

# STATEMENT OF COMMUNITY INVOLVEMENT

Land West of Sheffield Road, Hoyland

NEWLAND DEVELOPMENTS

191HA800

DEVELOPMENT & PLANNING | LEEDS

August 2020



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Version	Prepared by	Approved by	Date
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## 1. Introduction

- 1.1 Cushman & Wakefield (C&W) have prepared this Statement of Community Involvement to support the Masterplan Framework for Hoyland West. Hoyland West comprises of 49ha of employment land (Policy ES13 in the Barnsley Local Plan) and land to accommodate circa 100 dwellings (Policy HS57 in the Local Plan).
- 1.2 Further details of the proposed development are described in the accompanying Masterplan Framework prepared by FCPR and Barnsley Metropolitan Borough Council.
- 1.3 Cushman & Wakefield have been instructed to provide public relations and community consultation support for this proposal, incorporating a strategy for community engagement alongside Barnsley Council.
- 1.4 This Statement of Community Involvement has been prepared by C&W on behalf of Newlands Developments UK and Barnsley Council to support the preparation of the Hoyland West Masterplan. .
- 1.5 This Statement of Community Involvement sets out how Cushman & Wakefield together with Newlands Developments UK and Barnsley Council have engaged with the relevant stakeholders including elected members and local residents in the planning and development of this Masterplan.
- 1.6 The consultation process has included a community consultation for the Hoyland West Masterplan Framework. The Hoyland West Masterplan Framework covers an area of 52.5ha including land falling within Local Plan Policy ED13 and HS57. The Hoyland Masterplan Framework, once adopted, will provide the overarching development principles for Hoyland West. A copy of the Illustrative Masterplan Framework is in Appendix 1.
- 1.7 This community consultation strategy was agreed with Barnsley Council that due to COVID-19 the consultation of the Masterplan Framework has been online only and has included a series of question and answer sessions open to the local community.
- 1.8 A significant number of people within the community have responded to the consultation which has proven to be extremely useful for gaining local stakeholder and community opinion. The representations will be reviewed and where appropriate, amendments will be made to the Masterplan Framework.
- 1.9 Throughout the evolution of this Masterplan Framework including during the initial design stages, the design team and Newlands Developments UK have worked collaboratively with the Council and there have been a significant number of meetings and events held between the parties to work up the principles of the Masterplan Framework and provide advice and input into any forthcoming planning applications. This will continue up to the adoption of this Masterplan Framework. This collaborative working will enable the Masterplan Framework to be delivered expediently, thus speeding up the future planning process.

## 2. Objectives

- 2.1 The primary objective of this Community Involvement Procedure has been to inform the local community and key stakeholders of the details of the Masterplan Framework to seek feedback and opinions on the overall scheme prior to a final document being adopted. Once adopted the Masterplan Framework will be a material consideration for any future planning applications. This will ensure that the Masterplan development aligns with existing local needs and has local support.
- 2.2 The consultation has taken into account the aspirations of the Localism Act (2011), local planning policy and community involvement guidance. This engagement strategy has been developed alongside Barnsley Council to ensure continuous and ongoing negotiations with the local council and community. In line with National Planning Policy the scheme ensures the community remains involved throughout the evolution of the Masterplan Framework and any subsequent decision-making processes for planning applications of relevant development plots.
- Barnsley's Statement of Community Involvement requires a consultation period of at least four weeks for any supplementary planning documents (SPDs) including Masterplans. These are not subject to independent examination but are adopted by the council. *“the approach to involving people in the production of Masterplan Frameworks to date has been to follow how we consult on SPDs. In addition, site notices should be used to publicise consultation events. This approach will be taken with other Masterplan Frameworks where appropriate.*
- 2.3 The client and project team recognise the importance of undertaking early engagement to ensure a transparent and open process. Community engagement also has many known benefits to securing a long-lasting positive legacy within a community. Early engagement helps to open communications between the parties involved and to highlight at the beginning areas of conflict which could look to be resolved ahead of its adoption and any subsequent planning application submissions. Local communities that are more informed about the proposed development and how it affects them are more likely to support and contribute to the development process as there is a greater sense of understanding and transparency between the parties.
- 2.4 Formal consultation has been carried out with Barnsley Council to define the scope of the community engagement proposed for the Masterplan Framework.
- 2.5 Additional consultation was also undertaken with the Executive Director of Place as well as the Executive Level of the Council and Technical Workshops with relevant Council stakeholders.
- 2.6 An online consultation for the Masterplan Framework has been undertaken using online feedback forms available for residents and online Q&A sessions. The online Masterplan Framework consultation took place between 7 May and 18 June 2020. A special webpage on the council's website was made specifically for the Masterplan consultation.

