

lexington

**Taylor Wimpey & Anwyl Land,  
Market Street, Edenfield**

Statement of Community Involvement

July 2022





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## **1.0 Overview**

This Statement of Community Involvement (SCI) has been prepared by Lexington Communications on behalf of Taylor Wimpey and Anwyl Land (the clients). Lexington were commissioned by the clients to carry out a public consultation programme in relation to the Masterplan process for the Land West of Market, Street Edenfield allocation (H66).

The Land West of Market Street, Edenfield site has been allocated to deliver approximately 400 homes in the adopted Rossendale Local Plan. Policy H66 discusses how development should be implemented in accordance with an agreed Masterplan for the entire site. The clients therefore commissioned Lexington to undertake a public consultation exercise in relation to the proposed Masterplan for the entire Edenfield allocation.

This Statement of Community Involvement has been undertaken in accordance with the Localism Act 2011 and is in line with expectations set out in Rossendale Borough Council's Statement of Community Involvement. A summary of the activity is outlined below, and further details can be found in Section 3.0:

- ✗ Letters were issued to local councillors, including members for Eden Ward, where the site is located, the Leader of the Council, Leader of the Conservative Group, the Portfolio Holder for Operations and Climate and the Portfolio Holder for Communities & Digital to advise of the consultation and to offer meetings.
- ✗ Letters were also issued to Lancashire County Council members for Community & Cultural Services, Economic Development and Environment to advise of the consultation and to offer meetings.
- ✗ A press release was issued to local newspapers to advertise the consultation and information of how to share views.
- ✗ A leaflet was distributed to around 1,068 nearby commercial and residential properties to provide an overview of the plans and how feedback could be provided.
- ✗ A consultation website, [www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk), was established to provide further information on the proposals, as well as a facility to submit feedback via an online form.
- ✗ A webinar was delivered by members of the project team to discuss the proposals with members of the public via Zoom. The webinar also gave members of the public an opportunity to put questions to members of the project team.
- ✗ Social media adverts were circulated to residents to ensure the wider community were included in the public consultation. The adverts provided details about the plans and provided a link to the consultation website.
- ✗ A community information telephone line, email address and postal address were available throughout the consultation period for those wanting to correspond with a member of the project team.

This report outlines the methods used to engage with the community, as well as summarises the feedback received from respondents. It also provides the project team's response to any issues raised during the consultation.



## **2.0 Planning and Guidance: Role of Community Involvement**

Planning guidance states that pre-application consultation with communities, local authorities and statutory consultees can bring several benefits to the process of determining planning applications. Against this background, Taylor Wimpey and Anwyl Land and the development team has sought to consult with interested parties following policy and guidance concerning community involvement in the planning system.

### **2.1 Rossendale Borough Council**

#### **Statement of Community Involvement (July 2021)**

Rossendale Borough Council adopted Statement of Community Involvement (SCI) encourages developers to undertake pre-application public consultation with the local community. The SCI states that proposals benefit from engagement with the local community early in the process.

### **2.2 Government Planning Policy**

#### **The Localism Act 2011**

The Localism Act 2011 seeks to provide the local community with a voice throughout the planning process, highlighted in the former Department for Communities and Local Government's paper, Decentralisation and Localism Bill: an essential guide, which outlines one of its principles as:

*"Empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community."*

Elaborating on this, the Localism Act outlines that applicants must notify the local community about their proposals to *"bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land."* It goes on to state that the publicity must explain how the applicant can be contacted by those *"wishing to comment on, or collaborate...on the design of, the proposed development"* and that applicants must consider the feedback received by having *"regard to any responses to the consultation"*.

#### **National Planning Policy Framework**

In July 2021, the Department for Levelling Up, Housing and Communities released its revised National Planning Policy Framework (NPPF). The document seeks to achieve sustainable development with three overarching objectives: an economic objective; a social objective; and an environmental objective.

Section four of the revised NPPF (2021), 'Decision-making', sets out guidance concerning pre-application engagement and front-loading. The guidance emphasises early engagement and suggests that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*

#### **National Planning Practice Guidance**

The National Planning Practice Guidance 2014 (NPPG) is intended to make planning guidance more accessible and easier to keep up to date. Regarding consultation and community engagement, the NPPG notes:



*“Pre-application engagement by prospective applicants offers 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 guidance states that this can be achieved by consulting the local planning authority, statutory and non-statutory consultees, elected members, and local people, with the level of engagement proportionate to the nature and scale of the proposed development.

