserve.</p> |
| 266 | Shirley Sutton | | <p>Strongly object to the excessive building planned for Consall Hall Gardens, Bolton Copperworks and Moneystone Quarry. It would ruin the outstanding natural beauty of these places.</p> |
| 269 | Brian Sammons | | <p>There should be no accommodation provided at this site. Already a commitment to develop at nearby Cotton – Moneystone should be devoted to quiet enjoyment. An eco resort is not wanted in the quiet parts of this lovely valley. Limited non-motorised water and climbing activities are acceptable. Built development should be limited to a small visitor centre with café. Road improvements should be minimal.</p> |
| 68 | Councillor Jean Millicent Hodgetts | | <p>Think that Moneystone Quarry too big. Roads will not take 250 lodges. Question what Council is doing to beautiful countryside.</p> |
| 92 | Christine Meyrick | | <p>Unsuitable access roads to the quarry. Type of business proposed NOT sustainable tourism (profits will not filter down to local community). Ludicrous to attract 100,00 people a year through outdated country lanes. Trying to compete with Center Parcs won't work in CV as not as large as Sherwood Forest. You will not be able to control the resultant development (like Alton Towers).</p> |
| 69 | Emma Watson | | <p>CV is a unique place – heritage/landscape/biodiversity/its communities. Large scale CVMP development proposals are unsustainable and detrimental to CV landscape/communities.</p> <p>Moneystone Quarry proposals entirely out of character with area; no infrastructure – no suitable roads; visually inappropriate; scale too large in landscape and community impact terms. CVMP doesn't include sufficient safeguards to protect CV or in provision of benefits to local community. Although includes biodiversity measures/heritage investment/sustainable tourism, may not be effective, eg revoking of restoration commitment at MQ, reduction in bus services to Alton Towers etc.</p> <p>Large scale developments alienate local community from their landscape/heritage. Small rural communities provide skills/future for the land – destroying connection would weaken community. Small-</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|---------------------------------------|--|---|
| 70 | David Walters | | <p>scale enterprises to support heritage and landscape that are responsive/integral to local community, creating jobs etc should be central to long term future to ensure CV remains quiet/unspoilt/high value tourist destination. This should be supported by either AONB or NIA status for area.</p> <p>a). MQ proposals disregard existing primary planning legislation since all CVMP schemes assume premise that they can happen without planning permission being first obtained.</p> <p>b). CVMP schemes are thinly disguised attempt to placate enforcement regulations (quarry reinstatement conditions).</p> <p>d). CVMP makes no provision to maintain status quo. All consultation options have been for some form of development, based on 'sustainability'. However sustainability is there already – natural cycle of selective prosperity/decline/regeneration on local scale. Valley recently declined owing to market forces, alternative technologies etc. Therefore false premise to impose programme of sustainability when it will not occur, eg use of new railway. Claims that Laver Leisure complex will bring revenue to local business/boost local employment. (internal retail units; zero contract/seasonal staff from outside area).</p> |
| 6 | John Higgins | | <p>In some ways this is most problematic of all proposed sites. In recent consultation, an option was to create country park at MQ, with most local residents asking for minimal development – ie local mandate for country park. But this option never a reality, so question why included at all. CVMP proposals would be totally out of character with this sensitive area; would generate traffic/noise/pollution/litter. Construction traffic would put strains on local environment – not putting local residents first. Question what has happened to restoration requirement upon quarry owners.</p> |
| 5 | Wendy Birks | | <p>Apparently the requirements of the permissions to extract material from Quarry required that it be reverted to nature once quarrying ended – my first choice. However given employment/economic viability opportunities for CV recognise benefits of use as holiday centre. However concerns of local residents about extra traffic on narrow roads should be addressed.</p> |
| 93 | Mr and Mrs Aad and Janet Van Adrichem | | <p>Object:</p> <p>a). inadequate infrastructure, existing roads were not designed for such a huge increase in traffic. Road safety was not properly considered.</p> <p>b) this is area of natural beauty and should be kept that way for future generations.</p> <p>c). the building of 250 lodges, is utter madness</p> <p>d). the project is driven by commercial interest with no consideration of local community's wishes.</p> <p>e). will change village atmosphere forever.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|--|-----------------|--------------------|--|---|---|
| | | | | Modification required to overcome objection: the restoration of the Moneystone Quarry area to its original state, a condition laid down by SMDC in the original planning approval when quarrying began. | |
| 7.6.7 Hawksmoor Nature Reserve Opportunity Site | | | | | |
| 124 | Chris Lambert | The National Trust | | Support. The National Trust's ownership at Hawksmoor extends beyond the nature reserve. While we have no immediate plans for enhancing its role as a visitor attraction this could be a possibility over the lifetime of the Masterplan. | Comments noted. |
| 7.7 Alton Character Area | | | | | |
| 4 | Mr Simon Verdon | The Landmark Trust | | <p>The Landmark Trust own Alton Station a grade II listed building located within the Churnet Valley Conservation Area. Object to the proposals to re-open the line between Oakamoor and Alton as this would have severe and irreparable effects on our building and the surrounding environment. Should the line re-open trains would be running meters from the property and this will have amenity issues.</p> <p>Consider that the property, which has received a European Architectural Heritage Award, would be irreparably damaged by trains travelling on the line.</p> <p>It has been implied that should a station be re-instated at Alton the property would be favoured building to be used to provide facilities to the passengers and this has not been discussed with The Landmark Trust.</p> <p>The proposals bring into question the viability of the footpath/ cycle path running alongside line or indeed the safety of our guests staying at Alton Station.</p> <p>Question which property is being referred to under the title of 'Station Lodge' (section 7.7.6 page 111 Zone 11). Does this refer to Alton Station itself or the Pugin built gatehouse across the road? Wish this to be clarified and any further proposals concerning the building owned by the Landmark Trust to be discussed with them in the first instance.</p> <p>Suggest this is to be discussed directly with The Landmark Trust in much further detail before any potential resolution be found.</p> <p>CV is beautiful area that is enjoyed and appreciated by the communities living within it and the visitors that come to appreciate</p> | <p>A number of comments/suggestions are made with regard to the wording of section 7.7.1 'Role' in the Alton Character Area. The wording is considered to be appropriate by officers and no amendments are suggested. It is considered that the response to the consultation regarding the Alton Character Area further demonstrate that there are conflicting interests in the area rather than these being 'potential'. The word 'significant' is considered appropriate to describe the pressure that the area is under and therefore no change is recommended.</p> <p>With regards to the suggested amendments to Map 7.8, officers recommend that the reference to 'Increase access to Alton Towers gardens (ticketing options), although suggested in the Tourism Study (2011), is an aspiration that would not be achievable without the support of the owners and is not a planning matter and therefore should be removed.</p> <p>Railway With regards to the comments on re-opening the railway to Alton the Draft Masterplan Development and Management Principle on Sustainable Transport recognises that "further information is required regarding a rail link to Alton Towers with regard to viability and feasibility as there are potential conflicts and impacts which need further investigation." The issues raised in the responses would need to be addressed through this</p> |
| 39 | Andrew Leedham | | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--|---|---|
| | | <p>its beauty and tranquility. One of its greatest jewels is the old railway line that runs through Oakamoor through Dimmingsdale, past Alton to Denstone. Even in winter popular with families, walkers, cyclists, horse riders, joggers, the elderly etc. People travel for miles to park at Oakamoor or Dimmingsdale as it has accessible contours. Provides opportunity to improve health and wellbeing. However CVMP appears to turn back on those currently enjoying it by flooding Valley with different kind of visitor – seeking short term fun. Plan proposes to ‘develop’ the most popular part of railway line (Oakamoor-Alton) and puts trains back on it – question for whose benefit and what cost. People will no longer visit to appreciate walks – ostensibly because the most popular walk will have been destroyed for railway use. Will dramatically change the local geography and remove the benefits currently enjoyed by so many. Am shocked that Council is not protecting unique and valuable asset.</p> <p>Plan appears to be encouraging the development of large-scale commercial interests, additional accommodation at Alton Towers, huge leisure development at Moneystone etc. The profits of these organisations will not stay in the Valley or area. They won’t lead to any kind of investment in the local communities other than to feed their own organisations. Any benefits to local economy will be incidental and minor in comparison to huge profits they will bring to the owners. Yet the detrimental effects of traffic disruption, pollution, strained services, loss of habitat/landscape/business, extra noise etc will be felt only by the local communities. Questions where is Council’s responsibility to protect these people that democratically elected Council. In such a sensitive area Council should be looking to encourage/support small businesses within the communities, not allowing large outside interests to out-compete them. Alton Towers set up is designed to bring visitors straight to the Park, cater/accommodate them, before visitors leave by car. Questions why CVMP is not putting restrictions on such activities, so as to help promote local small businesses/local economy. Questions what sort of employment is offered by organisations such as Alton Towers – is it seasonal/low-paid/stable etc..</p> | <p>requirement and therefore no changes are suggested as it is considered that the Masterplan contains safeguards. Also, it should be noted that the Core Strategy Policy T2 – Other Sustainable Transport Measures states “the Council will continue to safeguard all existing discussed railway lines within the District and support the reuse of these for public or commercial/ tourism use. To this end the Council will refuse any development which would impede or truncate these routes. However proposals for recreational routes, cycleways, bridleways etc will generally be acceptable.”</p> <p>Regarding the question relating to ‘Station Lodge’ (Section 7.7.6 page 111) this refers to the Pugin built gatehouse across the road from Alton Station. It is suggested that further clarification of this could be added.</p> <p>With regards to the reference in 7.7.3 ‘Key Actions’ regarding “Continued moderate sensitive expansion of Alton Towers” that the word ‘moderate’ should be removed, the Core Strategy Main Modifications has removed the reference to sensitive expansion of Alton Towers but added a reference to the support for “expansion of existing tourist attractions and the provision of compatible new tourist attractions and facilities and the provision of compatible new tourist attractions and facilities.” As highlighted earlier in this report, the Core Strategy has been found to be sound by the Planning Inspector subject to the main modifications.</p> <p>With regards to traffic impacts, the Transport Study (2013) has considered future transport implications</p> |
|--|--|---|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------|------------------------|--|---|
| 129 | Hannah Whitney | Merlin Attractions Ltd | Object to the use of the word 'significant' when referring to the impacts arising from Alton Towers Resort. It is acknowledged that the park has positive and negative impacts but these are not considered to be significant. Wish to see the word 'significant' removed from the second and fourth sentences of paragraph 7.7.1.1. Wish to see the word 'potential' added to the fourth sentence in this paragraph prior to the word 'conflicting'. | of implementing the Draft Masterplan and considers that with mitigations the impacts are acceptable. This work has informed the Transport Strategy contained in the Draft Masterplan which sets out a number of essential and desirable measures. The Transport Study states that "no change in trip rates has been assumed for" (Alton Towers Resort missing from the text and is a suggested amendment). |
| 129 | Hannah Whitney | Merlin Attractions Ltd | Would like to see the following deleted: Reference in Map 7.8 which identifies 'increase access to Alton Towers gardens (ticketing options)'; Bulleted 3 of paragraph 7.7.3 which identifies an action to 'increase access to Alton Towers Garden'. Consider that the gardens are fully accessible to visitors visiting the resort and separate ticketing would have a significant impact on operations. Consider that ticketing is not a land use planning issue. Note that the word 'moderate' has been added to the Core Strategy statement of 'sensitive expansion' – unsure as to what this means, a more descriptive explanation is required. | Alton Towers Long Term Plan is their plan for future development over a 10 year period; the Draft Masterplan identifies the potentially suitable uses and zoning for future development (see Draft Masterplan Concept Statement and Concept Plan for Alton Towers Resort). The Draft Masterplan, Section 12 'Alton Towers Resort Appendix' contains a section which explains the role of the Traffic Liaison Group and sets out the transport strategy in relation to the Alton Towers Resort. The Transport Liaison Group includes representatives from Alton Towers Resort, Staffordshire County Council, Staffordshire Moorlands District Council and East Staffordshire Borough Council. As stated in the Draft Masterplan the Highways Authority will make the ultimate decision when allocating spending and implementing the transportation initiatives. |
| 168 | Oakamoor Council | Parish | Concerned that little has been done to mitigate the impact of the increasing volume of traffic on the road network, and on the contrary, certain parts of the routes into Alton Towers are deteriorating. There appears to be little interest from SCC to commit resources into even simple maintenance of the routes to the resort, let alone improvements. Have not seen Alton Tower's long term plan and understand that it has not yet been scrutinised by Staffordshire Moorlands District Councillors. | The issues raised regarding impacts on local businesses are addressed in earlier sections of this report. |
| 106 | Paul Denning | | Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council. <u>7.7 Alton Character Area</u> Para 7.7.1 Role: Statements in this section underplay significant adverse impact of traffic movements on the inadequate highway network to/from Alton Towers resort. Relief of traffic actions in Alton Towers SPG 1988, including 1981 S.52 legal agreement obligations to be pursued in return for planning consent for certain rides. Given unsatisfactory environmental impact of AT resort (conservation area), ie adverse impact of traffic without mitigating actions of above | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|----------------|-----------------------------------|---|---|
| | | | <p>legal agreement/1988 SPG/1998 Local Plan – no confidence in assurances for traffic relief in return for development consents at AT.</p> <p>Significant community support for AONB designation and introduction of “quiet lanes” relevant. Adverse traffic impacts not local to Alton – extend to neighbouring communities (para 7.8.3 no reference to community concerns of AT traffic at 2013 Public Examination). Route to AT via Cheadle/Oakmoor/Farley likely to be preferred on completion of 3x additional roundabouts on Denstone/Rocester route from JCB Uttoxeter. Within 2 years roundabouts will increase 2 to 5. Pinch point in Alton will remain.</p> <p>Further draft Masterplan for public consultation required for traffic relief based on views of independent highways expert with binding commitments and timetable that puts in place a series of measures for relief discussed since 1981.</p> | |
| <p>7.7.6 Alton Towers Resort Opportunity Site</p> | | | | |