## **3. Consultation Approach**

### **Consultation with Barnsley Council**

- 3.1 The Council and Newlands Developments UK project team have worked together to develop the Masterplan Framework. This engagement with Barnsley Council has been extensive; it has included:
- monthly project meetings with the Head of Planning, the Project Manager and technical consultees within the Council such as highways and urban design;
  - Regular meetings with senior personnel in the Council's regeneration team, which has included discussions on the investment being brought forward, jobs and infrastructure funding;
  - Weekly steering group meetings with the Council's Estates team, the Forge Community Partnership and the developers on the relocation of the existing sports and community facilities;
  - Meetings on topic specific issues such as Highways Design;
  - Technical workshop with a wide range of internal consultees from the Council and the applicant's technical team (20<sup>th</sup> March 2020)
  - Design Review Panel was held on the 1<sup>st</sup> April 2020 – the Masterplan Framework and application designs were presented to a panel which included local architects, landscape architects, members of the Civic Trust and local councillors. We are proposing to present again in early July 2020 following the feedback from the Masterplan consultation and subsequent amendments to the scheme in light of local resident's feedback.
- 3.2 A presentation was given to the Council on the 14<sup>th</sup> May 2020 by Hermes, who wish to develop one of the employment plots within the Masterplan Framework. This provided an opportunity for Hermes to outline to the Council their business model, the scale of investment and the number and types of jobs that could be delivered on one of the plots once adopted.
- 3.3 These discussions with the council have enabled a collaborative approach to achieve the wider Masterplan objectives. This will ensure that the Masterplan Framework can be delivered to provide the improved outcomes for the local community and economy.
- 3.4 These discussions and early consultations are also likely to assist with a quicker decision-making process for any application submitted once the Masterplan Framework has been adopted.

### **Public Consultation**

- 3.5 The public consultation of the draft Masterplan Framework was carried out in order to engage the local community and stakeholders on a fair, inclusive and meaningful basis prior to the formal adoption of the Masterplan Framework by Barnsley Council. It is the expectation of the consultation to provide easily accessible and understandable material and context to local residents of the proposed development. The Council's Communications Team have reviewed all material to ensure its suitability for community consultation.

- 3.6 The scope of the consultation allows the scheme to evolve to a reasonable level before the Framework is finalised and adopted by Barnsley Council. The public consultation included flyers sent out by Barnsley Council to all residents and businesses within a defined boundary of the site (see Appendix 2). Further notifications of the consultation were published in the local newspapers and on the council's website two weeks before the event, providing sufficient notification to local residents.
- 3.7 The dedicated website set up with the Council includes an online questionnaire for local residents to complete and FAQs document (See Appendix 3). The presentation boards provided online alongside the FAQs sets out to inform residents of the proposed Masterplan Framework and the principles that will guide future planning applications (see Appendix 4). The website was set up to host the consultation exercise for the six week period between 07 May and 18 June 2020.
- 3.8 The consultation event was publicised on the council's website. <https://www.barnsley.gov.uk/services/planning-and-buildings/local-planning-and-development/our-new-local-plan/hoyland-west-masterplan-framework/>
- 3.9 Residents have been aware of the proposed level of development here ahead of this Masterplan Framework consultation as the area includes an allocated employment site (ref: ES13) and housing site (ref: HS57) in the 2019 Barnsley Local Plan. Part of the Local Plan process requires public consultation in which residents have an opportunity at all stages of the process to make representations on all aspects of the emerging Local Plan and attend the independent Examination in Public.
- 3.10 It has been brought to our attention that since the approval of the Local Plan and the Hoyland North Masterplan Framework and following public consultation on Hoyland South and the preparation of this Hoyland West Masterplan Framework there has been a local petition which has gained over 1,271 signatures<sup>1</sup> from local residents against development in this area.

## Key Summary

- 3.11 We consider that the appropriate methods have been carried out during this consultation process and that they are in full accordance with the Barnsley Council SCI and national policy. A website for the Masterplan Framework and a dedicated email address has been set up for ongoing discussions and feedback from the local community to alleviate any concerns which arise over the course of the development of the Masterplan Framework. Furthermore, a dedicated news page has been set up on the Council's website to keep local residents informed of ongoing works within the whole of the Hoyland Development area, including North and West Hoyland Framework areas.

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<sup>1</sup> As of 03 June 2020.