## **2.3 The Approach**

The development team has sought to ensure that the engagement with the local community on the plans has adhered to the guidance outlined in the Localism Act 2011, the NPPF, the NPPG and Rossendale Borough Council’s SCI, as well as industry best practice.



### **3.0 Consultation Programme**

The consultation was launched on Wednesday 22<sup>nd</sup> June and ran until Wednesday 6<sup>th</sup> July 2022. The consultation period invited comments from the local community and political stakeholders on the Masterplan process. To ensure the consultation process was accessible to all interested parties and groups in the area, several methodologies were employed, including:

#### **3.1 Letters to local political stakeholders**

Taylor Wimpey and Anwyl Land wrote to political stakeholders to inform them that they were in the early stages of bringing forward plans for new homes in Edenfield, to be informed by a site-wide Masterplan process. Before the consultation launch in June 2022, a letter was issued to local politicians to notify them of the proposals and advise of the public consultation. Members were also invited to meet with the team to discuss the proposals and consultation in more detail. The letter was sent to:

- ✗ Councillor Alyson Barnes, Leader, Rossendale Borough Council
- ✗ Councillor David Foxcroft, Leader of the Conservative Group, Rossendale Borough Council
- ✗ Councillor Adrian Lythgoe, Portfolio Holder for Operations and Climate Change, Rossendale Borough Council
- ✗ Councillor Steve Hughes, Portfolio Holder for Communities and Digital, Rossendale Borough Council
- ✗ Councillor Anne Cartner Cheetham, Eden (site ward), Rossendale Borough Council
- ✗ Councillor Janice Johnson, Eden (site ward), Rossendale Borough Council
- ✗ Councillor Phillipa Williamson, Leader, Lancashire County Council
- ✗ Councillor Alan Vincent, Deputy Leader, Lancashire County Council
- ✗ Councillor Peter Buckley, Member for Community and Cultural Services, Lancashire County Council
- ✗ Councillor Aidy Riggott, Member for Economic Development, Lancashire County Council
- ✗ Councillor Shaun Turner, Member for Environment, Lancashire County Council
- ✗ Jake Berry MP, Member for Parliament, Rossendale and Darwin

A copy of the correspondence sent to local politicians is provided in Appendix A.

#### **3.2 Website**

A dedicated website, [www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk), was launched on Wednesday 22<sup>nd</sup> June. The website provided an overview of the proposals, illustrative designs of the allocation wide Masterplan, information about the impact of the plans and outlined the benefits the plans would bring to the area. An online feedback form was also provided to capture residents' views and comments. The feedback form received 153 submissions.

Between Wednesday 22<sup>nd</sup> June and Wednesday 6<sup>th</sup> July, the consultation website was viewed 277 times. Images of the website can be viewed in Appendix B.



The website also included downloadable information boards which set out further detailed information relating to the application. These can be viewed in Appendix C.

### **3.3 Consultation email and postal address**

A dedicated email address, [marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk), was established to receive feedback and answer enquiries from the public regarding the plans. Alternatively, respondents were able to post their comments. During the public consultation, 57 emails were received and zero letters. More information about this can be found in Section 4.0 'Feedback Received'.

### **3.4 Community Information Line**

A Community Information Line (0333 358 0502) was available throughout the consultation to enable people to speak with members of the development team. It was established from the start of the consultation and was staffed from 9.00am to 5.30pm, Monday to Friday. An answerphone facility was available outside of office hours. 10 calls were received during the two-week consultation period.

### **3.5 Social Media**

Social media was utilised to engage with residents across the wider community. Facebook adverts were sent to residents which directed users to the consultation website, [www.marketstreetmasterplan.co.uk](http://www.marketstreetmasterplan.co.uk). The adverts reached 7,143 users and led to 144 users clicking the advert link to the consultation website. Copies of the social media adverts can be found in Appendix D.

### **3.6 Leaflet to residents and businesses**

To announce the public consultation, leaflets were sent to 1,068 residential and business addresses situated near the site on Wednesday 22<sup>nd</sup> June. This distribution area was chosen to ensure that those most likely to have an interest in the proposals, i.e., those closest to the site, were made aware of the public consultation and had the opportunity to submit their feedback on the plans.

The leaflet provided an overview of the Masterplan proposals and the planning rationale for the scheme. The letter also included details of how people could view the plans in greater detail and provide comments via the following methods:

- ✗ Visiting the website and completing the online feedback form at [www.marketstreetmasterplan@havingyoursay.co.uk](http://www.marketstreetmasterplan@havingyoursay.co.uk);
- ✗ Calling the community information line on 0333 358 0502;
- ✗ Emailing [marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk);

The consultation provided the local community two weeks to submit their feedback. A copy of the leaflet to residents and businesses can be seen in Appendix F. A map of the distribution area can be seen in Appendix G.