| 129 | Hannah Whitney | Merlin Attractions Operations Ltd | <p>Support the general aim of the strategy re: Alton Towers Resort. Have objections to a number of specific sentences (see below) within the concept plan as do not consider that they are consistent with the Long Term Plan which has been agreed in principle with the Council.</p> <p>6th bullet under ‘constraints’ heading – delete text and re-phrase to read ‘The gardens are a Grade 1 Registered Historic Park & Garden’;</p> <p>Under ‘Development Strategy’ heading – third bullet point – remove words ‘and Legal Agreement once agreed’. It is not considered necessary to refer to the agreement in this document;</p> <p>Fourth bullet point – re-phrase to read: ‘The concept plan identifies a number of general zones within the resort where subject to further detail and assessment development proposals will be generally acceptable’;</p> <p>Under heading ‘Zone 2 – Redevelopment / New Rides – South Western Area – re-phrase the third sentence to read: ‘The height of new development should be considered carefully as this is a high point within the resort’;</p> <p>Re-phrase the fourth sentence to read: ‘Any future development should be sensitive to long distance views and seek to enhance the setting of the flag tower’;</p> <p>Zone 3 – Redevelopment Area – Consider that this zone should be extended to include the Katanga Canyon area. This is an existing developed part of the park and is suitable for redevelopment</p> | <p>The Masterplan, once adopted, will replace the existing 1988 Alton Towers SPG as explained in the public consultation material for the Draft Masterplan. Therefore the guidance has formed part of the Draft Masterplan. The Long Term Plan is Alton Towers Resort’s document and sets out their plans over a 10 year period.</p> <p>Due to the significant number of Listed structures at Alton Towers Resort these have not been included on the Concept Plan as it is considered that this would reduce the clarity of the Plan and in line with this approach Scheduled Ancient Monuments have also not been included (including Bunbury Hillfort). However these are recognised as a constraint in the Development Strategy Constraints section. Regarding Zone 2 specific reference is made to “Potential for redevelopment in this area which is sensitive to distance views, tree canopy, Bunbury Hill Fort and the Flag Tower...”</p> <p>Officers consider that it is appropriate to refer to the Legal Agreement in the Development Strategy, however it is not considered necessary or appropriate to append the legal agreement to the</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------|-----------------------------------|---|---|
| | | | <p>consistent with the long term plan;</p> <p>Zone 4 – potential new entrance – add a third sentence to read ‘in this zone there is potential to redevelop / re-theme existing rides’;</p> <p>Zone 5 – Relocation of Spinball Whizzer – amend first sentence to read ‘Removal of Spinball Whizzer from this area will be encouraged’;</p> <p>Zone 6 – improved car parking – Amend the first sentence to read ‘Area for improved car parking and new planting’;</p> <p>Zones 7 & 8 – amend title to read ‘Entertainment Area New Rides & Accommodation’;</p> <p>Amend first sentence to read: ‘Potential new entertainment and ride area....’;</p> <p>Delete second sentence and replace with ‘This zone may also include new accommodation’;</p> <p>Delete third, fourth and fifth sentences and replace with: ‘development should be sensitive to the woodland on the site avoiding any significant encroachment’;</p> <p>Zone 9 – The Gardens – delete second sentence;</p> <p>Zone 10 – New Development Area – delete first sentence; Amend first bullet point to say ‘and / or’;</p> <p>Re-phrase the last sentence to read ‘Development should be sensitive to the historic boundary, ditch, bank and wall;</p> <p>Zone 11 – amend title to read ‘The Upper Meadows / Overflow Car Park’;</p> <p>Delete the second and third sentences and replace with ‘Area for potential structural planting and formal parking which should be sensitive to the historic parkland and biodiversity of the area and may include off-site mitigation measures’;</p> <p>Delete the seventh bullet point under the heading ‘Accessibility & Transport’;</p> <p>Amend the first bullet under the heading ‘amenity and noise’ to read ‘Consider the amenity of residents living near to the resort’;</p> <p>Under the heading ‘sustainable development’ delete the ‘other considerations’ listed a-c as it is considered that these are repetitive;</p> <p>Remove the bullet which reads ‘Details of the legal agreement are to be included in the Appendix once agreed’ as it is not considered necessary or appropriate to append the legal agreement to the SPD.</p> | <p>SPD as this is a separate document which may be varied over time.</p> <p>Officers consider that it is appropriate to refer in the constraints section to Alton Towers and many structures associated with the estate being Listed and that the gardens are Grade 1 Registered Historic Park and Garden.</p> <p>Officers consider that the wording for Zone 2 is appropriate that “height restrictions should be considered due to this being the high point within the Resort and that any development should be screened from long distance (typographic error which should be correct to distant) views and enhance the setting of the Flag Tower.” It requires that “Any future development should be screened from distant views and enhance the setting of the Flag Tower.”</p> <p>The changes suggested regarding extending zone 3 to include the Katanga Canyon area are not considered to be appropriate as this has not been a part of the published Draft. With regard to the suggested addition to zone 4 that ‘in this zone there is potential to redevelop/ re-theme existing rides’ this is not considered appropriate to add. In response to the comment on Zone 6 regarding the text on improved car parking, it is suggested that the change is accepted as the only implication is to make the car parking requirement less specific through removing the reference to ‘advanced structural car parking’.</p> <p>The response in relation to merging Zones 7 and 8 to ‘Entertainment Area, New Rides and Accommodation’ and amending the wording are not considered to be appropriate at this stage. The text for zone 8 is considered by officers to be appropriate in that it ensures that there is no adverse impact on the woodland and the screening it provides. It includes a requirement that development should sit clear of the woodland edge. This area is ancient woodland which is protected in the Core Strategy (policy NE1) unless it can be demonstrated that the requirements set out in the policy are met. The NPPF paragraph 118 states</p> |
| 129 | Hannah Whitney | Merlin Attractions Operations Ltd | <p>Re: Figure 7.5 – amend the concept plan (see original representation for annotated version) as follows:</p> <p>Expand Zone 3 to include the Katanga Canyon area;</p> <p>Combine Zones 7 & 8 as one and rename as ‘entertainment area new rides and accommodation’;</p> <p>Rename Zone 11 to ‘the upper meadows / overflow car park’;</p> <p>Create a new zone in the X Sector area ‘area for retheming’.</p> <p>Re: Picture 12.1, Appendix 12 – (refer to amended plan on original representation)</p> | |
| 129 | Hannah Whitney | Merlin Attractions Operations Ltd | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | |
|---------|--|----------------------|--------|--|---|
| 168 | | Oakamoor Council | Parish | <p>Area A to be included in the permitted development area; Areas B, C, D & E to be included in the modified Permitted Development Area (where rides and booths up to 5 metres in height can be installed).</p> <p>The updated SPG document has not been shared with the Parish Council so are unable to comment on suitability of the proposals for infrastructure provision, but are concerned that they may be inadequate.</p> <p>Concerned that day visitors will continue at least at current rates whilst overnight visitor numbers grow resulting in traffic numbers continuing to increase with no real investment in the road infrastructure thereby negatively impacting on the stated special qualities of the Churnet Valley and the everyday qualities of life for the residents of Oakamoor. Consider that the long term plan should be shared, consulted upon and agreed with the neighbouring Parish Councils at the least before the adoption of the masterplan and urge SMDC to pursue this course of action in line with masterplan principles 1 and 4.</p> | <p>"planning permission should be refused for development resulting in the loss or deterioration of irreplaceable habitats, including ancient woodland and the loss of aged or veteran trees found outside ancient woodland, unless the need for, and benefits of, the development in that location clearly outweigh the loss."²⁴ It would therefore be for an applicant to demonstrate how development would accord with these requirements. The area is also a Site of Biological Importance (SBI) and therefore there are policy requirements set out in the Masterplan and Core Strategy with regard to this designation. No information has been provided to support the suggested changes to the wording for the zone.</p> <p>Officers recommend that the reference in Zone 9 - The Gardens "Consideration should be given to separate access to the gardens or ticketing options to allow for separate admissions" should be removed for the reason detailed earlier in this response.</p> <p>Officers do not consider the amendments suggested to Zone 10 - New Development Area is justified. The first sentence for this zone states "Maximise use in this zone before development within Zone 11 is considered." This statement is considered to be justifiable due to Zone 11 being a more sensitive and constrained area (historic park land and SBI etc) than Zone 10. For example part of zone 10 is currently car parking. The boundary ditch, bank and wall within Zone 10 are considered to be a heritage asset by officers and therefore the suggestion about re-phrasing the last sentence to read "Development should be sensitive to the historic boundary, ditch, bank and wall" is not considered appropriate as it removes the reference to it being a heritage asset. The NPPF Annex 2 Glossary identifies a Heritage Asset as "A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority."²⁵</p> |
| 57 & 58 | Mr P Housiaux and Whiston Action Group | Whiston Action Group | | <p>Make the following comments:</p> <ol style="list-style-type: none"> 1) There is no justification for Alton Towers to have its own separate planning protocol. It should not be allowed to operate outside of the normal planning framework. 2) The concept statement is not legally compliant nor have the residents been consulted on the concept statement. 3) The history of development and massive expansion of uncontrolled traffic flows have resulted in unacceptable levels of CO2 emissions and degradation of the environment. The contents of the CVMP mean that the residents and local communities will not be protected in the future from the growing and unacceptable detriments of an enterprise that has long been damaging the beauty and attractiveness of the surrounding countryside. | |
| 36 | Mr Adams | Mr Arthur | | <ul style="list-style-type: none"> • Consider that Alton Towers is essential to the local economy but any development must preserve the natural beauty of the area as a priority. • Zone 2 in particular and parts of Zones 7, 8 & 9 could intrude on the valley in much the same way as some of the rides seemed to amplify across to Alton village. • Preserve the valley and Towers Woods at all costs. | |
| 2 | Ms Russell | Denica | | <ol style="list-style-type: none"> 1) The roads to and through Alton cannot cope with further expansion of Alton Towers as they can't cope now and little has been done to improve or recognise this hazard. 2) Consider that Alton Towers want to increase visitor numbers and this would increase the level of traffic and rubbish and local businesses would suffer. | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|-----------------------------|--|---|---|
| 20 | Ms Lorraine McKechnie-Ryder | | <p>3) Concerned about the impact on local areas of archaeological and conservation importance.</p> <p>Makes the following points:</p> <ol style="list-style-type: none"> 1) The roads around Alton cannot cope with further expansion of Alton Towers as they can't cope now. Difficult to cross the main road and drivers are not used to the narrow lanes. 2) It's not just the car traffic, it's the delivery lorries, buses and coaches. 3) If everything is kept in the compound local businesses will suffer. 4) Concerned about the impact on local areas of archaeological and conservation importance. Other sites of national importance have been lost forever because of commercial greed. 5) If visitors have driven a long way they are not going to want to spend more time on a train and it is less convenient particularly with small children. | <p>Officers consider the name of Zone 11 – Area of Sensitivity/ Limited Development Potential to be appropriate due to the identified constraints of this zone. Within the text for the zone reference is already made to significant areas of the zone are currently used for overflow car parking. Officers do not consider it to be appropriate to create a new zone in the X Sector as an “area for re-theming”.</p> <p>With regard to the comments and representations suggesting changes to 'Appendix 12 Picture 12.1 Alton Towers Resort Permitted Development Areas', a legal opinion has been sought from the Council's legal advisor with regards to the definition of permitted development areas and the amendments to what the Council considered to be permitted development areas that have been suggested by NLP on behalf of Merlin Operations. Officers consider that in relation to the representation by NLP on behalf of Merlin Operations that Area A falls outside the definition as it is used as a back office area. It is considered that as Area D is a corporate hospitality area it does not fall within the definition (ancillary). Area C does not have booths, stalls etc - consider it to be principally used as open space therefore it is not permitted development areas. Area B does not relate to that planning permission. Area E - on considering the recent approval for development in this area, the permitted development area has been amended to reflect the implications of this. Officers therefore suggest amending Picture 12.1 Alton Towers Permitted Development Areas to reflect this.</p> |
| 21 | Mr Michael J Ryder | | <p>Makes the following points:</p> <ol style="list-style-type: none"> 1) The roads around Alton cannot cope with further expansion of Alton Towers. The local roads are already busy with local events held at the Resort. 2) Consider that the proposals would lead to more visitors and increased traffic. 3) How are the staff going to get to work 24 hours a day? 4) Consider that the increase in visitor accommodation on site is designed to keep people on site. Local pubs get little benefit from the Resort unless they are camping in the area. 5) Concerned about the impact on local areas of archaeological and conservation importance. Alton Towers has grown significantly over the last 50 years. 6) Do not consider that visitors would be prepared to travel to Alton Towers Resort by train. Looks good on paper but would not be viable. How will visitors get up the steep hill to the facilities at the entrance? | <p>Officers consider the name of Zone 11 – Area of Sensitivity/ Limited Development Potential to be appropriate due to the identified constraints of this zone. Within the text for the zone reference is already made to significant areas of the zone are currently used for overflow car parking. Officers do not consider it to be appropriate to create a new zone in the X Sector as an “area for re-theming”.</p> <p>With regard to the comments and representations suggesting changes to 'Appendix 12 Picture 12.1 Alton Towers Resort Permitted Development Areas', a legal opinion has been sought from the Council's legal advisor with regards to the definition of permitted development areas and the amendments to what the Council considered to be permitted development areas that have been suggested by NLP on behalf of Merlin Operations. Officers consider that in relation to the representation by NLP on behalf of Merlin Operations that Area A falls outside the definition as it is used as a back office area. It is considered that as Area D is a corporate hospitality area it does not fall within the definition (ancillary). Area C does not have booths, stalls etc - consider it to be principally used as open space therefore it is not permitted development areas. Area B does not relate to that planning permission. Area E - on considering the recent approval for development in this area, the permitted development area has been amended to reflect the implications of this. Officers therefore suggest amending Picture 12.1 Alton Towers Permitted Development Areas to reflect this.</p> |
| 246 | Suzi Cresswell | | <p>Concerned about the following:</p> <ol style="list-style-type: none"> 1) As an Alton resident for 17 years, the traffic has been worse than ever this year. Locals need to anticipate times and traffic all year round to avoid sitting in a lengthy queue. What happened to plans for a relief road and why has this not been seriously considered? 2) The proposals at Alton Towers would increase the levels of traffic. Consider that people will still come primarily for the day as to stay longer is too costly for most families. 3) Consider that archaeological and conservation sites should be preserved for the future. Very short sighted to rip these up to create short term profits for big businesses. | <p>Traffic issues are considered under the Alton Character Area section of this report. Regarding traffic and the potential of the railway, the Transport Study (2013) states “As no notable change in trip rates is expected over the coming years, and the Long Term Plan already outlines a number of transport measures (and in light of the recent funding received for SCC to introduce Local Pinch Point improvements), this Transport Study will not raise any further interventions for the site. It is however worth re-iterating the potentially large role that an extended Churnet Valley Railway could</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------------|--|--|
| 247 | Mr and Mrs Cresswell | 4) Do not consider that visitors would travel by train. People are too attached to their cars, especially people with young children. <ul style="list-style-type: none"> The roads cannot cope with an extension of Alton Towers. An increase in visitor accommodation at Alton Towers would increase the amount of traffic generated by the site and impact negatively on local businesses e.g. B&Bs, pubs, cafes etc. Consider that archaeological and conservation sites should be preserved for the future. No one will use a railway to get to Alton Towers unless they access it from the west. | <p>play.” It also states “The Draft Masterplan notes that further information is required regarding this link, with regard to viability and feasibility as there are potential conflicts and impacts which need further investigation. There could be a number of benefits to Alton Towers, including the potential for people who are staying in accommodation at Alton Towers to visit other attractions in the area, including Bolton Copperworks and Moneystone Quarry.”²⁶ The query regarding how rail visitors would access the resort is considered to be a matter that would need to be considered and is covered in the Draft Masterplan Development and Management Principles 8.4 Sustainable Transport with reference to “further information is required regarding a rail link to Alton Towers with regard to viability and feasibility as there are potential conflicts and impacts which need further investigation.”</p> <p>²⁴ National Planning Policy Framework (NPPF) paragraph 118 page 28 ²⁵ National Planning Policy Framework (NPPF) Glossary ²⁶ Churnet Valley Masterplan Transport Study (2013) Atkins page 58</p> |
