

Openshaw Kelbrook Road



RIBA Stage 3
Spatial Coordination

Statement of Community
Involvement

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1.0 Introduction

This Statement of Community Involvement (SCI) has been prepared by Studio KMA on behalf of G.H. Sheldon Wholesale Bakers Ltd. The Statement is part of a suite of technical documents submitted in support of a Full planning application for a new, high-volume bakery building at Kelbrook Road, Openshaw.

The submission of this application for planning permission follows detailed discussions with the planning department at Manchester City Council, the local community, and other key stakeholders.

This statement sets out relevant national and local planning policy, how feedback has been sought (the public consultation process) and an overall overview.

The remainder of this statement is structured as follows:

- **Section 2.0** provides a brief overview of relevant local and national planning policy.
- **Section 3.0** sets out the key components of the consultation process.
- **Section 4.0** provides an overview of the feedback received.
- **Section 5.0** provides a summary of the consultation process and information regarding potential future consultations to be undertaken.

2.0 National and Local Policy Context

| 2.1 National Planning Policy Framework (NPPF) Dec. 2023

In preparing this statement, G.H Sheldon Wholesale Bakers Ltd has respected the principles set out in the National Planning Policy Framework (NPPF) which places significant importance on early engagement at the 'pre-application' stage.

Paragraph 39 explains that:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community".

Paragraphs 40-43 of the NPPF go on to emphasise the importance of statutory consultees and other consenting bodies participating in pre-application discussions to enable early consideration of all the fundamental issues.

| 2.2 Planning Practice Guidance

The Planning Practice Guidance (PPG) provides additional advice for applicants prior to submitting a planning application. This reinforces the value of pre-application engagement by prospective applicants, which can offer significant potential to improve both the efficiency and effectiveness of the planning application system and improve the quality of planning applications and their likelihood of success. The PPG also offers advice on which parties should be involved at pre-application stage including:

- > The local planning authority.
- > Statutory and non-statutory consultees.
- > Elected members.
- > Local people.

| 2.3 Manchester City Council Statement of Community Involvement (SCI)

Manchester's Statement of Community Involvement (SCI) was adopted on 11th June 2018. It sets out how and when the community can be involved in the preparation of planning documents and in the determination of planning applications.

The SCI provides guidance for applicants submitting a planning application and Manchester City Council encourage applicants to consult with their planning department and also with the local community before they submit a planning application.

The SCI recognises that pre-application consultation is beneficial to both the local community and the applicant as it provides an opportunity to design a proposal that takes on board the opinions of the community, meaning that there are likely to be fewer objections once an application is submitted.

The SCI provides a summary of key development proposal consultation stages, and includes a diagram to help identify the stages when the community can have their say on development proposals and planning applications.

Applicant engagement methods could include:

- > The local.
- > Social media.
- > Website.
- > Letters.
- > Questionnaires.
- > Exhibitions.
- > Meetings.
- > Leaflets (methods determined and consultation led by developer).

The applicant and their architect has followed this guidance when approaching the community engagement process for this scheme.

This has ensured that local residents residing at Clayton Lane, Colliery Street, Herne Street, Dulgar Street, Neden Close and Thames Close have been given an opportunity to comment upon the proposals.

St. Barnaba's Primary School, Grace Life Church, Mezz Barriers and Gates, Jedtec Finishing and SurfacePrep UK have also been fully informed of the proposals, enabling them to provide a meaningful response to inform the development proposals for this site.

3.0 The Consultation Process

| 3.1 Consultation Methods

The applicant, their agent and architect fully recognise the importance of early pre-application stakeholder involvement and have undertaken extensive consultation on the development proposals for this site.

The key consultation methods employed as part of the project have included:

- Informal pre-application discussions with Manchester City Council planning officers.
- Letters distributed to approximately 80 no. surrounding residential, educational, religious and commercial properties inviting them to a web-based public consultation event.

| 3.2 Pre-application with Manchester City Council

Following the submission of a pre-application advice request, informal feedback was received from the planning department on 7th May 2024. The LPA requested further consideration be given to noise and biodiversity net gain (BNG), which the LPA had previously advised would be required. In addition, the planning officer also requested a Crime Impact Statement along with tree survey and detailed landscape proposals.

The feedback received from the local authority will be discussed in more detail within Section 4.0 of this document.

| 3.3 Web-based Public Consultation

Given the widespread availability of internet-capable devices (mobile phones, tablets, laptops etc.) the decision was taken by the applicant to establish a web-based public consultation event in the hope that this would provide a much more accessible format for engaging with the public than a drop-in event.

The web-based public consultation event was hosted by Studio KMA on their website from Monday 21st October 2024 until Monday 18th November 2024. The purpose of the event was for the applicant and architect to present the design work undertaken to date and the draft proposals for how the site could soon be developed.

An email feedback form was employed as the main method for recording people's views of the proposals on the website, alongside Studio KMA's usual forms of contact – direct emails and by telephone.