### **3.7 Media Coverage**

A press release was issued to both the local and trade press, which included the following outlets: LancsLive, Rossendale Free Press and Lancashire Telegraph. The press release provided details of the proposals and consultation process and can be found in Appendix H.

### **3.8 Webinar**

A webinar was held via Zoom on Wednesday 29<sup>th</sup> June from 6pm - 7pm where members of the project team discussed the proposals, with the assistance of a presentation which included maps of the masterplan. The webinar was held after normal working hours to ensure more people could attend. The webinar also provided an opportunity for members of the public to submit questions in real time, for the members of the project team to answer. The webinar was well attended, with 26 unique viewers and was attended by the site ward councillor, Councillor Janice Johnson, and the Chair of the Edenfield Residents Association. In total, 37 questions were submitted, and members of the public were encouraged to submit further questions through the dedicated email address and telephone number if they felt their question was not answered during the webinar.

The webinar was also recorded and uploaded to the consultation website so it could be viewed by any members of the public that were unable to attend the event on Wednesday 29<sup>th</sup> June.



## **4.0 Feedback Received**

### **4.1 Summary of feedback**

In total, 220 individual submissions were received during the public consultation, the majority of which were via the consultation website's online form (153). The table below provides a summary of the methods used by the public to provide their feedback or contributed to the consultation:

<b>Method</b>	<b>Number of Responses</b>
Email	57
Telephone	10
Online Feedback Form	153

A summary of feedback is provided below, with the most frequently raised comments during the consultation coming from those who support the proposals.

### **4.2 Correspondence**

Residents and stakeholders were invited to contact the development team via email or post, with a dedicated project email address, [marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk), established for the consultation. The feedback received from the 57 individuals who contacted the project team via email, with zero letters received, has been incorporated into the 'feedback received' section in this report (Section 4.4).

### **4.3 Community Information Line**

During the public consultation, a Community Information Line facility was available for those who wished to speak with a member of the team or provide their feedback by phone. 10 calls were received during this period. The feedback received has been incorporated into the 'feedback received' section in this report (Section 4.4).

### **4.4 Feedback Received**

The dedicated email address received 57 emails throughout the consultation period. The emails were used as an opportunity for members of the public to express their views of the masterplan proposals. The majority of emails raised concerns regarding the impact of traffic congestion and the need for new homes within the area. Further concerns were raised on the environmental impact of new homes and the impact of more cars trying to park on Market Street and Exchange Street.



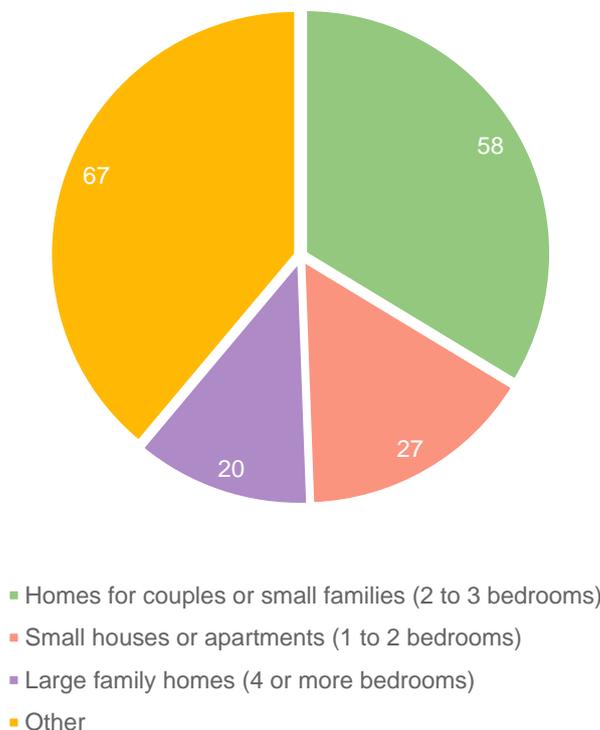
Furthermore, the Community Information Line received 10 calls. One call asked for information on the webinar and how to attend, and the remaining nine calls all provided feedback on the masterplan. The comments centred on concerns with traffic congestion, the lack of local amenities able to cope with an increased population and parking provision. There were also calls for the plans to include affordable homes and bungalows.

All of the concerns raised through email and telephone are answered in the 'Response to Feedback' section.

The below section goes into further detail on the feedback received from the consultation website, which asked specific questions.