| 7 | Mr T Hewitt | Query why none of the Towers maps show the Bunbury Hill Fort – considers there should be unrestricted public access to it. Object: The link road for Alton Towers is now a priority. | |
| 8 | Mr Malcolm Ward | | |
| 104 | Martin Brightman | The statement at 13.2 which reads: ‘Alton Towers – various measures established through the Alton Towers Traffic Liaison Group. The Transport Study States that ‘no change in trip rates has been assumed for ...’ is evidently incomplete; in the context of a document that contemplates expansion of the facilities at Alton Towers, the assumption mentioned is also wrong. | |
| 95 | Mr & Mrs Plant | Do not consider that roads too and through Alton could cope with an expansion of Alton Towers. If Alton Towers were to build the new development proposed in the plan levels of traffic would increase and there would be a negative impact on local businesses such as B & Bs, pubs, cafes and restaurants. Object to some development taking place on agricultural land of historical and bronze age importance visible from ancient rights of way in the Weaver Hills and next to Wootton Hall. Do not consider that a railway would be used to access Alton Towers instead of a car. | <p>The Concept Plan indicates that there are potential opportunities to create links to Moneystone for walking cycling and horse riding, potential to create a link from the Resort to the dismantled railway, improve links to East Staffs and improve links to Waterhouses. The Draft Masterplan identifies the potential opportunities, however it is not the role of the Masterplan to provide the detailed information on the specifics of routes. It provides a framework for future potential opportunities.</p> <p>Within the Draft Masterplan Development and Management Principles 8.5 Economic Development there is a requirement that “All major employment developments will be expected to sign an employment charter to maximise local labour and supplies.”</p> |
| 105 | Tabi Kime | The issue as to whether the roads could cope with an expansion of Alton Towers depends on how big an expansion is proposed. If Alton Towers were to build the new development proposed in the plan levels of traffic would increase and there would be a negative impact on local businesses such as B & Bs, pubs, cafes and restaurants. Object to some development taking place on agricultural land of historical and bronze age importance visible from ancient rights of way in the Weaver Hills and next to Wootton Hall. | <p>Issues regarding visitor numbers are considered in the General Comments section.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------------|---|--|
| 118 | Josephine Shepherd | Do not consider that a railway would be used to access Alton Towers instead of a car. Concerned about light pollution from the accommodation and car parking areas at Alton Towers and local requests to modify the impacts have been ignored. More accommodation will make this worse and could make local B & Bs unviable. It never seems to be considered that the woodland around Alton Towers is deciduous and in the winter the hotel complex and its associated lighting is wholly visible from Alton Village. | With regard to issues raised about the potential impact of increased provision of overnight accommodation on existing businesses is considered in section 1 Introduction. It is suggested that a reference is add that recognises the potential for previously unrecorded archaeological remains and that the desk-based assessments may represent the first stage of archaeological evaluation and mitigation associated with a given development proposal. The development principles on 'Woodland Management and Ecology' are considered appropriate. It is suggested that an additional reference is added in relation to the biodiversity requirements for Zone 11. |
| 84 | Kate Hardwick | Do not consider that roads around Alton could cope with Alton Towers expansion which will undoubtedly generate additional traffic and have a negative effect on local businesses. Object to some development being on agricultural land with historical significance (bronze and iron age, can be seen from Weaver Hills, next to Wooton Hall). | It is not considered necessary to identify the southern wooded slopes of Alton Towers as a zone of restraint. They are already identified as being SBI. Landscape, visual and noise impacts are considered, by officers, to be adequately addressed in the development principles. |
| 11 | L Feltham | Do not consider that visitors would access Alton Towers by rail rather than road. | |
| 99 | S.L. Steele | Oakmoor wouldn't have 3 pubs if it wasn't for Alton Towers and the people it brings to the area. Provides local employment. The current road network cannot support this expansion. A rail link would do nothing for this as the vast majority of Alton Towers visitors are either young groups of thrill seekers or families with a lot of child related paraphernalia all of whom will use their cars rather than a slow railway with parking problems at one end and presumably a bus ride up the hill at the other. | |
| 19 | Mr and Mrs Eames | If access is so important then no expansion should be considered at Alton Towers until an alternative access is provided (to avoid Alton) | |
| 43 | Mr Jonathan Shepherd | Zone 11 is on full view from the ancient rights of way across the Weaver Hills. It is of great historical interest due to its proximity to 16th Century Wooton Hall. It is shown on the map as having 'limited development potential' - this is not 'supporting the heritage and enhancing the landscape'. Zone 10 falls well outside the parks current development and many of the issues relating to zone 11 are applicable here. Alton Towers long term plan appears to be the basis for decision making of the Council. Current level of accommodation at Alton Towers has undermined local bed and breakfasts and further development will result in further decline and loss of local jobs. If development at Moneystone were also to go ahead this would make the situation even worse. Core Strategy states that small scale independent accommodation trade should be encouraged. This is contradictory. | |
| | | Re: potential links for walking, cycling and horse riding - the routes shown are already perfectly good for walking and cycling but doubt whether horses will ever be able to use some of the routes as | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|---------------------------------|---|
| | | | <p>upgrading to bridle paths involves complex legal issues. Query why Path 13 (currently the subject of complex legalities to upgrade to a bridle path) has not been included in the list of potential improved rights of way.</p> <p>Current routes shown on the maps (e.g. link to Moneystone on Alton Towers map and links for cycling, walking and horse riding to Oakamoor, Whiston and Waterhouses, shown on Moneystone map) are already perfectly adequate and this would only cease to be the case if traffic were to increase. It appears that on each road where there is likely to be increased traffic to and from Moneystone and Alton Towers the label 'improved link for walking, cycling and horse riding' has been added.</p> <p>Acknowledge that Alton Towers is a significant employer, but concerns were expressed that the proposed development is of little or no assistance to the local economy.</p> <p>Alton Towers provides limited increased local employment during summer months but otherwise has no significant input to the local economy with the bulk of temporary employees travelling from the Stoke on Trent area.</p> <p>Support. Section 7.7.6 Alton Towers Resort Opportunity Site It is welcoming to note that heritage investment is a stated aim within the Long Term Plan although it is hoped that this will equally consider appropriate levels of interpretation and education opportunities. It is also welcoming to note that all new development will comply with the Conservation Plan. In general it advised that the Development Strategy note that the Alton Towers landscape park is a Grade I Registered Park, that the remains of Bunbury hillfort are a Scheduled Monument (Zone 2) and the various elements of the built heritage are protected as Listed Buildings. Development Principles: Heritage and Conservation It is noted that any developments likely to impact upon heritage assets as identified within the Conservation Plan must have a desk-based assessment prepared in support of a formal application. This section should also recognise the potential for previously unrecorded archaeological remains and that the desk-based assessments may represent the first stage of archaeological evaluation and mitigation associated with a given development proposal.</p> |
| 59 | Jeff Wood | Kingsley Council Parish | |
| 94 | Jeff Wood | Cotton Parish Council | |
| 119 | John Chadwick | Staffordshire Council County | |
| 119 | James Chadwick | Staffordshire Council County | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|----|------------------|--|--|
| | | | <p>document for reference to this element of Alton Towers development.</p> <p>Therefore, any development proposal should mitigate impacts on the SBI and its UK Biodiversity Action Plan habitat, by both on-site and off-site habitat enhancement and management, and providing suitable measures can be agreed. The meadow enhancement area north of Denstone that was discussed has the potential for both biodiversity enhancement and community benefit.</p> <p>Surveys and soil tests are required to inform the development of enhancement and management plans for SBI and the proposed meadow enhancement area, see below. Surveys should inform a detailed mitigation and enhancement plan to include: protection of trees and habitat retained; landscape design; enhancement/restoration of parkland; enhancement of the off-site land for biodiversity and if possible recreation; management of the SBI and off-site land.</p> <p>Suggested SBI enhancements:</p> <p>Development and implementation of the long term tree management and planting plan; grassland enhancement, should soils be suitable, to increase species richness; grazing at an appropriate stocking level.</p> <p>Potential off-site land enhancements:</p> <p>Restoration/ creation of species-rich grassland, wet grassland creation, hedgerow restoration/ planting, river restoration; enhancements for otter and/or water vole; footpath enhancement/ creation; development and implementation of a management plan.</p> <p>Depending on planning consent requirements, there may be potential for some of this to be covered by an application for Environmental Stewardship Higher Level Scheme. Further discussions on how this all could be managed in terms of planning are requested with SMDC including the fact that it is outside Staffordshire Moorlands planning area.</p> <p>Section 7.76 Zone 11 the third sentence need to have included at the end "including where necessary provision of off-site mitigation of the SBI as well as on site enhancement and management.</p> <p>Consideration also needs to be given to including the points raised above in section 5 within paragraph 12.7 page 137 of the Masterplan.</p> |
| 25 | Ms Clair Chapman | | <p>Issues with the road network already exist due to Alton Towers traffic, further development will exacerbate the problem. Litter from visitors and noise pollution is also a huge problem. Concerned about local businesses suffering if Alton Towers offers more accommodation. Concerned about development on agricultural land of historical importance visible from the Weaver hills and next to Wootton Hall. Do not consider that people would prefer to use the train than arrive and depart by car due to inconvenience. Train would cause additional noise and adversely impact Stoke station in</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|-------------------|--------------------|--|
| 49 | Gillian Smallwood | | <p>terms of additional traffic.</p> <p>Object to MP because it proposes further geographical expansion of Alton Towers resort beyond its existing borders. Concerned that any further spread will have negative visual impact on beautiful surrounding countryside – would like to see any development contained within existing perimeter.</p> <p>The developments will bring few benefits to local businesses because both Alton Towers/Moneystone will be largely self-contained with all facilities on site. Many local small businesses will be detrimented.</p> |
| 15 | David Slade | | <p>Concept statement states “Amenity and Noise – Alton Towers</p> <p>Consider the amenity of residents living near to the resort and on the main access routes to the resort. Ensure that any new major development proposals for the site are accompanied by a Noise Impact Assessment where necessary”. This requirement should be applied/enforced by Local Authority to protect local amenities. New ‘Smiler’ ride in 2013 – can hear noise from this 2 miles away. Do not enter my own garden anymore. This noise wasn’t controlled by SMD therefore do not think future developments will be so controlled.</p> |
| 124 | Chris Lambart | The National Trust | <p>The National Trust owns and manages Toothill Woods on the opposite side of the valley to Alton Towers. While we agree with the broad thrust of the policies of the Masterplan both generally and in relation to Alton Towers we would like to see more regard given to the effects of the theme park development on the landscape and tranquillity of the area. We are putting this as an objection as we would like some improvements to the plan.</p> <p>Noise is identified as an issue at several points but under development principles consideration of noise appears to be limited only to residential receptors. We suggest that people enjoying the countryside should also be recognised as being vulnerable to noise pollution.</p> <p>Similarly we would like views along and across the valley to be identified as a consideration when considering the effects of new development.</p> <p>The concept plan identifies several specific zones. We would also ask for the southern wooded slopes of Alton Towers to be specifically identified as zone of restraint.</p> |
| 26 | Lee Norcup | | <p>Roads around Alton cannot cope with current traffic levels so would not cope with more traffic from new development. Would also have an adverse effect on local communities and businesses. Object to development at Alton Towers impeding on the Weaver Hills and Wooton Hall. Railway link to Alton Towers unlikely to be as successful as hoped.</p> |
| 127 | Mr & Mrs Birch | | <p>Do not consider that the road network in and around Alton could cope with additional traffic generated by further development – in</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|---|
| | | | the interest of local job opportunities suggest consideration of park and ride facilities. Consider that more accommodation competing for the same number of visitors will negatively affect local small businesses. Do not consider that visitors to Alton Towers would use a railway link from Stoke Station and this would require increased station parking in the middle of Stoke with no benefit to businesses in the valley. |
| 79 | Carolyn Somers | | <p>Atkins who undertook the Transport Study are financially linked to Alton Towers. 'Peak times' do not come close to the true peak times of Alton Towers traffic which is around 11am. A pecuniary interest should have been declared and an independent traffic evaluation carried out.</p> <p>Query how the Alton Towers hotels will reduce traffic and whether Alton Towers buses are no longer in operation this year although their existence is mentioned in the Masterplan.</p> <p>It is stated that current visitor accommodation is inadequate and of a poor standard. Query where the proof is that the standard of the current accommodation is poor.</p> |
| 110 | | Denstone Council Parish | <p>Although Alton Towers is not within our Parish, there is some concern about zones within the proposal with specific regard to impact on the areas of Biological Interest. Consider that zones 2, 8 and 10 would potentially have the most significant impact on these areas. Assume that restraints to any development within these zones will be the responsibility of SMDC and the Parish of Alton.</p> <p>On a positive note, the movement of the main entrance further away from the B5032 and development of more accommodation could well improve the traffic situation to everyone's benefit.</p> |
| 147 | J.M. Flint | | <ul style="list-style-type: none"> • Completely fails to address the problems of the additional traffic generated. • Independent traffic engineering advice is needed. • The suggestion of re-opening the section of railway to Alton seems an excellent idea although a link would be needed to get passengers from the station to the towers. |
| 145 | George Adams | | <ul style="list-style-type: none"> • Object to the amount of extra traffic generated passing through the village of Whiston. |
| 122 | Mrs K Seaton | Churnet Conservation Society Valley | <p>General comments:</p> <ol style="list-style-type: none"> 1) CVMP includes 'moderate sensitive expansion' of Alton Towers Resort. Core Strategy includes 'sensitive expansion'. Is there a difference? Or is the inclusion of these adjectives meaningless? 2) Alton Towers Longterm Plan is a commercial document, not ratified by SMDC and only subject to consultation (2009) with Alton and Farley parishes. 3) CVMP undermines the heritage of the area as |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--|--|---|--|