## 4. Engagement Results

- 4.1 This section provides a summary of responses received and actions undertaken as a result of the consultation process. Focusing on the employment and design responses.
- 4.2 The Council's Communications team kept track of the feedback and comments that were received during the Masterplanning Framework consultation. It was considered that the community held a variety of concerns in relation to the proposed Masterplan development.
- 4.3 As expected from the consultation a variety of issues and local concerns were raised. A large number of which were against the principle of the development of the Hoyland West Masterplan area. The issue of the principle has already been confirmed through the adoption of the Barnsley Local Plan. Nevertheless, a petition has been signed by over 1,271 people opposing all development in Hoyland.
- 4.4 A total of 65 responses were received as of 04 June 2020. Given the online nature of the consultation it is difficult to know for definite how many different people have viewed the consultation and thus the response rate to the consultation.
- 4.5 Given the number of signatures on the petition (1,271 people), a total of 65 responses seems a low rate of response to the Draft Masterplan Framework consultation. This represents a 5% response rate.
- 4.6 The concerns that have been raised by this consultation are the subject of continued dialogue between the Council and the wider developer team, including the developer, who were involved with producing the Masterplan Framework.
- 4.7 The consultees were asked to provide feedback to a number of questions (26 in total) which relate to the Masterplan. A copy of the questionnaire with a summary of responses is available at Appendix 5.
- 4.8 Residents were asked whether they agreed with the vision of the Masterplan Framework. Almost three quarters (70%) of the responses received disagreed with the vision. There were some (10%) who did not know and 22% who were supportive and agreed with the vision.
- 4.9 The next question sought to understand what residents considered to be the most important features of the existing site. Unsurprisingly, given the high level of responses against the proposed development, the majority of responses related to the existing trees and vegetation and the wildlife (71% and 68% respectively).
- 4.10 Residents were also given the option to include anything not already listed. Of these responses; *it included that given the current climate, following COVID-19 it is essential to provide access to green space to support local mental health and wellbeing. One response even notes that there are plenty of brownfield sites in the area without the need to destroy the greenbelt land.*
- 4.11 When asked, what range of employment uses the respondents thought the Masterplan should seek to provide, a number of different opinions were given. Just under half of the responses received (51%) would prefer 'other uses' for the site; these were expanded further. Residents proposed that nothing further should be provided on the site, additional small businesses and offices, and to include some retail and service sector provision.



- 4.12 Office use was the second highest scoring response 42% would prefer to see offices in this location. Only 17% would like to see manufacturing/ general industrial uses at the site and/or storage and distribution uses as proposed.
- 4.13 Overall, there was some support for the proposed mix of industrial and commercial uses (B1, B2 and B8 uses) proposed within the Masterplan area. However, a higher majority would rather not have any additional industrial uses within Hoyland West or would rather the area provides for offices and starter units.
- 4.14 Design feedback was much more mixed. The following options were provided to residents when asked what they considered to be the most important points for guiding the design of the Masterplan Framework area:
- Creating views to important buildings and landmarks;
  - Considering local distinctiveness;
  - Display good design using high-quality materials;
  - Sustainable design and construction incorporating low carbon and renewable technology (use local materials, solar panels, high insulation levels, orientate buildings to maximise solar gain);
  - High quality outdoor space with clear distinction between public and private space;
  - Creating a suitable spine road to divert traffic away from Hoyland Common;
  - Healthy and safe environment;
  - Clear and obvious routes for pedestrians, cyclists and motorists;
  - Retaining Rockingham Sports Ground as is (rather than reconfiguring or relocating);
  - Providing adequate parking;
  - Other (please specify).
- 4.15 Again, residents were allowed to pick multiple responses to the above question (question 4). The majority of the responses considered that retaining the Rockingham Sports Ground (55%) and creating a suitable road to divert traffic away from Hoyland Common (48%) were the most important design considerations that should guide the development of the Masterplan Framework area.
- 4.16 Of the responses received 28% replied 'other' to the design questions. Of these responses over half of the comments advised that the Masterplan Framework should not be approved or built, that there was no need for additional development at the expense of a loss of the existing open space. Other responses requested that the design of the Masterplan should take account of existing views and local amenity and sufficient suitable planting should be put in place to mitigate the impact of the development.
- 4.17 Creating a healthy and safe environment was also very highly ranked (38%). On the other hand, the need to create views to important buildings and providing adequate parking were the lowest ranking response rates.