As part of the web-based public consultation local residents and businesses within neighbouring properties received a letter setting out an overview of the pending planning application inviting them to visit the website and provide feedback on the proposals if they so wished.

The letters and invitations were distributed in person by Studio KMA on Friday 18th October 2024 in advance of the event. A copy of the letter invitation is contained with Appendix 1.

| 3.4 Engagement with Local Councilors

An email was issued to three local ward councilors for Openshaw, part of the Clayton and Openshaw ward; Sean McHale (Labour), Donna Ludford (Labour), and Thomas Frederick Robinson (Labour).

The email outlined our invitation you to comment upon the concept design for the construction of the new 80,000 sq.ft. high-tech bakery building.

4.0 Consultation Overview

| 4.1 Introduction

This section analyses and summarises the feedback received from both Manchester City Council, ward councilors, the local residential and commercial community, as well as the local church and primary school.

Feedback has been considered, and how this has informed the development of the design and guided the proposed development for which planning permission is sought, is highlighted in the section of the report.

| 4.2 Feedback received from Manchester City Council

Informal, verbal feedback was received from Sue Wills, Planning Officer, Growth and Development Directorate, Area Team, Planning, Manchester City Council.

Sue Wills advised that the proposal would be assessed against planning policies of MCC and the NPPF. Positive weight would be levied against the positive impact of construction jobs in addition to the long-term employment generation and employment retention in the local area. The planning officer also provided advice that any negative impacts which could arise from noise, lighting and any visual impact would need to be assessed carefully in terms of the residential amenities of occupiers of nearby houses and other buildings. Careful consideration would need to be given to mitigation including the height of acoustic screens and operating hours of the delivery goods in area. The loss of self-seeded trees could be off set via BNG regulations and as much on-site planting and trees retention as possible. Overall, the Council could support the principle but would need the details of the above matters to be resolved in order to be able to recommend approval.

| 4.3 Feedback received via Web-based Public Consultation

Two emails were received from participants of the web-based public consultation event. The content of each email correspondence can be viewed in full within Appendix 3 of this document.

| 4.4 Design Changes during Pre-application Process

Due to the limited responses received from the public no significant changes have been implemented within the proposals as a direct result of the public consultation event.

5.0 Summary

As part of the preparation of the planning application, a pre-application consultation exercise has been undertaken. The consultation process has been carried out in accordance with the requirements of national planning policy and guidance, and Manchester City Council's Statement of Community Involvement.

The objective of the pre-application consultation was to engage effectively with the local community and key stakeholders to introduce the proposals and identify and consider any potential issues prior to the submission of the planning application. This was undertaken alongside both informal and formal pre-application consultation with Manchester City Council's planning department.

The comments and feedback received from the public during the consultation exercise have been carefully considered, alongside those from the Local Planning Authority and other relevant stakeholders, in finalising the proposals. The design team are grateful for all feedback received during the consultation process from local residents and key stakeholders as part of the pre-application process.

This statement has demonstrated that throughout the preparation of the proposed scheme the applicant and design team have actively engaged with stakeholders and the local community. Consultation has confirmed that the proposed scheme is broadly supported, and has indeed been welcomed, by the Local Authority's planning officers. In terms of the local community, the limited responses received have resulted in the level of support for the proposals remaining largely unknown at this stage. The feedback that has been received was principally in relation to pre-existing issues within the local community.

Further opportunities for local residents and businesses to comment will be provided through the Council's statutory consultation process as part of the submission of a Full planning application. Additional value has been added to the project as a result of the public consultation undertaken, and the proposals have been developed and refined to deliver a scheme of the highest possible quality. The applicant and design team look forward to working closely with Manchester City Council and other stakeholders in progressing the application through to a positive determination.

As part of the planning application process, Manchester City Council will now undertake their own statutory consultation (in accordance with their SCI) to publicise and seek comments on the planning application to inform the decision-making process.

Proposed Development Land at Kelbrook Road, Openshaw, Manchester

Studio KMA architects are working on plans to develop the site to the west of Kelbrook Road, Openshaw. We would like to take this opportunity to invite the local community, homeowners, tenants and businesses to view the proposed development plans and comment upon the current proposals before a planning application is prepared and submitted to Manchester City Council.

Summary of the Proposal

- The creation of a new, 80,000 ft² hi-tech bakery facility which will support the growth of a local family-owned business and create several new, local jobs for the Openshaw community.
- The proposed development will regenerate a large, unmanaged site currently subjected to fly tipping and anti-social behaviour.
- The development will improve upon local parking issues, with the aim to remove heavy goods vehicles, trailers and cars from Kelbrook Road.