| | | | <p>development in Zone 11 is not 'supporting the heritage and enhancing the landscape'. This is on full view from the ancient rights of ways across the Weaver Hills and is in close proximity to 16th Wootton Hall. There is also Bronze Age and Iron Age activity in the area including a little understood Iron Age fort with origins in the Bronze Age, later becoming a medieval deer park.</p> <p>4) The level of Grade 1 and 2 protected areas in Alton Towers should be protected.</p> <p>5) There is not much detail regarding sustainable development compared to Moneystone. There are no suggestions on how Alton Towers will 'go green'. It is well known that Alton Towers do not recycle waste; use any renewable energy; and 24 hour lighting creates light pollution in the area. They need to show that they have a strategy for being more sustainable in energy use.</p> <p>6) Alton Towers Resort have extant planning permission to extend the current hotel offer. The Merlin group must be satisfied with this to increase their over night stay numbers. Any further accommodation development is greedy and destructive to the locality.</p> <p>7) Alton Towers have failed to look after their approach roads, dry stone walls are in poor condition, overgrown vegetation limits road visibility and significant litter is created by visitors.</p> <p>8) Jobs are minimum wage, zero-contract hours, part-time and unskilled.</p> <p>9) There will be part of the year when the new rides will not be hidden by tree cover and therefore offer no cover or sound barrier.</p> | |
| 115 | Samantha Cunningham / David Robinson-Smith | | <p>Do not think the roads to/through Alton Towers could cope with Alton Towers expansion – morning and night congestion through Alton/Denstone; and the type of visitor attracted not generally sympathetic to the small roads leading to AT. In Oakamoor less queues but drivers to speed more.</p> <p>If Alton Towers builds 150 accommodation lodges/150-bed hotel/two new rides, the level of traffic will significantly increase.</p> <p>Don't think increase in AT accommodation will benefit local businesses – as AT visitors will stay on site for duration of stay.</p> <p>It matters to me that some AT developments will be on historic importance farm land, will be visible from ancient rights of way, and next to Wootton Hall – as I walk in this area of significant historic interest and it is important to maintain our landscape for future generations.</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|----------------|--|--|
| 106 | Paul Denning | | <p>AT day-visitors would not use a non-stop railway from Stoke on Trent to Alton Station, over car use – as this would add too much time to their journey. But this would appeal to those staying longer-term, being car-less, they would have to stay within AT, thus not benefitting local area.</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Para 7.7.6 AT Resort Opportunity Site: All matters listed at odds with community wish for minimal change, existing conservation area, and intended AONB status. Community consultation of June 2009 was simply a presentation of AT longer term ambitions. Not believed that this presentation taken to community events, nor aware that “results” of this provided. This section appears to repeat 2009 information. Unsatisfactory that this is <u>final</u> opportunity for community consultation. For example Zone 10 indicates “Hotel and lodge developments” site. This excludes reference to adjacent JCB vehicle testing area and need for its protection - consent for first hotel in substitution of chalet proposals that drew JCB objection. JCB objection December 2012 to proposed 150 lodge development at AT (proposal withdrawn). All land east of hotels provides buffer to 24/7 testing area. Consultants December 20123 letter contains important references to entire AT resort – yet plan gives no evidence of consultation with JCB.</p> <p>Proposals extend permitted development areas – given community concern about environmental impacts of AT expansion, there should be no “permitted development” at all. All proposals should be considered against approved development plan. Other planning consents granted subject to planning legal agreements – intention to consolidate all these agreements into single document – status of this work not referred to. Delays in preparing AT element of CVMP as Council has relied on external consultants retained by AT.</p> <p>Further draft Masterplan for public consultation required for entire AT resort Opportunity Site prepared by Council with specific actions coupled with binding commitments and timetable – for environmental improvement measures at AT/surrounding areas. Should include review of 1971 conservation area and integration of objectives with CVMP.</p> <p>Increased accommodation at Alton Towers – local b&bs will be negatively impacted, will find it hard to compete (AT discounted entry deals with AT accommodation). People who stay at local b&bs most likely to use other services in valley – rather than use self-contained AT facilities, ie decline in b&b trade will have large knock</p> |
| 135 | Mark Smallwood | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------------|--|---|
| | | | on effect on local pubs/restaurants. |
| | | | Important that AT has as little visual impact as possible (surrounding special landscape area). Allowing AT Park to expand beyond boundaries will negatively affect this countryside – endangering CV AONB bid. |
| 156 | Beth Anne Maslen | | Don't think AT visitors would use railway from Stoke instead of car: type of AT visitors more likely to use car [convenience and price]. No transport studies done to demonstrate visitors will abandon the car – the rail link not viable solution to area's traffic problems. Locals will be giving up walk/bridleway for the rail link, but will not be allowed to use it. Broadly in support of CVMP sustainable tourism principles, subject to following reservations [see also 5.1 comments above]:- - Alton Towers already has major detrimental impact on local villages (traffic congestion). Further hotel/lodges must be conditional upon a development of adequate road network. |
| 274 | Nicki Dyas | | No Valley should not be developed as a corridor connecting Alton Towers/Laver Leisure site/Cornhill/Froghall – question why should we expand to Alton Towers particularly – they already bring significant pollution and congestion to Valley. Do not think roads around Alton could cope with Alton Towers expansion – they are already struggling to cope with current traffic. Obviously if AT built 150 new lodges/150 bed-hotel/two new rides the level of traffic would increase. An increase in hotel accommodation at AT would negatively affect local businesses as it would cream off potential business for local enterprises. It is totally unacceptable that some AT developments will be on historic agricultural land, and be visible from ancient rights of way etc. |
| 163 | K. Norris | | If there was a non-stop Stoke-Alton railway a few visitors to Alton Towers may use it but not a significant number. Question if research has been done into this or has it just been assumed visitors would use it. I am keen to see the Churnet Valley Railway develop and expand to Alton. |
| 269 | Brian Sammons | | Trying to introduce a railway and canal into valley would be detrimental to the landscape/wildlife/quiet enjoyment [see earlier comments]. Alton Towers should only expand if it can be proved that any additional visitor numbers would not increase traffic on the roads; and ensuring that further efforts are made to minimise noise coming from the site. |
| 6 | John Higgins | | Traffic problems/noise/erosion/litter created by existing rides. Towers is grade I listed, within ancient monument etc. No other place in England where such heritage protection being totally |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|---------------|----------------------|--|--|
| | | | ignored. Question how further accommodation/rides can be justified with extra traffic and noise generated. Drayton Manor limits daily visitor numbers to 15,000 persons to maintain reasonable traffic levels – but no such system at Alton Towers. Council happy to wave through developments. | |
| 7.8 Cheadle | | | | |
| 15 | David Slade | | <p>Para 7.8.2 states:-</p> <p>“Tourism – key activities</p> <p>Heritage – Pugin Centre”.</p> <p>This is stated as an example of one of the key activities in the CV. Was a volunteer at Pugin Heritage Centre which had thousands of visitors during 2013 due to Heritage Lottery funding. Centre will be closing as no further funds from HLF or Local Authority. Currently only running with volunteer help.</p> | <p>The reason for there not being sections 7.8.4-5 is that no opportunity sites are identified for Cheadle other than those identified in the Cheadle Town Centre Masterplan.</p> <p>The Pugin Centre is identified as a key activity within the Cheadle Character Area. The Masterplan identifies the need to “Conserve and enhance the town’s heritage assets. Reinforce heritage and visitor attractions.’ (Section 7.8.3)</p> <p>The Transport Study considered the traffic impact for Cheadle of the Draft Masterplan - see Section 7.8.4 on Sustainable Transport and Section 13 Transport Strategy.</p> <p>Support for extending the network of off-road paths for walkers, cyclists and horse riders is noted.</p> |
| 7 | Mr T Hewitt | | <p>Query why the plan only has 2 pages about Cheadle when 7.8.1 says that Cheadle has a key role. Query why there is no Cheadle Area Strategy. Query where are the 7.8.4 – 5 sections for Cheadle as all the other character areas have these sections. There is not a heritage centre in Cheadle anymore.</p> | |
| 35 | Mr Fowler | David | <p>Major housing is planned for Cheadle which is going to make traffic congestion far worse until a better road management system is brought in.</p> | |
| 269 | Brian Sammons | | <p>Content to see further development in Cheadle, especially if this keeps it out of Churnet Valley. Not much potential to re-open railway line unless this meant Alton Towers would provide access bus and people used it. Fully support improvement/creation of paths out into countryside.</p> | |
| 8 Development and Management Principles | | | | |
| 121 | Mr Gethins | Paul | <p>Biodiversity - The EA would wish to see the river corridor maintained and improved where possible i.e. restoring natural features, good quality habitat for native species. Rivers are also important features in the landscape and should be valued as such.</p> <p>No mention of Invasive Non-Native Species (INNS) which are currently having a detrimental impact on the ecology and landscape character of the Churnet Valley. Consider that this should be addressed in the report.</p> | <p>Natural Environment</p> <p>It is suggested that to recognise the issue of invasive non-native species a reference could be added in section 2.1.1 SWOT Analysis under threats.</p> <p>Within Section 8 ‘Development and Management Principles’ there is reference in Section 8.1 Natural Environment recognising the importance of water and the ecology of the Churnet Valley.</p> |
| 273 | David | Staffordshire Police | <p>Staffs Police recognise importance of CVMP and potential job</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--------------------------------|--------------|---|--|
| | Eilington | creation benefits; to bolster local economy and attract tourists. Try to ensure crime and anti-social considerations not overlooked in CVMP as it becomes implemented. Note parts of SMD do experience crime either perpetrated by locals, or outsiders, against both locals and visitors. Offending can be opportunistic or planned. The development opportunities, whilst providing above mentioned benefits, can also provide opportunities for offending. Makes sense to limit this be designing them out. | <p><u>Design Principles</u> It is suggested that in order to recognise that there may be opportunities for 'design out crime' measures to be incorporated at design stage is added to section 8.4. This is in line with the Core Strategy policy C1 – Creating Sustainable Communities.</p> <p>Reference to AONB in this section is not considered appropriate. AONB designation can only be considered as a material consideration after the designation order has been made and confirmed under the Countryside and Rights of Way Act.</p> <p>The Development and Management Principles are intended to be relevant in the consideration of any application within the Churnet Valley and are considered to be clear in their wording.</p> |
| 106 | Paul Denning | <p>[Itemises types of crime experienced in CVMP area, eg burglary, theft, anti-social behaviour.]</p> <p>Undoubtedly opportunities to 'design out crime' to be incorporated at design stage: eg layout considerations/overlooking/locations/security issues/community safety issues – there should be recognition of the above in CVMP, eg in Development and Management Principles Section. Staffs Police welcome further input in this regard via continued consultation. Above advice in line with NPPF ie "create safe and accessible environments..." etc.</p> <p>Comments listed below do not reflect wishes of the community from consultation process (including draft Core Strategy) – or give reasons why those wishes are unacceptable to the Council.</p> <p>Pages 118-124 para 8 Development and Management Principles: No reference to intended AONB application, protection and enhancement of conservation areas and how CVMP developed in conjunction with SCC (para 180 NPPF). Site-specific references in Section 8 are confusing and should be noted within each "opportunity site" referred to in CVMP. Further draft Masterplan for public consultation required for development and management principles.</p> | |
| 8.1 Natural Environment | | | |
| | Mike Shurmer | RSPB | <p>We are pleased to see that the Natural Environment is referenced as a key consideration from guiding development in the Churnet Valley (section 8.1, page 118). However, we do have a couple of points regarding the wording.</p> <p>Regarding the reference to 'natural beauty' we feel that this phrase should be more explicit in referencing wildlife or ecology, which are not always seen as being part of natural beauty.</p> <p>Disagree with the use of 'where appropriate in the phrase 'Where appropriate, development should create a net gain in biodiversity and encourage habitat connectivity informed by a natural landscape conservation strategy.' Feel that this is at odds with the first</p> <p>The reference to 'natural beauty' is considered to be appropriate.</p> <p>It is not considered appropriate to require all development to provide a net gain in biodiversity as there may be some forms of development where this would not be appropriate. The Core Strategy policy NE1 states 'where appropriate' and therefore the Masterplan approach is consistent with that of the Core Strategy. It is suggested that in response to the comment that the Staffordshire BAP and</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|------------------------------|------------------------------|--|---|
| 119 | James Chadwick | Staffordshire County Council | opportunities mapping should be referenced in this section that the following is added to section 8.1 'Where, appropriate development should create a net gain in biodiversity and encourage habitat connectivity informed by a natural landscape conservation strategy. This should be informed by the Staffordshire Moorlands Biodiversity Opportunity Map and Staffordshire Biodiversity Action Plan.' | opportunities mapping should be referenced in this section that the following is added to section 8.1 'Where, appropriate development should create a net gain in biodiversity and encourage habitat connectivity informed by a natural landscape conservation strategy. This should be informed by the Staffordshire Moorlands Biodiversity Opportunity Map and Staffordshire Biodiversity Action Plan.' |
| 130 | Kate Dewey | Staffordshire Wildlife Trust | In the sentence 'where appropriate, development should create a net gain in biodiversity and encourage habitat connectivity informed by a natural landscape conservation strategy.' We feel that 'where appropriate' should be replaced by 'as far as possible' Reference should also be made to any compensation or gains being informed by the biodiversity opportunities mapped for the area, and the Staffordshire BAP. | It is suggested that a reference is added to geology in section 8.1. Reference is made to the requirements of the Water Framework Directive and that development should not increase flood risk. |
| 113 & 37 | Peter Cowie D.J. Williams | | Support the wording in paragraph 8.1. | |
| 269 | Brian Sammons | | 8 Development and Management Principles: these are generally fine but should be applied more sensitively to this valley. | |
| 87 | Rosemary Hale | | Para 8.1 – regarding references to protect/enhance natural beauty, and no detriment to sensitive ecology – safeguarding on this scale meets perfectly conservation needs of CV. Should adopt Water Framework Directive – which does not permit water quality deterioration. Also proposals should not increase risk of flooding. | |
| 8.2 Heritage | | | | |
| 119 | James Chadwick | Staffordshire County Council | Support and object. Section 8.2 Heritage is generally supported. However, a number of suggestions are made below to improve the existing content. With regard to Section 8.2 there are one or two specific sites/periods referenced directly but many others are ignored. It is advised that an opening statement, such as below, be included as a pen portrait of the historic character for the Churnet Valley and in order to set the scene for the remainder of the section. The Churnet Valley has a rich and diverse history and its past management has, in part, resulted in the landscape we are familiar with today. Iron Age hillforts sit side by side with 18 th century parkland and threaded throughout the valley is a rich archaeological heritage relating to medieval and later industrial development in its flint and colour mills, its canal and railway and its nineteenth century | It is suggested that the pen portrait suggested by Staffordshire County Council is added to 8.2. It is suggested that the reference to restored is replaced with enhanced in section 8.2. It is also suggested that the suggestion made regarding addition to section 8.2 paragraph 2 is incorporated within the Masterplan on determining the appropriate degree of evaluation and/ or mitigation. It is suggested that a reference is added to section 8.4 to make specific reference to the Caidon Canal Conservation Area. |