- 4.18 The questionnaire included additional requests for feedback on the proposed road layout and design of the Masterplan. The Masterplan Framework provided 3 different options for Tankersley Lane. Residents were asked which layout option they would prefer to see. Of the responses received 62% replied with none. Option A (cycle and pedestrian access only) received the second highest response rate 15%. Option C was shortly behind this (closed Tankersley Lane between M1 & dwellings) at 14%.
- 4.19 Residents were then asked to provide reasons why, and give thoughts on their preferred option. From the responses received it appears as though residents were not clear about the different options for Tankersley Road. Comments received included:
- We do not need anymore development;
  - Barnsley Council have already created chaos with the new roundabout system from the M1...nothing in the Masterplan Framework will help divert traffic away from Sheffield road.
  - The road should remain open to allow direct vehicular access from Tankersley to Pilley through to Hoyland. The other options are poorly conceived and will require longer journeys for local residents;
  - No option allows access to both the spine road AND ahead into Hoyland, which I think is a missed trick, traffic could be directed by a roundabout at the meeting point. Most of the people using Plots 3 and 4 would be using the motorway as a way of getting to and from home and their work place, but you could still retain the useful access to Allets Corner.
  - There is too much traffic on Tankersley Lane as it is...it cannot be widened or improved. It's so close to schools and care homes. So have to consider pedestrians safety.
- 4.20 While some residents were not sure altogether about the proposed road layout options put forward when commenting on the framework. The results as such are likely to be skewed and not representative to provide the best approach for the Masterplan based on local opinion.
- 4.21 Opinions were also gathered on how the impact of the total development can be minimised when viewed from the wider landscape. Of the four options provided almost all (54 out of 65) respondents noted the need to create a strong green landscaped buffer to minimise the visual impact of the master planned development on the wider landscape. Over half also considered that green roofs (partially or wholly covered with vegetation) would help assimilate the scheme into the landscape.
- 4.22 Residents were then asked to comment on how the impact of the Masterplan could be minimised on existing biodiversity features. The most common response was to introduce new areas for wildlife within the Masterplan area (wet and dry areas) with 68% of responses. Over half, 38 of the responders also considered that developing a landscaping scheme that encourages roosting, nesting, feeding and movement through the site was of importance and to leave areas of grass to grow wild to create wildflower verges and meadows (33 responses).
- 4.23 Not surprisingly of the 'other' responses received was the request for no additional development and to leave the wildlife and nature alone.

4.24 The final design related question (question 18) allowed residents to make any other comments they had in relation to the draft Masterplan Framework. The following themes came out from the responses received:

- It will turn the area into an ugly industrial estate, it was once a lovely sought after area;
- It has no consideration to the impact on social infrastructure including schools and doctors...;
- There will be added pollution;
- Threat to existing biodiversity including skylarks within the site;
- There are still empty units at J35 is there a need for more here in this semi-rural area;
- Re-siting the Sports Ground is unacceptable;
- Parking is already a problem and will only make it worse;
- Will increase journey times by car which defeats the green objectives of the local plan;
- It will impact on health through loss of green space and increase in fast food options; and
- Flooding problems will be made worse by the new development;
- The development will bring more jobs as such there is support for Plots 3 and 4.

4.25 Having considered the above, the responses to the masterplan provide useful feedback. Analysis of the consultation demonstrates that there is significant local objection to the proposed master planned development. This is likely due to a lack of understanding of the need for the development in this location, given the proposed developments at Hoyland North and South.

4.26 The need for additional significant development was one of the most prominent issues raised by local residents, often citing that there are a number of existing vacant industrial units already within the Barnsley District. Other points raised regarded how the delivery of the employment scheme will impact on future residential development of the site and how this affects local residents in the short and long term.

4.27 Resident's concerns have been taken into account regarding the development of the Masterplan Framework. These will inform the next stage in the adoption of the Masterplan Framework. Changes to the proposed Masterplan will be made where appropriate and feasible, taking into account comments received by residents and the design review panel, the exact nature of these will be determined once the consultation has come to a close and full analysis of the results finalised. This is expected by early July 2020.

## **Response to Issues**

### **Employment Needs**

4.28 There is clearly a concern amongst local residents that there is a limited requirement for additional industrial development and housing (if any) in Hoyland. This was reaffirmed in the

responses received and following the petition signed against development in Hoyland including that set out in this Masterplan Framework.