**Question 1: What types of homes do you think are needed in the local area?**

This question provided respondents with a choice of four options on what types of new homes they think are needed in the area. Respondents could tick multiple answers and add a comment if they ticked 'other' to specify what they believe is needed. This question was answered by 119 respondents and the below chart highlights that out of the given options, homes for couples or small families (2 to 3 bedrooms) was the most popular, with large family homes (4 or more bedrooms) as the least popular.



The chart also highlights that 56% of respondents ticked the 'other' option. The suggestions of the other types of home needed included:

- Bungalows/ housing for elderly residents
- Affordable homes
- Social homes



- Rental homes
- Cottages
- No homes

### **Question 2: Do you agree that Market Street is well located to deliver the homes that Rossendale needs?**

This question provided respondents with an open text box and asked them if they believed the area on Market Street would be suitable to deliver new homes. The question was answered by 146 respondents, with the majority stating that Market Street is not well located to deliver homes.

The main concerns raised with the location of the proposed development related to Market Street and its current levels of congestion. Respondents believed the area is already too congested and more traffic in the area will be unbearable. Other concerns related to the development being located on a green space and thought that new homes should be built on brownfield land instead.

Other respondents raised concerns with the current level of local infrastructure to cater to new families. They believed schools, doctors and other health care services are already at full capacity.

The response to feedback section of this report will outline Taylor Wimpey and Anwyl Land's consideration of these concerns.

### **Question 3: What do you think about a landscape-led scheme?**

This question was also an open text box which allowed respondents to write freely on their thoughts about the plans for Market Street being a landscape-led scheme. In total, 134 respondents answered this question. The responses demonstrated that respondents were supportive of a landscape-led scheme, but there were concerns raised on whether the current masterplan could be considered landscape-led as it was building on a green space. Taylor Wimpey and Anwyl Land will use the response to feedback section to elaborate how the masterplan for Market Street is a landscape-led scheme.

### **Question 4: We want to deliver a development that is as sustainable and carbon-friendly as possible. What would you like to see included in our designs of the public spaces to help us achieve this?**

This question was also an open text box and allowed respondents to share ideas on how the designs of the public spaces can help in our ambition to deliver a sustainable and carbon-friendly development. This question was answered by 124 respondents and some of the most popular suggestions are listed below:

- Native trees
- Community orchard
- Ponds
- Solar panels
- Wildflower meadows
- Do not build on the site



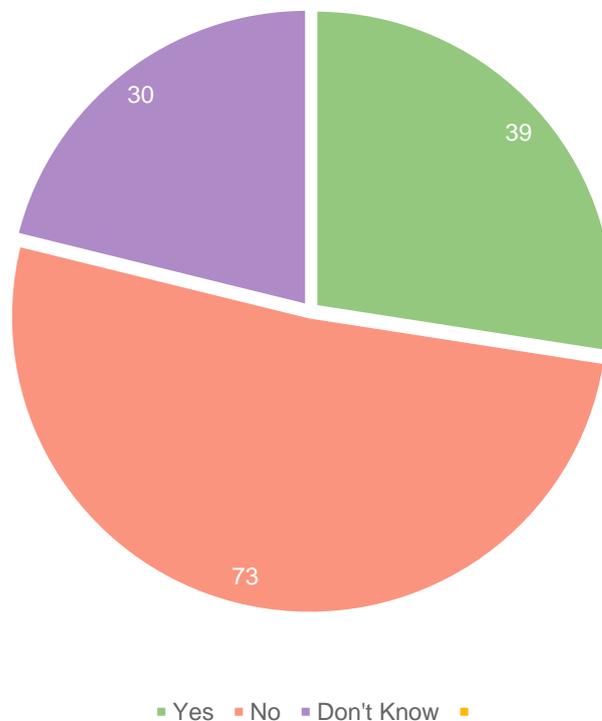
**Question 5: We want to enhance the ecology and biodiversity of the site. What can we do to ensure our plans have a positive impact on ecology and wildlife?**

This open text question asked respondents to share their thoughts on how the proposal can have a positive impact on ecology and wildlife. This question was answered by 133 respondents and some of the most common suggestions are listed below:

- Planting trees
- Large gardens
- Ponds
- Hedgerows
- Use swift bricks in construction
- Do not build on the site

**Question 6: Do you support the plans to expand one of the local primary schools?**

Question 6 was a yes, no or don't know question. In total, 142 people responded to this question with the majority (51.4%) stating they did not support the plans to expand one of the local primary schools.