| Staffordshire Moorlands Local Development Framework - March 2014 | | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------------------------------------|--|--|---|---|
| | | | <p>industrial developments much of which supplied the burgeoning ceramics industry in nearby Stoke-on-Trent. Beyond the valley slopes a rich agricultural landscape survives and its character speaks of a mixed pastoral and arable form of farming which may go back a thousand years. Certainly there are many small farmsteads with 17th century and possibly earlier origins.</p> <p>Section 8.2, para 1 states that designated and non-designated heritage assets ‘...shall be protected and maintained in a state of good repair and restored wherever possible...’ In general this approach is to be supported, although it is advised that ‘restored’ be replaced with ‘enhanced’.</p> <p>Section 8.2, line 5 Remove ‘any’ at the beginning of the sentence also a word appears to be missing so that the phrase should read ‘...Any (Remove) Development proposals shall not cause avoidable harm to any heritage assets and consideration will be given...’</p> <p>Section 8.2, para 2 might also include a statement to the effect that ‘Where impacts to a heritage asset (designated or undesignated) are justified, an appropriate degree of evaluation and/ or mitigation will be agreed commensurate to the level of impact and the significance of the heritage asset/s to be affected.’</p> <p>Section 8.2, para 2 should also reference in particular the role of the transport network in the past, present and future prosperity of the Churnet Valley. Section 5.6 (Sustainable Transport) identifies a role for canals, this should be reflected in Section 5.4 (Historic Environment) where the Caldon Canal is a Conservation Area in Section 5.5 (Sustainable Tourism).</p> <p>Section 8.2 should also reference the need for the conservation and enhancement of the historic landscape character of the Churnet Valley.</p> <p>The masterplan must also directly reference the completed Extensive Urban Surveys for Cheadle, Alton and Leek. These studies are part of a 23 town project which in itself is part of a national programme of mapping. The results include detailed characterisations of historic character through these urban centres and provide advice regarding development within these centres.</p> | <p>the historic landscape character of the Churnet Valley and the need for conservation and enhancement of the historic landscape character of the Churnet Valley and reference is made to the Extensive Urban Surveys having been completed.</p> |
| <p>8.3 Sustainable Tourism</p> | | | | |
| 38 | Ivan Kent | | <p>Object to Para 8.3 Sustainable Tourism – no evidence of need to consider ongoing monitoring of trip movements and need to make interventions to limit excessive numbers visiting particular hotspots. Implementation plans don’t appear to have been made.</p> <p>Support wording that will enable balance for residents and tourists.</p> | <p>Traffic impacts are considered in 8.4 Sustainable Transport and 13 Transport Strategy.</p> <p>The comments about Consall development are considered in 7.4 Central section.</p> |
| 113 & 37 142 | Peter Cowie D.J. Williams Sheila Penfold | | <p>“Sustainable Tourism” – Extent of Consall development is out of scale with (scattered) host community. Already is “healthy,</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---|-----------------------------|--|--|--|
| | | | <p>sustainable community” and there is no potential benefit from the “knock on effects of increased tourism to area” [see other Representations].</p> <p>There are no existing local amenities/facilities which would benefit from increase in visitor population. Consall Gardens is exclusive venue, the only beneficiary for commercial activity – and which causes disturbance/detriment to local community. Consall Nature Park already at capacity and traffic to Black Lion/Consall Station etc creates negative impact on both visitors and community.</p> <p>Reference to tourist developments having regard to both natural environment, and existing businesses – such precautions will enable balance for residents and tourists.</p> | |
| 87 | Rosemary Hale | | | |
| <p>8.4 Sustainable Transport</p> | | | | |
| 2 | Ms Denica Russell | | <p>1) The lanes in the Oakamoor area are unable to cope with the current level of traffic. There are limited pavements, poor and minimal street lighting which are hazardous to walkers, cyclists and horse riders. This will be made worse.</p> <p>2) Visitors will still need to get to Stoke railway station and I doubt if the majority will give up their cars for a rail link. Do not consider that a rail link would support local businesses along the valley.</p> <p>Consider that too many cars and lorries will cause major chaos. Can't see that anyone would use a railway. Consider it would drive the walkers and cyclists away that support local businesses and take any customers straight through with no opportunity for local businesses. May help residents commuting to Stoke but nothing in Oakamoor for people to come to. Oakamoor tunnel is a haven for wildlife.</p> | <p>This section requires that “All proposals should aim to support more sustainable means of transport within and into the Churnet Valley and seek to change visitor perceptions of how they can travel around the Churnet Valley by increasing transport choices for those wishing to visit attractions and facilities and, where appropriate, providing facilities to enable visitors to park up and travel from key points by more sustainable travel means, and through measures to manage access and movement and encourage off-site exploration by non-motorised means.”¹²⁷</p> <p>Suggest reference is added in Section 2.1.1 ‘Threats’ to water supply and management being a significant issue for the canal.</p> <p>The Transport Strategy (Section 13 and the Transport Study) are considered to adequately address transport implications of the Draft Masterplan. Staffordshire County Council has confirmed that it has been fully involved in the Transport Study undertaken by Atkins (who are their current Term Consultants) and that they are satisfied with the methodology and feel that the study report represents an appropriate piece of supporting evidence.</p> <p>The Masterplan recognises that further information is required regarding a rail link to Alton Towers with</p> |
| 20 | Ms Lorraine McKechnie-Ryder | | <p>Concerned about the extension of the railway for the following reasons:</p> <ol style="list-style-type: none"> a. Not convenient for most visitors; b. Has a wildlife study been undertaken for the Oakamoor Tunnel? c. The old bridge has a 13 ton weight limit; d. A double track would use up all the available walking space and a single track would be too close to walkers, dog and horses and cause | |
| 21 | Mr Michael J Ryder | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------------|-----------------|--|--|
| 246 | Suzi Cresswell | | <p>amenity issues;</p> <p>e. Lack of viability evidence;</p> <p>f. Lack of detail regarding numbers of trains, journey times, fare prices, size of trains etc;</p> <p>g. A railway would not support local businesses – where would trains stop to let passengers off to spend money and take time out?</p> <p>h. Lack of facilities for visitors to use. No shops and no business that tourists would use that they do not already.</p> <ul style="list-style-type: none"> • Do not consider that the local road network around Oakamoor would be able to cope with additional traffic. Consult the Highways Agency and they will agree. • With regard to the railway consider that a relief road is needed to Alton Towers resort. People will not want to travel further to Stoke to use a train. This idea has not been thought through. In addition do not consider that this railway would support local businesses. | <p>regard to viability and feasibility as there are potential conflicts and impacts which need further investigation.</p> <p>The Masterplan offers its support for existing public bus services and for making better use of existing services. It encourages the retention and extension of existing private bus services from Alton Towers Resort to other attractions and destinations and for new services such as Moorlands Connect.</p> <p>With regards to the potential ecological issues associated with the canal and railway it is considered that the guidance in 8.1 Natural Environment sets out the relevant guidance for considering any future proposals and is in accordance with the NPPF and Core Strategy.</p> |
| 247 | Mr and Mrs Cresswell | | <p>Do not consider that the local road network around Oakamoor would be able to cope with additional traffic. Consult the Highways Agency and they will agree.</p> <p>Do not consider that a railway between Stoke and Alton Towers would respect, enhance and protect the positive aspects of the Churnet Valley or support local businesses.</p> <p>Welcomes the strong commitments at section 8.4 for development proposals to support more sustainable means of transport and increasing transport choices for visitors. The requirement for all development to seek to minimise traffic impacts is also supported.</p> | <p>The Masterplan offers support for the creation of new routes and improvements to existing routes for walking, cycling and horse riding. Consideration could be given to using planning obligations to achieve this. Detailed issues of access to routes etc are not considered a matter for the Masterplan. Detailed issues of specific routes and improvements are also not considered a matter for the Masterplan to address.</p> |
| 28 | Lisa Maric | Highways Agency | <p>The Highways Agency notes that when considering options that are available to mitigate detrimental impacts upon the network DfT Circular 02/2013 'The strategic road network and the delivery of sustainable development' requires capacity enhancement measures to only be considered when travel plan and demand management measures have been fully explored. Whilst acknowledging the rural nature of the area, the Highways Agency would wish to see a commitment within the plan for travel plan and demand management measures to be given full consideration before any new road infrastructure requirements are considered. This should include mechanisms which first seek to reduce the need to travel, particularly single occupancy private cars, and to maximise the sustainable accessibility of new developments, particularly by public transport.</p> | <p>The Masterplan is considered to contain safeguards in relation to ensuring that any future changes to towpaths, footpaths, bridle paths and roads do not impact adversely on the landscape character of the area. 8.1 'Natural Environment' states that "Land uses and the siting and scale of development should respect and enhance the valued characteristics of the Churnet Valley and the local landscape character informed by the Churnet Valley Landscape Character Assessment."</p> <p>Concerns and issues raised in relation to specific locations in the Churnet Valley are considered within Section 7 Character Areas and Section 12 Transport Strategy.</p> |
| 104 | Martin Brightman | | <p>Strongly support the statement at section 8.4 that facilities should be provided 'to enable visitors to park up and travel from key points by</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|-------------------|------------------------------|--------|---|
| | | | | more sustainable travel means.' Greater emphasis should be placed on providing traffic free routes around the valley for pedestrians, cyclists and horse riders. |
| 59 | Jeff Wood | Kingsley Council | Parish | Broadly supportive of proposals to extend the Churnet Valley Railway to Oakmoor and Alton. However, serious concerns were expressed regarding the assumption that the railway would have any effect in reducing the number of road users visiting local tourist attractions. |
| 94 | Jeff Wood | Cotton Parish Council | | Any proposals to extend the Churnet Valley Railway would have no impact on reduction of vehicular traffic visiting local tourist attractions. |
| 252 | Clive Brassington | | | Support extension of the railway to a new station adjacent to Alton Towers. This would relieve a lot of road traffic and provide employment. |
| 109 | John Rider | | | The Caldon Canal is the only linear route through the valley that gives access to all, walkers, cyclists, boaters etc. Boaters on holiday need mooring locations where they can stop for a day or two and spend money. Some of these sites need upgrading, in particular the visitor moorings at Consall Forge. Visitor moorings on the towpath side should not be confused with lines of boats moored on the off-side usually on farmers fields such as Hazlehurst Locks or Springwood Park Farm. |
| 121 | Mr Paul Gethins | Environment Agency | | The Agency has no objections in principle to the promotion of the Uttoxeter Canal between the Caldon Canal at Froghall and the Uttoxeter Gravel Pits, however, it should be noted that such development may not be feasible due to issues of water supply. The feasibility study states that 'while water supply and management have not been addressed, this will be a significant issue for the canal'. It therefore seems appropriate to include this in the 'threats' section of the table in section 2.1.1. The abstraction or impounding of water to provide a source for the restored canal would require a licence from the Environment Agency and there is no guarantee that this would be granted because of the following water resource availability: <ul style="list-style-type: none"> • No water is available in the upper reaches of the River Churnet • Water may be available in the lower reaches for approx 106 days a year (less than 30% of the time) • No water is available from the Leek and Alton units of the Sherwood Sandstone Aquifer. |
| 122 | Mrs K Seaton | Churnet Conservation Society | Valley | Comments relating to roads and transport links: <ol style="list-style-type: none"> 1) SMDC admit that traffic volumes are already beyond the road capacity. 2) Traffic relating to Alton Towers Resort was noted as a key concern by residents and stakeholders in SMDC's |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|--|--|--|--|
| | | | <p>3) Integrated Transport Strategy but this is not addressed. No reference to where these statistics in the Transport Strategy may be found.</p> <p>4) In figure 7.25 the graph clearly shows that the number of vehicular trips averages 500,000 before 2010 but by 2019 this is approaching 700,000. This is not an insignificant increase in traffic numbers.</p> <p>5) Alton is unacceptably blighted with heavy traffic mostly visiting Alton Towers. Some times of the year it is so bad that temporary traffic lights are operated in the centre of the village in an attempt to alleviate this problem. Are these temporary traffic lights 'investment in traffic management issues?'. No other measures have been observed.</p> <p>6) Contradictory admission by SMDC of these traffic problems through constant inclusion that a relief road is necessary while knowing that the route structures are not possible and a road could never be built. There is no possibility of a relief road.</p> <p>7) The concept statement states that Alton Towers will undertake transport investment in order to encourage non car modes, public transport and improved traffic management of the surrounding network. There is no evidence or examples of how this will be done.</p> <p>8) No suggestion of a rail link direct to Alton Towers. Only the use of shuttle buses (which have been cut by 50% for the 2013 season) and service buses.</p> <p>9) To bring the railway along the Oakamoor to Alton route would destroy the established greenway. In order to build this stretch of railway the sides of the valley would have to be dug up / torn away destroying wildlife, tranquility and enjoyment for existing users. Legacy of flat walkways in this area are a bonus to green tourism. There is no study investigating the potential use of such a railway and most people choose to travel by car because it is more convenient for young groups and families. The Moorland and City Railway proposal is merely a private railway servicing a private venue. Unless it connected with a national network and could transport local residents to Derby, Stoke, London etc at a normal passenger speed would only be another non-green tourist attraction at the expense of what is a current asset for the Moorlands.</p> <p>10) Current traffic issues cause disruption in the lower churnet valley and do not support any expansion of leisure centres. The roads are already at maximum strain and the refusal to acknowledge this in the Uttoxeter, Cheadle and Alton area indicates a dismissal of the disruption and inconvenience</p> | |
|--|--|--|--|--|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|---------------------------------|--------|---|
| | | | for local residents. This does not "ensure that the local community are at the heart of the Churnet Valley". 11) It is not proven that the increase in overnight accommodation could reduce local traffic movements. A proper independent survey should be undertaken. 12) Consider that the local roads are not safe to cycle on. 13) The extension of the railway is merely an aspiration and cannot be relied upon. The CVMP makes it clear that the railway's development cannot be taken for granted and therefore bus based modes should be reviewed in the shorter term. |
| 132 | The Waterways Association | Inland | Support. IWA supports the comments made in section 8.4 Sustainable Transport – Canals, and consider that it acknowledges the importance of the navigable Caldon Canal and the derelict Uttoxeter Canal. In particular we welcome support for the long term restoration of the Uttoxeter Canal from Froghall to Uttoxeter. We also welcome the support and encouragement for additional moorings on the Caldon Canal in suitable places including Cornhill and Endon. Support the long term restoration of the Uttoxeter Canal from Froghall to Uttoxeter. Also support additional moorings in suitable places including Cornhill and Endon. Would like to see the provision of a better and more regular rural bus service throughout the Churnet Valley area. Over the last 10 years the number of buses has dramatically reduced and the time of the last bus has got earlier and earlier. |