- 4.29 As a general point, there is both a quantitative and qualitative need for housing and industrial premises across Barnsley District Council, which has been identified in the allocation of these sites through the Local Plan. The case for this is set out in greater detail in the accompanying evidence base documents for the Adopted Local Plan.
- 4.30 With regards to the amount of development proposed, 49ha of employment land and 100 dwellings are considered necessary to meet demand within Barnsley. The exact details of proposed floorspaces will be determined through planning applications for each development Plot and once operators are identified.
- 4.31 The Masterplan Framework accords with the Council's adopted local policy and allocation requirements and will comprise a mix of unit types and sizes in order to provide for local employment opportunities and business needs and to meet an identified housing shortage.

#### **Traffic and Tankersley Lane**

- 4.32 Concerns were also raised about the impact of the Masterplanned development on traffic in Hoyland and the surrounding area.
- 4.33 Any planning applications for development plots will need to be accompanied by Transport Assessments which will assess the existing highway network and predicted traffic flows and the impact of traffic from the development of the site.
- 4.34 The proposed Masterplan Framework simply seeks to set out the proposed layout and amount of additional infrastructure required to ensure the sustainability of the Masterplan Framework. It seeks to ensure that sustainable measures including bus stops and pedestrian and cycle facilities are an integral part of the scheme. This will seek to reduce the reliance on the private vehicle and thus reduce the potential traffic impacts as a result of the proposed development.
- 4.35 The applicant has also sought to understand from local residents as part of the consultation which option was preferred regarding the use of Tankersley Lane; the intention is that this will improve the usability of the site.

#### **Design**

- 4.36 Local residents have raised concerns about the impact of the development on the visual amenity of residents and the loss of views. Issues were also raised regarding the loss of landscaping and biodiversity at the site.
- 4.37 Any development inevitably leads to changes in the landscape when viewed by residents, however the use of landscaping and green infrastructure as noted in the Masterplan Framework seeks to minimise these impacts where possible. This was also put forward by residents as their preferred option to minimise the impact of the development.
- 4.38 Comments have been sought from residents about the most important features of the proposed design to ensure that these can be applied as the Masterplan Framework progresses.
- 4.39 Mostly comments are concerned with the urbanisation of this semi-rural environment as a result of the development proposed. The Masterplan Framework includes parameters which reflects the need to respect the wider context of the site and its environment,. The proposed development will add positively to the area through careful management of the development.

**Other Issues**

- 4.40 A number of other issues as identified above have been raised relating to the scale of the Masterplan area being too large; the impact on local health and the environment; the need for the level of development proposed given existing vacant industrial units within the District.
- 4.41 These issues have been addressed during the preparation and adoption of the Local Plan. The Masterplan Framework includes employment allocation (ref: ES13) and housing allocation (ref: HS57). Therefore, no additional need or justification for the level of development proposed is required in support of this Masterplan Framework. Local residents have had their opportunity to comment on the appropriateness of the development during the Local Plan preparation.
- 4.42 The Masterplan Framework helps to set the parameters for how this area should be developed to ensure a successful, sustainable comprehensive development as opposed to piecemeal development.

## 5. Conclusion

- 5.1 The public consultation strategy that has been implemented has sought to be inclusive and take account of the different interests in the Masterplan Framework development area. The level of consultation with the local community meets the requirements of national and local policy guidance and the council's own Statement of Community Involvement.
- 5.2 The process has been formerly agreed with the council and has allowed the views of both local residents, and statutory consultees to be taken into consideration to inform the Masterplan Framework.
- 5.3 The consultation approach focused around an all-encompassing consultation; meetings and discussions were held with relevant stakeholders within the Council and local residents were invited to comment on the Masterplan Framework during a public consultation. The events have enabled open and honest discussions with the developers around the proposed scheme.
- 5.4 The Master Planned Framework accords with local policy allocations and provides an inclusive approach to deliver the identified employment land requirements and housing need. It provides a comprehensive approach to ensure that the development will deliver all the necessary infrastructure and economic benefits to the area in a sustainable manner.
- 5.5 The aim of the consultation is to involve the local community at all stages of the development plan making process. Feedback from the event was useful, although most of this was unsupportive of the level of development proposed. There were some positive supportive comments on the design approach and in particular on the use of Tankersley Lane which will help to ensure the most efficient use of the site.
- 5.6 A number of concerns have been raised by residents, the most frequent of which was the need for the urbanisation of this area of Hoyland. This and all other concerns have been addressed in the Allocation of these sites through the Local Plan process.
- 5.7 The applicant is considered to have positively and pro-actively sought the opinions of local residents, thoroughly investigated matters of concern and addressed these concerns where appropriate. The proposed Masterplan Framework is understood to form a sustainable form of development which can look to be supported. Details of all the responders to the consultation have been collected so that they can be kept informed throughout the Masterplan adoption

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