**Question 7: What features would you like to see in the designs of new residential developments to keep with the natural environment and heritage of the site?**

This question offered respondents an open text box to provide suggestions on how the development can be in keeping with the natural environment and heritage of the site. This response was answered by 121 people and the most common suggestions are listed below:

- Use stone/stone work on the buildings
- Use local bricks/ materials
- Dry stone walls
- Terrace houses
- Do not build

**Question 8: What are the key issues facing your local community right now?**

This question was an open text box which allowed respondents to share with the development team the key issues within the local community. This question is helpful in understanding the local constraints and how the development can mitigate key issues as the plans progress. In total, 146 respondents answered this question, and the most popular answers are listed below:

- Traffic congestion
- Loss of green space (due to development)
- Lack of local employment
- Lack of local amenities (doctors etc)
- Issues with parking

**Question 9: Do you think the local community will benefit from the plans?**

This question was also an open text box that allowed respondents to share their views freely. In total 149 respondents answered this question, with the majority stating that they did not think the plans will benefit the local community. The main concerns expressed were reservations around traffic congestion and potential negative changes to the village feel of the area.

However, some respondents believed that the Borough may benefit in terms of employment opportunities and the increase in council tax to the Council, as well as a positive boost to local businesses.

**Question 10: Do you have any additional comments on the Masterplan?**

The last question was an open text box which encouraged respondents to raise any other topics that they had not discussed in the other questions. 129 people responded to this question and used it as an opportunity to reiterate their views.

As the responses to the questions highlight, the majority of responses related to concerns around traffic congestion within the area, that there is no need for new homes, the area does not have the amenities to cope with new residents and the loss of green space.



## **5.0 Response to Feedback**

The Masterplan team is grateful to all those who took time to respond to the public consultation. All feedback has been reviewed by the project team and a response to the most frequently raised comments and themes is provided below.

### **Traffic Congestion and Parking Provision**

A common concern raised throughout the consultation, through the online feedback form, the dedicated email address and during the webinar, was concerns that the proposed development would cause a high level of traffic congestion and that the current roads of Market Street and Exchange Street could not cope with more on-street parking.

Mitigating traffic congestion is a key aspect of the masterplan. The wider site, including the Taylor Wimpey site, Anwyl Land site and Peel L&P site, will all have separate access points, meaning each phase is self-sufficient to allow traffic flow.

The Taylor Wimpey site will take access from Market Street (from the field opposite numbers 88 – 116) through to the north of Mushroom House and will also be accessible via a public right of way that cuts across the site, which then continues along the eastern and southern boundaries.

The Anwyl Land site will be accessed from Exchange Street to the south of the site.

As this is currently a masterplan, the full details of access, including the individual access points, will be determined through the Transport Assessment work supporting each application and agreed with the Local Highway Authority.

Current transport assessments determine that there are no existing highway constraints that would render the scheme unworkable due to high levels of traffic congestion. However, Taylor Wimpey and Anwyl Land are committed to providing proportionate off-site highway improvements if the works are deemed necessary by the Highways Authority at the time each application is determined.

Further to this, the developers will be submitting a Transport Assessment alongside each subsequent planning application once the masterplan and design code have been agreed. These will include traffic mitigation measures for Market Street. Initial assessments of the adjoining highway network confirm that there is sufficient capacity within the existing strategic highway network to accommodate Phase 1 of the development with minimal highway improvements required within the highway boundary. The developers will consult with the local highway authority, Lancashire County Council, on appropriate mitigation to the local highway network.

### **Building on the Green Belt and Greenfield Land**

Another key concern raised related to the proposed masterplan being constructed on Green Belt land and green space. This was most prevalent in the question 1, where a large proportion of respondents stated they did not want any homes building due to the rural nature of the existing site.



The site no longer holds Green Belt status, as Rossendale Borough Council removed it from the Green Belt in its adopted Local Plan. The Council's adopted Local Plan has maximised development on brownfield sites, as well as other sites within urban areas, but determined there was still a shortfall of land for the required housing targets for the Borough. This means the Council had to supplement land for housing allocations with greenfield land and Green Belt release, including the land west of Market Street, Edenfield, in line with the exceptional circumstances test in national policy (NPPF paragraphs 1391-141).

However, Taylor Wimpey and Anwyl Land's ambition is to not solidly build over all the green space. Instead, a high focus of the masterplan has been to incorporate a landscape-led plan that complements the surrounding site context. For example, in Phase 1, there will be over 4 hectares of public open space for future residents and the wider community, with links to the existing Recreation Areas to the south. In addition, the plans will create a more natural and defensible Green Belt boundary to the west of Edenfield.

### **New Homes are Not Needed**

Again, question 1 demonstrated a large number of residents did not want any new homes in the area, with some citing that new homes are not needed.