| 134 | Mr and Mrs Smedley | | Support the Canals section and consider that it acknowledges the importance of the navigable Caldon Canal and the derelict Uttoxeter Canal. In particular support the long term restoration of the Uttoxeter Canal from Froghall to Uttoxeter. Support the encouragement for additional moorings on the Caldon Canal in suitable places including Cornhill and Endon. <u>Para 8.4 states:-</u> "There is also support for the phased extension of the Churnet Valley rail line east of Froghall, initially to Moneystone Quarry and Oakamoor. However, further information is required regarding a rail link to Alton Towers with regard to viability and feasibility as there are potential conflicts and impacts which need further investigation." Response (i) Myself/ most Oakamoor residents have no objection to extension of railway to MQ. Doubt whether visitors would park their car and walk hundreds of feet to Stoke station, then walk similar distance to development at other end (especially if they are also bringing bikes). No physical connection between Oakamoor terminus and Oakamoor itself. |
| 138 | Caldon & Uttoxeter Canals Trust | | |
| 15 | David Slade | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | |
|----|------------|--|
| | | <p>(ii) Extending this railway beyond Oakamoor would be a shame. Used for leisure walks/cycling by visitors from distance away. Whilst rail/path separation is physically possible – resulting path would be restrictively narrow, and unenjoyable. Question how re-using railway line complies with stated principles of ‘rest and relaxation and outdoor activity’. Rail fares on this line are currently very expensive, as not intended as a service railway. Also question to what extent visitors to Alton Towers from Stoke would use rail instead of car.</p> <p>“Bus</p> <p>There will be support for existing public bus services and for making better use of existing services. There will be encouragement for retaining and extending existing private bus services from Alton Towers Resort to other attractions and destinations and for new services such as a shuttle bus between key attractions and destinations and demand-responsive services such as Moorlands Connect. Measures to improve and expand bus facilities and information will be supported, such as bus stops, timetables, electronic messaging, promotional material”</p> <p>Response</p> <p>A better bus service would be welcomed by all. However bus services are privately run and have to make profit. Presently buses only every 2 hours – cannot foresee where extra funding will come from to “encourage” extensions to bus services. Sentiment expressed, is unfeasible. Alton Towers staff buses usually too full to do pick ups.</p> <p>“Road</p> <p>Excessive traffic can harm the valued characteristics of the Churnet Valley, therefore all development should seek to minimise the impact of traffic, particularly within the environmentally sensitive locations. Where new road infrastructure is required, it must be carefully designed to take full account of the valued characteristics of the Churnet Valley with mitigation measures, where appropriate, to protect the landscape and wildlife corridors”</p> <p>Response</p> <p>This is the problem in east of CV around Oakamoor. When Alton Towers open, traffic through village is horrific, but at least not as bad as through Alton (as the latter is signposted for traffic, the former not). However traffic starting to use non-signposted routes owing to sat-nav technology – when Moneystone Quarry development completed – this will no doubt occur along the narrow Carr Bank.</p> |
| 26 | Lee Norcup | Proposed railway link would decimate a beautiful local walk / ride and pollute the River Churnet through increased litter. Rail link |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-------------------------|--|------------------------------|---|
| | | | would bypass local businesses. If it stopped at Oakmoor would have a negative impact on village – no way for railway users to make their way to current / proposed leisure parks so road traffic would be further increased. Also groups of people waiting for trains may engage in anti-social behaviour. |
| 95 | Mr & Mrs Plant | | Do not consider that a railway link to convey visitors to Alton Towers would respect, enhance and protect the positive aspects of the Churnet Valley. Do not consider that a non-stop railway would support local businesses. Consider that a railway extension from Froghall stopping at Oakmoor would negatively affect the village and local businesses. |
| 105 | Tabi Kime | | Do not consider that a railway link to convey visitors to Alton Towers would respect, enhance and protect the positive aspects of the Churnet Valley. Consider that a non-stop railway would support local businesses. |
| 130 | Kate Dewey | Staffordshire Wildlife Trust | We want to emphasize the ecological value of the area adjacent to and including the former Uttoxeter Canal and Railway (SBI) and are concerned that the restoration of the canal and railway is still included in the masterplan. The Wildlife Trust, together with other bodies, including the Environment Agency and Natural England expressed serious reservations during the consultation during the consultation phase, reservations that have not been adequately addressed in the masterplan. In addition to being an opportunity the railway and the canal are identified as threats but with no indication in place regarding either mitigation threats or weighting threat against opportunity. |
| 127 37 112 245 | Mr & Mrs Birch John Williams Christine Worth J.W.M. Jamieson | | Shortage of traffic free horse riding routes in the Churnet Valley / Staffordshire Moorlands area. Horse riders are vulnerable road users. Encouraged by references to improved bridleway provision. This would increase opportunities for equestrian tourism and help to support the local economy. Query how an improved bridleway network will be established e.g. can planning obligations be used to help bring about improvements? Also disappointed that SCC refuses access onto the Leek to Ruyard greenway to horse riders as well as the Ruyard to Rushton section outside of the mini-train operating hours. Consider that such routes are invaluable in establishing the basic infrastructure of a traffic-free network. Query whether a solution could be reached. |
| 79 | Carolyn Somers | | Churnet Valley has very few traffic free horse riding routes. In order to reach Dimmingsdale have to use country lanes which can be hazardous due to Alton Towers traffic. If the Moneystone development were to take place would make it almost impossible for us to ride to Dimmingsdale in the future. |
| 118 | Josephine Shepherd | | Cannot see anything in the plan that protects the safety of horse riders. Many of the roads around Alton Towers and Moneystone Quarry are already dangerous for riders due to heavy volumes of |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|---------------|---------------------|---|
| | | | <p>traffic and this situation would worsen if further development takes place. There is a deficiency in bridlepaths especially due to the downgrading of ancient tracks to footpath status by SCC. There are no details about how the bridlepath network will be improved. Promises of improvements are unlikely to happen due to land ownership and legal difficulties. Until there is commitment and explanations as to how you intend to achieve this then any reference to developments in the lower Churnet Valley should be removed. No more expansion should take place at Alton Towers or Moneystone Quarry until it can be demonstrated how improvements for many horse riders and cyclists can be achieved.</p> <p>Any suggestion of a rail link to Alton should be removed as the route is very popular with walkers, cyclists and horse riders as a link through the valley.</p> |
| 126 | Ian Dickinson | Canal & River Trust | <p>The Masterplan are includes some 14km of the Caldon Canal and Rudyard Lake (which supplies the canal with water) and associated feeder channels, which are in the ownership of the Canal & River Trust.</p> <p>The Trust is pleased to see that the importance and the value of the canal and canal towpath as a multi-functional resource is recognised throughout the Draft Masterplan. The canal is a multi-functional asset having a wide range of roles relating to leisure, recreation, tourism, sport, heritage, environment and regeneration, and unlocking this wide-ranging potential can contribute positively towards achieving many of the aims and objectives of the Masterplan. We are pleased therefore to see that the Masterplan has a positive approach towards encouraging greater use of the canal and improving access to it and connectivity between the canal and other attractions/destinations.</p> <p>Pleased to note the support for appropriate canal-related proposals which could bring in more tourists and support local businesses; also concur with the view that the benefits of such development must always be balanced against the potential impacts that development can have on the local ecology, water resources/supply and the character and heritage value of the canal corridor. The encouragement of increased use of the towpath must also acknowledge the increased maintenance liability that this brings for the Canal & River Trust, and the importance of assessing existing towpath surfaces and considering the need to upgrade them to accommodate increased footfall. More durable surfaces can sometimes change the character of the towpath, and care needs to be taken in selecting appropriate materials which achieve a balance between protecting the character of the canal corridor and providing a more durable surface. Where new development is likely to generate increased footfall on the towpath, the Trust generally looks to secure developer contributions towards the maintenance/</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--|--|--|
| | | | improvement of the towpath in order to offset increase in their maintenance liabilities. It is important that there is proper engagement with the Canal & River Trust over proposals which are likely to affect the canal, and given the importance of the role that the canal can play within the Masterplan area, early engagement with us will be essential if the potential of the canal is to be fully realised. Note the ambitions towards the long term restoration of the former Uttoxeter Canal, and we would concur that in the shorter term, measures to seek to maintain and highlight the route of the former canal should assist in protecting it from future development which might prejudice plans for the restoration or otherwise make restoration more problematic. This would help to protect the former canal route whilst more detailed investigation takes place into the practical issues and considerations which would need to be addressed in a full restoration of the canal. |
| 84 | Kate Hardwick | | Do not consider that a railway built to link Stoke and Alton Towers would respect, enhance and protect the positive aspects of the Churnet Valley – would not support local businesses as it is non-stop, a railway extension from Froghall stopping at Oakamoor would change the whole village with all the visitors and cars. Don't think lanes in between Moneystone Quarry and Alton Towers, as expanded, will be able to cope with increased visitor traffic – Carr Bank Oakamoor very narrow. A52 junction at Whiston not suitable for increased traffic. |
| 115 | Samantha Cunningham / David Robinson-Smith | | Don't think a fun railway or non-stop railway built Stoke-Alton along the Oakamoor-Alton/Denstone walkway would 'respect, enhance and protect the positive aspects of the Churnet Valley' – Oakamoor has been regenerated from industrial site to picturesque village, known for its walks/cycle trails. A reinstated railway would have a negative effect on local businesses (as it would stop people walking down the disused railway to Dimmingsdale). |
| 269 | Brian Sammons | | A heritage railway extension from Froghall to Oakamoor could possibly benefit Oakamoor/local businesses, subject to where it would stop : not if it stopped at the Riverside, as poor access/no parking. On the former station sites, may be better. A shuttle railway to AT – can't envisage people getting off at Oakamoor/Alton. The proposals to reinstate a railway and canal should be subject to minimal impact on landscape/wildlife. Walking etc – provision should be made for good maintenance funding to be made/retained. |
| 142 | Sheila Penfold | | Quotes " <i>Excessive traffic can harm the valued characteristics of the Churnet Valley, therefore all development should seek to minimise the impact of traffic, particularly within environmentally sensitive locations</i> " – this statement exactly qualifies necessity to restrict all proposed development at Consall , which would inevitably lead to |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------------------------------|----------------|------|---|---|
| | | | further traffic in this environmentally sensitive location. | |
| 8.5 Economic Development | | | | |
| 137 | Claire Skitt | | Rural communities need diverse range of successful local businesses to flourish. Small local businesses promoting local goods/services/employing locals, should be encouraged through funding programmes (Staffs Peak District Tourism Association/Destination Staffordshire), workshops and events. New employment development should preferably use existing rural buildings well served by road network; or located in specific employment areas. <u>All major developments should be expected to sign employment charter to maximise local labour/supplies.</u> | The Masterplan at Section 8.5 'Economic Development' states, "Rural communities need a diverse range of successful local businesses and workopportunities in order to flourish in the Churnet Valley. Small and local businesses which promote local goods and services and employ the local workforce shall therefore be encouraged and supported through funding programmes and through work with Staffordshire Peak District Tourism Association and Destination Staffordshire to support business development, with workshops and business development events. New employment uses should preferably use existing rural buildings in locations which are well served from the main road network or be located in specific employment areas which are capable of serving businesses. Alternative uses for existing employment areas will only be supported where the premises or site is unsuitable or unviable for continued employment use. All major employment developments will be expected to sign an employment charter to maximise local labour and supplies. There will be support for traditional small scale farming which respects the biodiversity, heritage and landscape character of the area." No changes are considered necessary to this section. |
| 142 | Sheila Penfold | | Quotes "maximise local labour and supplies" – CVMP proposals for tourism development do not create local jobs for local people. Catering companies operating at Consall Hall are based outside District and provide their own staff. In the wider case, recently Alton Towers has been unable to fulfil their staffing requirements from local sources and actively recruit abroad. Type of jobs created by this kind of development are usually casual/part time/low paid. | |
| 8.6 Green Initiatives | | | | |
| 136 | Mike Shurmer | RSPB | Pleased to see the inclusion of reference to the use of woodfuel and support for the CVLLP Woodland Management Project. There is a great potential in the Churnet Valley for woodlands to be managed to produce woodland products, such as woodfuel, whilst being suitably managed for biodiversity. Also welcome the statement for support to be given to the CVLLP woodland project. | Comments noted. No changes suggested. |
| 8.7 Design Principles | | | | |
| 136 | Mike Shurmer | RSPB | Suggest that the criteria given as bullet points are very broad and could be honed to promote more sympathetic design. We would | The Council is in the process of producing a Design SPD which will specifically address design changes |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|----------------------|--------------------|--|---|
| 47 | Mark Harrison | The Coal Authority | <p>also suggest they could be made more locally relevant and specific. For example, the bullet point on materials could be expanded to say that materials should be sustainable sourced and natural in origin.</p> <p>Note that mining heritage of CV is briefly referred to in Section 2.0.7. in relation to area's historic character, which is supported. However, CVMP provides no guidance to developers making them aware that mining legacy/unstable land is a potential risk that requires due consideration during development proposals. Therefore consider this issue should be addressed under Development and Management Principles.</p> <p>CA has already provided Planning Department with GIS data in 2011 showing spatial extent of mining legacy – to assist them in understanding when Coal Mining Risk Assessments should be submitted. Therefore recommend inclusion of the following additional text to Section 8.7 – to ensure developers are made aware of the need to give due consideration to ground conditions/mining:-</p> <p>“Assessments will start initially with looking at the value of retaining and re-using what is there. Depending on the outcome of the initial assessment, the design quality of proposals will then be assessed using the following criteria:</p> <ul style="list-style-type: none"> • Height • Local distinctiveness • <u>Site constraints</u> <p>Opportunities should be taken to enhance the Churnet Valley by the treatment or removal of features or buildings which detract from the high quality of the area. <u>This could also include remediation of contaminated and/or potentially unstable land resulting from past mining activities within the area.</u> Positive improvements will be supported.”</p> <p>There is no mention of the measures needed to compensate owners of “features or buildings” deemed to “detract from the high quality of the area”. Also no explanation of the threshold of when such a detraction occurs. Question who decides what constitutes a “positive improvement” and how this will be policed.</p> <p>No mention of measures that will have to be put in place to compensate owners of “features or buildings” which are deemed to “detract from high quality of area”. No mention of thresholds of acceptability about when a building/feature detracts in this way. Question who decides what constitutes what a “positive improvement” is.</p> | <p>considerations. No further references are considered appropriate for the Masterplan.</p> <p>Suggest adding a reference to the need to consider site constraints. Also suggest adding a reference to remediation in the design principles.</p> <p>Design quality will be assessed using best practice issued by national agencies including the Design Council and English Heritage as stated in the design principles. Supporting evidence such as landscape and historic characterisation work will be used to determine features or buildings which detract from the high quality of the area. National and local planning guidance does or will establish what a positive improvement is and such guidance will include the Council's Design SPD which is currently being prepared.</p> |