We would welcome your feedback

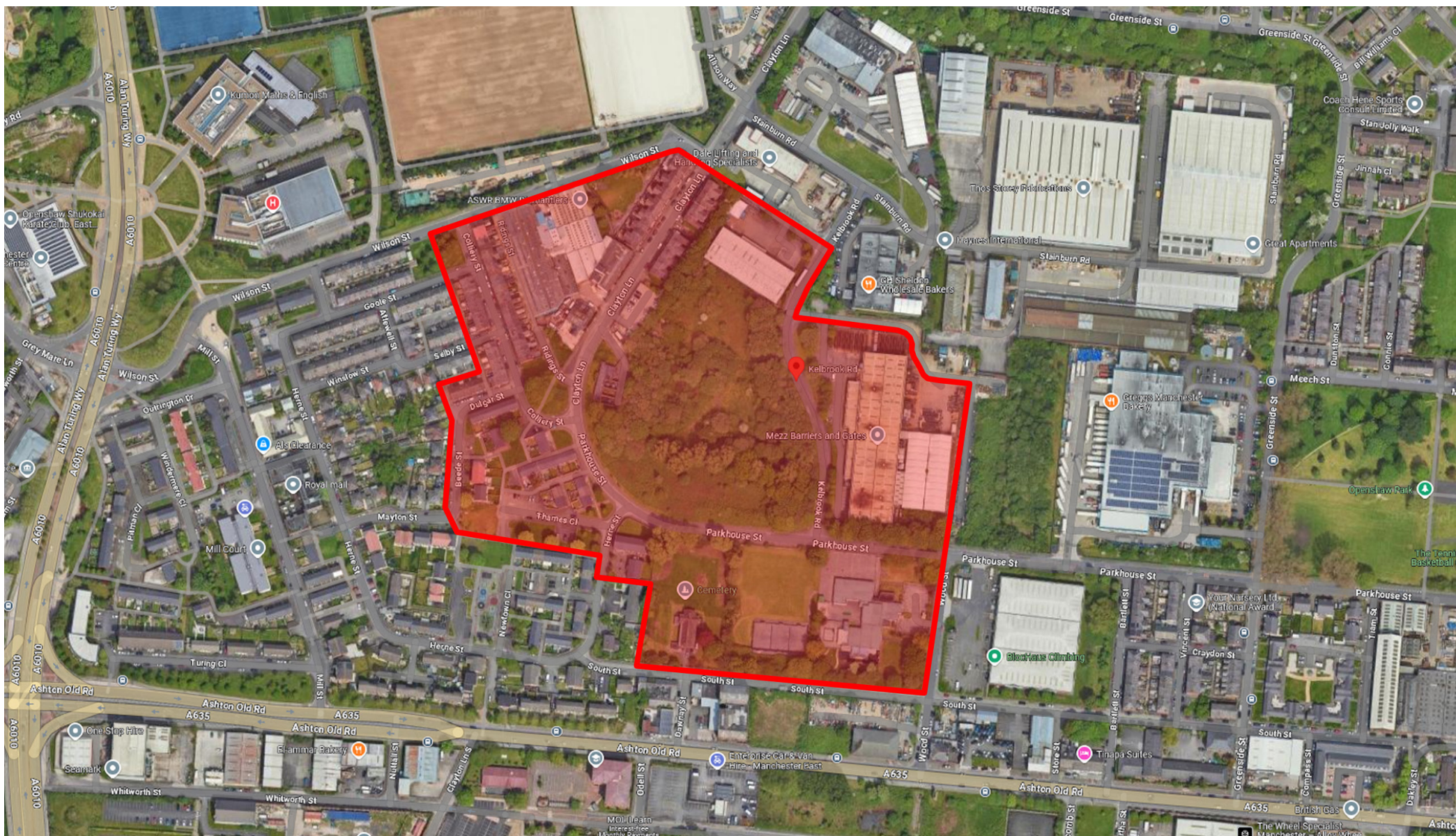
Please log on to our website at www.studiokma.co.uk | Go to Consultations | Review the proposals | Provide Comments

This public consultation will go live online at 5:00pm Monday 21st October and will run to 5:00pm Monday 18th November. If you do not have access to the internet, please call us on 01457 873163 and we will endeavour to help.

For any further information regarding the proposals, please contact our office via email at: info@studiokma.co.uk



Appendix 2: Public Consultation Invitation Letter Distribution Map



| Appendix 3: Public Consultation Responses

Sean McHale <cllr.sean.mchale@manchester.gov.uk>

Hi Andy

I will offer my support at this stage and welcome any proposals that create local jobs, if you can keep me updated going forward, I would be interested in seeing any plans and risk assessments around noise pollution or increase in traffic.

I had a holiday job at Sheldons 40 years ago and have found memories.

Regards

Sean

Hi

Thank you for the email. The area of Openshaw that the church is in is in great need of help. The community surrounding the church, and therefore those close to the proposed bakery extension, require support in many ways. We run a food bank and community cafe and we see how needed jobs in the area are. As far as bringing more money in to the area is concerned your plans can only help.

Many Thanks

Andrew Grimshaw

Senior Pastor Grace Life Church

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