At present, the National Planning Policy requires local authorities to meet their identified housing needs. Rossendale's Strategic Housing Market Area Assessment has confirmed a need for 3,191 new homes up to 2036, and the adopted Local Plan seeks to meet this need through a mix of existing commitments and new housing allocations, including the land west of Market Street, Edenfield.

### **The Plans are not Landscape-led**

Question 3 highlighted that a large proportion of respondents had concerns that the plans were not landscape-led.

Taylor Wimpey and Anwyl Land have used the masterplan vision to set out the ambition to include large scale landscaping throughout the development. The plans will hold over 4 hectares of public open space for future residents and the wider community in Edenfield to enjoy in the first Phase, with other landscape provision expected to be developed over the next Phases.

The structure of development is built around key landscape principles, including working with the existing topography where possible, maintaining a visual corridor west from Market Street at the site entrance; retaining and enhancing the existing PROW network; providing a strong landscape buffer along the western boundary, and to the church in the north east corner; with green corridors and outward facing development onto the existing recreation ground to the south.

### **Lack of local infrastructure/amenities**

Another key concern centred on there being a lack of local infrastructure and capacity at local facilities (including doctors, dentists, schools etc) to accommodate new residents.

The development represents a large-scale investment to the local area. This will help to support local services and businesses through increased footfall, spending and tax revenues. The



proposed development has the potential to contribute an additional £79 million of gross value added annually to the local economy during the eight-year construction period, the new homes are estimated to generate expenditure of £11 million per year, as well as around £847,500 per year in additional Council Tax revenue, which can be used to improve local services and infrastructure.

As the site is allocated within the Council's Local Plan, the proposal will have to meet several requirements outlined by Rossendale Council. These include new vehicular access points, the retention of existing trees, woodland and plants, the provision of public open space, sufficient landscaping along the Green Belt boundary, potential infrastructure improvements to the A56 and provisions to either expand the Edenfield CE Primary School or Stubbins Primary School from a 1 form entry to a 1.5 form entry primary school.

### **Against plans to expand one of the local primary schools**

Question 6 demonstrated that just over half of the respondents did not want one of the local primary schools to be expanded. This was mainly due to concerns that expanding an existing school will not provide adequate provision to new residents.

As part of Rossendale Council's Local Plan, the authority requires the development to make provision "*to expand either Edenfield CE Primary School or Stubbins Primary School from a 1 form entry to a 1.5 form entry primary school, and for a secondary school contribution subject to the Education Authority*".

It is therefore Taylor Wimpey and Anwyl Land's understanding that an expansion to one of the local primary schools is adequate in accommodating the increase in population. This will be funded via proportionate S106 contributions secured in line with Lancashire County Council's standard methodology, which is based on the likely pupil yield generated by each development, less any capacity in existing schools at the time the application is submitted/ determined.



## **6.0 Conclusions**

In bringing forward proposals for new homes in Market Street, Edenfield, Rossendale, the development team has now undertaken a pre-application consultation on the Masterplan process following Rossendale Borough Council's Statement of Community Involvement, the Localism Act 2011, the National Planning Policy Framework and National Planning Practice Guidance.

This has provided an opportunity for residents, politicians, and stakeholders to learn about the plans and provide their feedback.

The consultation resulted in 220 responses from residents, and the wider development team would like to extend appreciation to all those who took part in the consultation process and provided feedback on the plans.

This report reflects the views expressed by residents and stakeholders during the public consultation and addresses the feedback received regarding the development. Moving forward, channels of communication will remain open so that the local community can contact the development team throughout the planning process.