| 111 | Adrian Shufflebotham | | | |
| 141 | Andrew Wardle | | | SMDC HAS to publish rules/guidelines as to when |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--------------------------------------|----------------|------------------------------|--|---|
| | | | buildings/features are deemed to detract from high quality of area.. General wording is unenforceable. | |
| 9 Implementation and Delivery | | | | |
| 28 | Lisa Maric | Highways Agency | <p>Welcome the presumption in the document that new developments will be required to contribute to the defined Transport Strategy through developer contributions where this is deemed necessary and reasonable in order to make the development acceptable. It would be helpful to include, within the document, guidance that developers will be expected to undertake appropriate Transport Assessment and Travel Planning in consultation with the highway authority as an integral part of any planning application.</p> <p>As the Masterplan lists a number of Key Actions throughout, it is important that there is some form of delivery plan to enable the vision of the plan and the recognised opportunities and actions to be carried out. As such, we welcome there being some thought given to this. However, we would comment that the current delivery plan presented in the consultation draft is quite short and not particularly detailed.</p> <p>In section 9.0.1 it states that key opportunities and timescales will be incorporated in the Masterplan prior to it's adoption. We look forward to seeing how this process continues, as this will be necessary to achieve the stated aims of the Masterplan.</p> <p>Also, interested in understanding whether a monitoring plan will be considered, to help judge the progress and effectiveness of the delivery. We feel this would be very useful and necessary part of any implementation plan.</p> | <p>It is suggested that a reference is added to the end of 13 Transport Strategy to developers being expected to undertake appropriate Transport Assessment and Travel Planning in consultation with the highway authority as an integral part of any planning application.</p> <p>The comment on the reference in the Masterplan to there being a set of timescales for the key opportunity sites before its adoption is noted. This will be added to the Masterplan before adoption.</p> <p>It is suggested that a section is added on monitoring. To recognise the importance of monitoring and reporting the performance of the Masterplan in the Annual Monitoring Report (AMR).</p> <p>It is suggested that the reference to Moorlands Link is amended to reflect the suggestion made by Staffordshire County Council.</p> <p>The initial priorities are over a ten year time frame. The risk assessment and set of timescales for key opportunities are to be incorporated prior to the Masterplan being adopted. These are not considered to be matters which require public consultation on.</p> <p>The reference to Low, Medium and High risk uses the standard assessment of risk which is also used in the Core Strategy. It is considered to appropriately address issues.</p> <p>Issues raised relating to public consultation such as the options consultation responses, public support for AONB, duty to cooperate are considered in section 3 Consultation.</p> <p>Staffordshire County Council have been involved through the production of the Masterplan and specifically responded in relation to minerals issues</p> |
| 136 | Mike Shurmer | RSPB | <p>Support. It is suggested that a change in the text is necessary to give a better description of the Moorlands Link. The third sentence in section 9.0.8 should be replaced with the text below:</p> <p>'The Staffordshire Moorlands link consists of 23km connection from Stoke-on-Trent to the Manifold Trail and the Roaches via a segregated cycle route between Stockton Brook and Cheddleton (utilising the Caldon Canal towpath) combined with an on-road route from Cheddleton to the Manifold Trail.'</p> <p>Para 9.0.1 wording puts entirety of CVMP in doubt: <i>"In order to ensure that risks are fully addressed there is a need for a risk assessment and set of timescales for the key opportunities to be incorporated within the Masterplan. This will be done prior to the Masterplan being adopted and may be subject to change over time"</i>. Para 9.0.1 raises significant uncertainty about CVMP content. Further it seems that risk assessment and timescales for key opportunities will not be the subject of community consultation. Clarification needed.</p> | |
| 119 | James Chadwick | Staffordshire County Council | | |
| 106 | Paul Denning | | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|---------------------|--|--|
| | | | <p>at the options stage as well as this stage (statutory public consultation). Further issues have been raised regarding mineral issues at this stage.</p> <p>The Masterplan sets out in Table 1 Delivery of Opportunity Sites with Concept Statements and at 9.0.6 the types of enhancements and potential funding sources for the hubs are listed in Table 2.</p> <p>The reference in 9.0.11 to AONB is considered appropriate and sets out that whilst the Council is supportive of AONB designation and will work with relevant parties to seek designation it can only go so far, and cannot determine applications within the potential AONB area as if they were subject to a formal AONB designation. AONB designation can only be considered as a material consideration after the designation order has been made and confirmed under the Countryside and Rights of Way Act.</p> <p>It is suggested that a reference is added in all sections of Table 2 to the CVLLP being a potential funding source.</p> <p>Transport issues raised regarding specific sites have been considered in section 8.4 Sustainable Transport and 13 Transport Strategy.</p> <p>The issue of how consultation and community views have been considered is detailed in 3 Consultation.</p> |
| 101 | Adrian Shuffebotham | | <p>It is disappointing that introduction to CVMP presents no vision for CV in relation to a clear timetable – nor is there emphasis of strong community desire for AONB designation, as now supported by the Council. Only reference to community aspiration for AONB designation in para 6.8.7. A major consequence of community consultation was desire for “minimal change” plus AONB support – these are not reflected. Have therefore invited Karen Bradley MP to intervene.</p> <p>Disappointing CVMP does not include views of County Council on key strategic issues for which it has responsibility. Consequently expectations para 180 NPPF and Duty to Cooperate not followed. For example County Council are only now responding on minerals issues under <u>final</u> consultation, and therefore the community will not be consulted.</p> <p>Page 126 para 9 Implementation and Delivery: para 9.0.1 reference to Masterplan initial priorities over 10-year timeframe, implies plan period 2013-23. Quote “in order to ensure risks are fully addressed there is a need for risk assessment and set of timescales for key opportunities to be incorporated within Masterplan. This will be done prior to Masterplan being adopted and may be subject to change over time” – this para raises uncertainty about CVMP content. Further, risk assessment and timescales will not be subject of community consultation. Clarification is needed.</p> <p>None of the various opportunities in CVMP accepted as deliverable. Statement indicates (surprising) doubts. Council presents document as draft Masterplan, but page 126 reveals that Masterplan cannot be relied upon. le a list of aspirational opportunities not tested by Council, or with County Council (para 180 NPPF). This final consultation stage in advance of approval of District Core Strategy. Given my various concerns, have written to Karen Bradley MP for her intervention.</p> <p>Implementation and Deliver Table, page 127: the “Risk” Section uses the words “Low” “Moderate”, “Medium” and “High”. This document should not have been produced without including definitions.</p> <p>Implementation and Delivery Table 1 – The “Risk” section of table uses words “Low/Moderate/Medium/High” – document should not have been produced without including definitions of these words.</p> <p>Risk assessments and timescales – questions the situation regarding change of ownership of key opportunity sites eg Consall Hall Gardens. Questions what constitutes “moderate” risk.</p> <p>Page 128 Objection – inappropriate wording</p> <p>Para 9.0.11 – wording demonstrates weak commitment to AONB</p> |
| 141 | Andrew Wardle | | |
| 142 | Sheila Penfold | | |
| 38 | Ivan Kent | | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|--------------|------------------------------|--|
| 130 | Kate Dewey | Staffordshire Wildlife Trust | with get out clause [refer to earlier objections] The Churnet Valley Living Landscape could be thought of as a source of grant aid for any of the five rows of activity, rather than just the one that is proposed. |
| 137 | Claire Skitt | | <p>Para 9.0.9 - Staffs Tourism Study (2011) stated that best way forward is a coordinated planning and sustainable development approach combining encouragement of tourism with management of environment. Preparation of CVMP gives opportunity to make recommendations for planning/management structures. States that AONB model used in some authorities is ideal way.</p> <p>Para 9.0.11 – Council is supportive of AONB designation. However Council cannot determine applications in meantime as if area were AONB – only after designation confirmed in law.</p> <p>OUR RESPONSE – At a loss to understand AT/Moneystone proposals. Not possible to widen/alter existing roads (AT); roads are dangerous/steep/not 2-way. Question how Council envisage Moneystone-AT connectivity without accepting traffic reality. Unless a one-way system introduced, no way of controlling visitor traffic/route choices. Concerned that drivers behind opportunity sites are private commercial concerns – new development is tip of iceberg. Future of valley is not what CVMP offers – providing for growth of commercial concerns (tax income); and thrill seekers will spend only in those resorts – local business will decline through competition. Communities in CV should be at centre of developments.</p> |

12 Alton Towers Resort Appendix

| | | | |
|----|-------------|--|--|
| 15 | David Slade | | <p>Para 12.1 states:-</p> <p>“The Atkins Report concludes that the Long Term Plan will result in some increases in admission numbers, but that the highway network has capacity and can accommodate the increase without material environmental effects being likely to arise. It also concludes there is no need for a new “eastern access” as a result of the Long Term Plan proposals.”</p> <p><u>Response</u> Statement inaccurate. The traffic streams past my residence continuously during peak times. At other times of day, whilst there is capacity, people will not visit the resort at those times. Traffic jams at peak times, eg at Star junction. Shame that eastern access not instigated.</p> |
| | | | <p>This section sets out the role of the Transport Liaison Group which includes representatives from Alton Towers Resort, Staffordshire County Council, Staffordshire Moorlands District Council and East Staffordshire Borough Council and that the Highways Authority will make the ultimate decision when allocating spending and implementing the transport initiatives. The Transport Liaison Group meetings are organised by Staffordshire County Council as the Highways Authority any issues in relation to this should be raised with them directly.</p> <p>A Legal Agreement is to be agreed which will secure future contributions.</p> <p>The Masterplan, once adopted will be a material</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | | | | |
|--|-----------------|-----------------------|--|-----------------------------|------|-------------|----------|
| | | | Para 12.9 states:- "To identify projects to actively restore elements of the park's heritage assets. This will involve the site's listed buildings." <u>Response</u> Do not understand why Alton Towers are not subject to more Section 106 agreements with approvals for new rides. These agreements could be used to ensure the restoration of the original dilapidated house and greenhouses. Believe this has not been done as it would not add to company's profits Expansion at Alton Towers will not help local businesses as the public will be kept on site. It will only help Alton Towers who seem to obtain planning permission for any development regardless of public opinion. Given the present level of seasonal traffic congestion, particularly in Denstone, Alton, Oakamoor and Cheadle, the Council were astonished by conclusions in the survey that the present road network was adequate and could accommodate an increase in traffic flow. Given the present level of seasonal traffic congestion, particularly in Oakamoor, Cotton (especially Beelow Lane where coaches/buses are unable to pass) Alton, Denstone, Cheadle and Uttoxeter the Council were astonished by conclusions in the survey that the present road network was adequate and could accommodate an increase in traffic flow. Alton Towers Resort Appendix page 136: | consideration applications. | when | considering | planning |
| 35 | Mr David Fowler | | | | | | |
| 59 | Jeff Wood | Kingsley Council | Parish | | | | |
| 94 | Jeff Wood | Cotton Parish Council | | | | | |
| 38 | Ivan Kent | | | | | | |
| <p>Object to inappropriate wording para 12.1 Transport Strategy. There are concerns regarding the conclusions reached by Atkins Study [see earlier objections].</p> <p>Alton Towers Transport Liaison Group meetings records should be in the public domain (SMDC website).</p> <p>The Midland [sic] [Moorlands] and City Railway company wants to re-open railway to transport people to Alton Towers but acknowledge there will be no passenger stops for local residents. AT Long Term Plan makes no specific mention of supporting MCR – proposals are aspirational with no specific plans in place and therefore should have little weight in CVMP. Similarly CVMP makes reference to SMDC having transport strategy. Questions existence (accessibility) of this.</p> | | | | | | | |

13 Transport Strategy

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|---------|---------------------------|----------------------|---|--|
| 36 | Mr Adams | Arthur | <p>Supports the broad detail of this, however:</p> <ol style="list-style-type: none"> 1) All developments should be banned until the surrounding road network is sorted out. The transport study should be used as a leverage to achieve this objective. 2) A sensible solution to the development of a new entrance at Alton Towers should be sought. 3) The proposed road works at Rocester and Denstone are a waste of time if the traffic still results in a bottleneck at Alton village. 4) The Cheadle-Alton road needs to be kept as free as possible for emergency vehicles. 5) Pedestrian traffic lights are needed at Alton; the present road humps are a total waste of money. | <p>The findings of the Transport Study have been used to inform the Masterplan Transport Strategy which has been supported by Staffordshire County Council who is the Highways Authority. The Transport Strategy includes a variety of measures that are essential and desirable relating to the proposals at Cornhill, Bolton Copperworks, Moneystone Quarry, Leek and Cheadle.</p> |
| 42 | Alan Jones | | <p>Support. This is the key issue of the plan. It is especially important in Leek.</p> <p>SMDC should be vigorously promoting the reopening of the railway to Stoke, as this is the only way that a more sustainable transport strategy can work. It is not sufficient to hope that market forces may one day be favourable enough to warrant private sector investment. SMDC should be doing what many other enlightened and visionary councils have done and are doing, that is funding feasibility studies, cost benefit analyses and business models, as well as actively looking for private sector partners. A firm plan to reopen this line would encourage inward investment in the rest of the Cornhill project.</p> <p>There is no point in allowing more development at Moneystone or Alton Towers without putting the rail infrastructure in place.</p> <p>The link from Leek to Stoke would benefit residents as well as visitors, of course.</p> <p>The leek extension to CVR/MCR must be conditional to preserving the existing use of the track bed as a cycle link from Cheddleton to Leek. The positioning of run-round loops for the trains and development of cycle exists from the track must form part of any planning application. This also applies to the section between Oakamoor and Alton.</p> <p>The wording of the Plan should reflect the Council's commitment to sustainable transport, and the development of better cycle links by using more emphatic language, so that the planners are given an unambiguous set of parameters to use when considering potential planning applications.</p> | <p>Staffordshire County Council has confirmed that it has been fully involved in the Transport Study undertaken by Atkins (who are their current Term Consultants) and that they are satisfied with the methodology and feel that the study report represents an appropriate piece of supporting evidence. The assumptions used in the Transport Study are considered by officers to be appropriate and it is made clear in the report that assumptions have been used. The comments on how the Transport Strategy measures are implemented are noted.</p> <p>The Alton Towers measures have been dealt with separately by the County Council through the Long Term Plan and Traffic Liaison Group.</p> <p>The comments and concerns raised regarding the Transport Study (2013) and its findings are not considered to be warranted. TomTom analysis and a site visit were undertaken to inform the Transport Study in relation to Alton Towers. The Transport Study (2013) states that the "TomTom analysis, and consultation with SCC, plus stakeholder feedback in regard to the Integrated Transport Strategy, confirmed that traffic congestion is occurring on the approaches to Alton Towers...As no notable change in trip rates is expected over the coming years, and the Long Term Plan already outlines a number of transport measures (and in light of the recent funding received for SCC to introduce Local Pinch Point improvements), this Transport Study will not raise any further interventions for the site."²⁸ The Core Strategy requires that "Further development at Alton Towers shall be considered against the guidance set out in the Masterplan. This may include, as appropriate, measures to improve the principal access routes to</p> |