## Appendix A – Correspondence

<p> </p> <p>«AddressBlock» <span style="float: right;">Friday 17<sup>th</sup> June</span></p> <p>«GreetingLine»</p> <p><b>Masterplan Consultation for new homes at Market Street, Edenfield</b></p> <p>I am writing to introduce you to an exciting new residential scheme on land west of Market Street, Edenfield, proposed by Taylor Wimpey and Anwyl Land, and to request a meeting with you to brief you on our public consultation on our overarching Masterplan and Design Code, as required by adopted Local Plan Policy H66.</p> <p>As you may know, Rossendale Borough Council has allocated the site for a development of approximately 400 houses in the adopted Local Plan in December 2021. Furthermore, the Council's strategic housing market assessment has highlighted that there was a chronic lack of affordable and aspirational family homes within the Borough. Through a collaborative approach, this Masterplan aims to set to respond to the needs of the local community and make a meaningful contribution to Rossendale's housing targets.</p> <p>We want to design a community-led residential scheme that will stand the test of time. Our Masterplan will incorporate a Design Code and set the parameters and design principles for the two proposed phases, which will be submitted as two separate planning applications by each developer at a later date. This phased approach meets Rossendale Borough Council's policy requirements, ensuring that it will be implemented at a sustained pace and will minimise local disruption during the construction period.</p> <p>Our proposals aim to deliver a sustainable new community with benefits to the local area that include:</p> <ul style="list-style-type: none"><li>• Delivering around 400 new homes in total, with a first phase of around 235 in a variety of sizes and styles to meet the needs of local people in the Borough, including a diverse range of affordable homes;</li><li>• Designing three distinct communities that have strong relationships to the site's natural features and heritage;</li><li>• Providing generous areas of public open space and outdoors sports provision for future residents and the wider community;</li><li>• Creating a more natural and defensible Green Belt boundary to the west of Edenfield;</li><li>• Delivering a landscaped-led Masterplan that complements the surrounding areas whilst retaining as many existing trees and other natural features possible;</li><li>• Create 163 temporary jobs per annum during the expected 8-year construction phase. Thereafter it is estimated that 468 economically active residents could live in the new homes;</li><li>• Contributing an additional £79 million of gross value added to the local economy during the 8-year construction period;</li><li>• Generating an estimated household expenditure in the region of £11 million each year;</li><li>• Encouraging a modal shift through the creation of new pedestrian and cycle links;</li><li>• Providing three new access points, limiting disruptions to local highways; and</li><li>• Contributing to local infrastructure improvements.</li></ul>	<p> </p> <p>Together, these will form an attractive, vibrant new residential development with an appealing mix of high-quality homes, landscaped open space and inward investment that will have a net benefit on new and existing residents. The team are committed to working collaboratively with the Council and key stakeholders to ensure that the Borough's housing needs are met in a sensitive and sustainable manner.</p> <p><b>Consulting on our Masterplan</b></p> <p>Taylor Wimpey and Anwyl Land are committed to engaging with local residents, community groups and representatives in shaping the Masterplan to ensure that the subsequent planning applications reflect and respond to local needs.</p> <p>Our plans for Market Street are constantly evolving. By working with local people and the Council, we want to design a Masterplan that has the Borough's needs at its heart. Therefore, we are calling on the local community to help shape the Masterplan via an online public consultation on the proposals.</p> <p>This consultation will begin 22<sup>nd</sup> June and run for two weeks, beginning with a community leaflet that will be sent to around 1,122 households and businesses closest to the site. More information can be found on a virtual exhibition via our website which is available at <a href="http://www.marketstreetmasterplanconsultation.co.uk">www.marketstreetmasterplanconsultation.co.uk</a>, or residents can get in touch on our Community Information Line which is available on 0333 358 0502 (weekdays 9:00am – 5:30pm) or by emailing us at <a href="mailto:marketstreetmasterplan@havingyoursay.co.uk">marketstreetmasterplan@havingyoursay.co.uk</a>.</p> <p><b>Given your role in the community, I would welcome the opportunity to brief you on the Masterplan, the public consultation and answer any questions you may have regarding the plans. A member of our team will be in touch shortly to see if a meeting can be arranged to discuss the proposals.</b></p> <p>In the meantime, if you have any questions about the upcoming consultation or the scheme itself, or if you would like to arrange a meeting, please feel free to contact Emily Carter-Kandola by emailing <a href="mailto:emily.carter@lexcomm.co.uk">emily.carter@lexcomm.co.uk</a> or calling at 0161 711 0295. I look forward to hearing from you.</p> <p>Yours sincerely,</p> <p> John Hardy Land &amp; Planning Director Taylor Wimpey</p> <p> Duncan Gregory Land &amp; Planning Director Anwyl Land</p>
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## Appendix B – Website

Market Street  
—MASTERPLAN—

[Home](#) [Background](#) [Our Proposals](#) [Masterplan](#) [FAQs](#) [Virtual Exhibition](#) [About Us](#) [Your Views](#) [Contact](#)

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### Welcome to our Masterplan Consultation.

Taylor Wimpey and Anwyl Land have formed a unique partnership to deliver an exciting new vision for Edenfield. Working together, the team has designed an overarching Masterplan that is based on four key themes: Homes, Sustainability, Placemaking and Inclusivity.

The Land West of Market Street is a perfect site to deliver sustainable new homes that will be designed to be practical, contemporary and attractive, and ideal for different lifestyles. Our scheme will offer much-needed homes that will be available in a variety of styles and sizes, from starter homes suitable for younger people trying to get their foot on the housing ladder, to larger 'forever' family homes.