| 57 & 58 | Mr P Housiaux and Whiston | Whiston Action Group | <p>Consider that :</p> <ol style="list-style-type: none"> 1) Atkins have been given privileged access to information | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|--|--------------|--|---|
| | Action Group | <p>and/or have had discussions with SMDC and Laver Leisure which are not yet in the public domain.</p> <p>2) It should be raised that there is a formal complaint regarding the choice of Atkins by SMDC officers to undertake the traffic report when they are so closely and commercially identified with a major client of Alton Towers Resort.</p> <p>3) The Atkins report states that the Birmingham team relied upon the Manchester teams work relating to Alton Towers. Clearly the Traffic Report incorporates data specifically prepared by Atkins on behalf of their clients Alton Towers despite SMDC officers suggesting staff from a distant office employed by Atkins have been used to prepare the transport study.</p> <p>4) No figures are provided to show base flow data (Table 5.2 item 20&21). The am and pm development traffic data given is therefore meaningless.</p> <p>5) Atkins have not sought to deal with or comment on the basis of up-to-date traffic, health, environmental or road safety data or the content of the 2011 Accessibility and Connectivity study of 2011.</p> <p>6) The report is overly simplistic and lacks any real or up-to-date traffic data. Traffic data collection was limited to inappropriate times, venues and days with the result that any findings are unreliable.</p> <p>7) With regard to traffic issues and any development plans that might be expected at Alton Towers, residents are justified in their view that this failure to 'grasp the commercial nettle' demonstrates the inadvisability in commissioning Atkins to undertake the transport report.</p> <p>8) The report fails to provide details of:</p> <ul style="list-style-type: none"> • the narrowness of surrounding roads and lack of footpaths; • growing danger to children and residents walking to Whiston village hall / playground by visitors to Alton Towers; • meaningful traffic accident data relating to the road network, particularly Alton and Whiston areas; • the blind bends, broken and crumbling road edges and poor road surfaces; • that the access roads that serve Moneystone Quarry do not have any substrate. Introducing 100,000 additional visitors would quickly destroy the road network; • The school bus which collects and drops pupils at Whiston Eaves Lane and associated vehicular movements at these times of the day in this location. | <p>Alton Towers and the provision of a road link. The Masterplan refers to Alton Towers as a gateway not a hub.</p> <p>The issues raised regarding the railway are considered in section 8.4 Sustainable Transport.</p> <p>Issues of further accommodation provision at Alton Towers is considered in section 7.7.6 Alton Towers Resort Opportunity Site.</p> <p>Suggest that the text at 13.2 is amended to include the words Alton Towers Resort. Also, suggest that the titles for the tables are placed at the top of each table rather than at the bottom.</p> |
|--|--------------|--|---|

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|------------------|--|---|--|
| | | | <p>9) To recognise the above constraints would have undermined the plans to see the development of Moneystone Quarry. It is considered that it is not possible for any significant amelioration to traffic problems created by such a development. This is clearly evidenced by the continual and growing traffic problems that daily affects Alton during the ever expanding season of Alton Towers. Any competing development at Moneystone Quarry would exacerbate an already bad highway problem.</p> <p>10) Atkins has predicted housing developments at specific places when no decisions have been reached in the Core Strategy Document .</p> <p>11) The report fails to take account of what is proposed in the CVMP at the Bolton Copperworks site. It is unclear if this is an oversight and an FOI request has been submitted.</p> <p>12) The projection of a 51% increase in traffic through Ipstones is unsustainable.</p> <p>13) Lack of any objective view at Cornhill. These are not findings and amount to speculation only.</p> <p>14) With regard to Alton Towers:</p> <ul style="list-style-type: none"> • considers that the report relies on out of date assessments; • disagree that there will be no or only marginal increase in traffic flows to and from Alton Towers during the CVMP period. • The report refers to Alton Towers as a 'hub'. This may be evidence of an intention to spread the attraction outside of the park. It is submitted that if tourist accommodation were to be granted planning permission there would be an over-supply of accommodation within a 3-4 mile radius with a seriously damaging effect on small B&Bs in the area. <p>15) Atkins should be asked to reconsider the section on the re-use of the railway line as it is out of date.</p> <p>16) There is strong opposition to the re-opening of the rail link from Froghall to Oakamoor. Proposals cannot be considered economically sustainable and they would be in contravention to the legally binding principles of economic and environmental sustainability.</p> | |
| 104 | Martin Brightman | | <p>Consider that the transport strategy is poor. Traffic is a key development issue and little thought and weight has been given to this. Do not consider that the masterplan makes a commitment to deal with issues e.g. 'bus frequency to be investigated', 'connections with existing pedestrian and cycle routes should be reviewed'.</p> <p>Do not agree with the transport study conclusion that planned</p> | |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------------------|------------------------------|--|
| 53 | Richard & Joan Jenkins | | increases in visitor numbers can be accommodated 'without material environmental effects being likely to arise'. Calls into question SMDC's competence to protect the environment of the Churnet Valley. |
| 43 | Mr Jonathan Shephard | | <p>Paragraph 6.30 - 6.31 Disagree that the increase in arrivals and departures of traffic would be minimal. Expect the figure would be significantly higher due to the number of lodges and the fact that holiday leave tends to take place during certain weeks of the year. Strongly agree that the impact on Whiston and Oakamoor should be taken into account in light of the increased traffic through the otherwise peaceful rural villages.</p> <p>Paragraph 6.32 Use of Blakeney Road and up through Oakamoor to reach Alton Towers during winter months in adverse weather conditions will bring traffic to a halt. HGVs cause regular problems getting stuck on Froghall Bank. The junction between Whistoneaves Lane and the A52 is dangerous and will be made even more hazardous with more traffic. Consider that just cutting back the hedges would not solve the problem.</p> <p>Paragraphs 6.34 - 6.35 Consider that there will be a much greater increase in volumes of traffic through Whiston than has been admitted. Cyclists, walkers, narrow lanes and increased traffic on a road with no pavement is dangerous. In terms of cycle routes any routes the plan can come up with within the valley are probably already used.</p> <p>Do not consider that the Transport Study is a true reflection of the impact the increased traffic to and from 250 lodges and a hotel would actually have on Oakamoor and Whiston.</p> <p>Object to Atkins undertaking the Transport Study for the Council as they are also employed by Alton Towers creating a conflict of interest so results cannot be relied upon. Do not agree with view that if all the development proposals suggested go ahead there will be no additional impact on the road network. Alton already has a traffic problem particularly at certain times of the year from Alton Towers traffic. The Council's inclusion of a relief road in the Core Strategy acknowledges that traffic volumes are also beyond capacity. As the relief road will never be built, query what other measures are suggested to deal with problem? As there is no apparent solution to current congestion consider that it is wrong to approve any development that increases traffic volumes. Suggest that all plans for Alton Towers and Moneystone should be removed until an impartial traffic report is commissioned.</p> |
| 119 | James Chadwick | Staffordshire County Council | Support. There appears to be some text missing in section 13.2. Also the headings for the tables come underneath rather than at the top, which is slightly confusing. |
| 25 | Ms Clair | | The roads in and around Oakamoor are unsuitable for increased |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | |
|-----|------------|----------------------------|---|
| | Chapman | | <p>traffic levels. Expanding the road would impact on surrounding villages, the environment, wildlife and countryside. Disused railway line between Alton and Oakamoor is well used by locals and visitors and is a beautiful walking route. Consider that a railway would not be well used as people would prefer to use private transport instead. Railway would not increase use of local businesses as it is a non stop service.</p> |
| 168 | | Oakamoor Council Parish | <p>The impact of traffic on the special qualities of the southern end of the Churnet Valley and the quality of life for the residents of Oakamoor makes it by far and away the predominant issue associated with development within the Churnet Valley.</p> <p>Concerned that the Accessibility & Connectivity Study undertaken by AECOM highlighted a number of serious issues associated with transport to attractions in rural areas which the Atkins report does not address.</p> <p>The Atkins study is not comprehensive enough and seems to be selective with evidence. Some of the data used in the calculations is 12 years old and clearly out of date. It is obvious that insufficient on-site studies have been undertaken. It is unbelievable that it fails to consider that Alton Towers traffic is a major issue.</p> <p>Concerned about conflict of interest as Atkins have also been employed by Alton Towers. With this in mind would question validity of this report and suggest that a further study is undertaken by an independent contractor. Consider that this would underpin what the Parish Council consider to be the most important issue associated with the masterplan and help to achieve all of the stated masterplan principles.</p> |
| 117 | Tim Robins | | <p>Do not consider that Atkins can provide impartial advice as they have been employed by Alton Towers for their own transport survey to inform their long term plan.</p> <p>Alton is already unacceptably blighted with heavy traffic mostly visiting Alton Towers. It is so bad at certain times of the year that Alton Towers operates temporary traffic lights in the centre of the village in an attempt to alleviate the problem.</p> <p>SMDC provides a contradictory admission of traffic problems through the assertion that a relief road is necessary while knowing that the route structures are not possible and that such a road could never be built.</p> |
| 248 | CD Sleight | | <p>Do not consider that Atkins can provide impartial advice as they have been employed by Alton Towers for their own transport survey to inform their long term plan.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|--|---------------|-----------------|---|--|
| | | | <p>The survey makes no mention of all the problems with the local roads which are narrow and not able to accommodate the existing traffic and vehicles have to mount the pavement when passing buses and commercial vehicles many of which are no doubt serving Alton Towers. How can the infrastructure accommodate any more traffic is a question that deserves an answer before any decision is made.</p> | |
| 98 | Mr. W Pitt | | <p>Top priority must be given to the roads. Cheadle is a bottleneck. It is impossible to cross the road on the main street through Alton. The road from Cotton to Farley does not have enough space for buses to pass. Out of the 3 roads to Moneystone Quarry only 1 is useable – Blakely Lane and Carr Bank are too narrow.</p> | |
| 269 | Brian Sammons | | <p>A link from A520 (Britannia/Coop) to the A53 would be useful and keep traffic out of Leek and road from Cheddleton to Longsdon. An increase in road capacity at Froghall should be avoided. There should be no road improvements in Moneystone vicinity. The further improvement of Blythe Bridge crossroads must avoid traffic further dominating centre of village.</p> | |
| <p>Habitat Regulations Assessment (HRA)</p> | | | | |
| 139 | | Natural England | <p>Do not fully agree with the HRA in relation to Cannock Chase Special Area of Conservation. Unfortunately because of this we are therefore sound at this time. However, we are confident that the Local Planning Authority can easily resolve this matter and have made recommendations to assist the Authority in doing so. Do not fully agree with the reasoning behind the conclusion of no likely significant effects on Cannock Chase Special Area of Conservation (SAC), and that further development in proximity to the SAC could result in adverse effects on the integrity of this site. Provide detailed comments in relation to this and state that with the following amendments to the HRA Screening, we would be able to sign-off the HRA and confirm our view that the Churnet Valley Masterplan is sound:</p> <ol style="list-style-type: none"> 1. Clarify that the CVMP SPD area is partly within the 15km Cannock Chase SAC Zone of influence. 2. Clarify the housing allocations made in the SPD and whether they are inside or outside of the 15km Cannock Chase SAC Zone of influence. We suggest that this could be presented simply and clearly on a table. 3. Clarify how potential in-combination effects on Cannock Chase SAC have been taken into account. 4. Confirm that the SPD has a strong focus on leisure and tourism within the Churnet Valley, focusing on recreational use away from Cannock Chase SAC (already covered in the HRA). | <p>The initial concerns raised by Natural England on the HRA were considered by officers and the consultants who produced the HRA Screening Report were asked to consider and respond to Natural England's comments. An updated report was produced by the consultants and submitted to Natural England who have confirmed that they are now satisfied that the Masterplan is sound and legally compliant.</p> |

Appendix 27 Summary of representations to the Draft Masterplan and officer response including late representation

| | | | | |
|-----|--|---|---|--|
| | | | <p>5. Confirm that the emerging Core Strategy policy NE1: Biodiversity and Geological Resources applies and provides a final backstop to ensure no adverse effects on any European site.</p> <p>The above amendments could be provided by amending the HRA or by providing a separate addendum to the HRA. We anticipate that with these changes, we would be able to confirm the CVMP SPD is legally compliant, and therefore sound.</p> | |
| 139 | | <p>Natural England additional comments received</p> | <p>Thank you for your consultation on the revised Habitat Regulations Assessment for the Draft Churnet Valley Masterplan SPD. Natural England welcomes the revisions to the Habitat Regulations Assessment (HRA). The changes clarify the situation with regard to Cannock Chase Special Area of Conservation (SAC), and better justify the conclusion that there would be no likely significant effects on Cannock Chase SAC, alone or in combination with other plans or projects. Natural England is now satisfied that this conclusion is appropriate and we can therefore confirm that in our view the Churnet Valley Masterplan SPD is legally compliant and sound.</p> | |

Please note that officer responses to these comments are covered within the officer response above.

| Response No. General | Name | Organisation | Summary of Representation |
|--|-----------------|--------------|--|
| 277 | Philip Crawford | | Hopes that natural habitats and diversity of the Churnet Valley are preserved. It is clear that excessive tourist access can in fact destroy a natural environment. |
| 7.4.8 Consall Hall Gardens 277 | Philip Crawford | | The development of holiday lodges at Consall Hall Gardens and other developments are going to put more traffic onto the lanes around Consall and the A520. This poses safety issues for wildlife and for anyone who lives in the area and uses the lanes and A520. |
| 13. Strategy 277 | Philip Crawford | | Live in Wetley Rocks the A520 has destroyed this village with noise, dirt, smells and vibrations as well as the safety of residents, particularly older residents who are at risk when trying to cross the main road. Putting even more traffic onto this road is only going to increase risks. Plans to develop the area should include measures to ensure the safety of all that will use the area including the local residents. Isn't it time when considering development to this area to build a bypass for Wetley Rocks and to ensure that local lanes do not become congested by drivers who use them as racetracks and rubbish dumps. |