Our Masterplan will have strong placemaking values at its core, and will set the design foundations for three distinctive neighbourhoods that are well-connected and have a close relationship with the surrounding environment.

As part of the consultation, we hosted a webinar – which was an online session where the project team discussed the plans and answered questions from the public. You can view the recording of the webinar below:

This community consultation is the first step and sets out the team's Vision Masterplan for Land West of Market Street, that is in Taylor Wimpey and Anwyl's control, and we want to hear from you. Please take the time to read through the information available on this website and let us know your views. Our vision for the site's design is to have the local community at its heart, so what you think of our plans is important to us and will help shape the subsequent planning applications.

To learn more about the proposals, you can view our Virtual Exhibition where you will find out more about our plans in detail. [You can access it by clicking here.](#) We invite you to view our proposals and provide your feedback through our online form, or if you prefer, you can submit your feedback through one of the alternative methods listed on the [Your Views page.](#)



## Background

### Housing Need

The UK is facing a housing crisis, with a chronic shortage of new homes. Quite simply, not enough homes are being built and supply is much lower than the Government's ambition of 300,000 houses every year. Unless new homes are built, the situation remains bleak. The same can be said for Rossendale, where unless new homes are built, people who have grown up in the area will be forced to move away to get on the property ladder. Our vision can help deliver new homes for those looking to put down roots.

The Council recognises this and, in 2021, a new Local Plan was approved, which states that at least 3,191 additional new homes need to be built by 2036 to meet the demands of local people. By developing sites that the Council has already identified as being suitable to respond to Rossendale's housing needs, like the site on Land West of Market Street, this will protect other sites across the Borough from speculative development.

Working closely in partnership, Taylor Wimpey and Anwyl Land are combining their wealth of experience in building lasting communities in the North West to create a Vision Masterplan that will outline the design basis for distinctive communities in Edenfield that responds to the Borough's needs.

Currently, hundreds of local people are trapped outside of the property market due to a lack of affordable homes. The Council's 2016 Strategic Housing Market Assessment confirmed that there is a need of between 158-321 new affordable properties each year, a demand that will continue to grow with the ongoing cost-of-living crisis. Our vision for Edenfield will help young families get their foot on the housing ladder, helping them to find a home where they grew up.



### Site allocation & land ownership

Rossendale Borough Council believes that the Land West of Market Street is appropriate for around 400 badly-needed, new homes, which is why the site has been allocated for development in the Local Plan. It states that the area “will require a well-designed scheme that responds to the site’s context”. Our unique partnership is working closely together, along with the Council, to realise this opportunity. Now, the team wants to hear from local people to help shape the Masterplan.

The site is split into a number of different sections, with Taylor Wimpey owning the central section of the land and Anwyl Land promoting the southern section. Due to the split ownership of the site, each of the developers will be committed to delivering improvements to local infrastructure and enhancements to the surrounding biodiversity.

Together, the team plans to create a well-connected and sustainable community that will be in accordance with the design parameters set in the overarching Masterplan. With your input, we can make this a place that local people will be proud of.

### Phased approach

After the public consultation on the Masterplan, Taylor Wimpey, and Anwyl Land will be bringing forward two separate planning applications for their respective sections of the site. The team is committed to bringing forward these individual proposals in a considered and considerate manner, and has therefore agreed to a phased approach.

Delivering the developments in phases also means that it can be implemented at a sustained pace which will minimise local disruption during the construction period. Furthermore, applications for the detailed aspects of the site will be brought forward methodically.

Developers of later phases will have the opportunity to engage with this Masterplan process to agree design parameters and programmes for their sites.

We have our vision for our community, but we want to hear from you to help shape these plans!

## Our Proposals

### What are we proposing?

Taylor Wimpey and Anwyl Land are proposing a landscape-led Masterplan that has been sensitively designed with the local community at its heart. This aims to be more than just ‘bricks and mortar’, our vision for Edenfield will have a long-lasting positive impact for current and new residents.

Our proposals in the Masterplan include:

- Delivering around 400 high quality new homes in total, with a first phase of around 235, in a variety of sizes, styles and tenures to meet the needs of local people in the Borough, including a diverse range of affordable homes;
- Designing distinct communities that have strong relationships with the site’s natural features and heritage;
- Providing generous areas of public open space and outdoors sports provision for future residents and the wider community;
- Creating a more natural and protected Green Belt boundary to the west of Edenfield;
- Delivering a landscape-led Masterplan that complements the surrounding areas whilst retaining as many existing trees and other natural features possible;
- Creating 163 temporary jobs per annum during the 8-year construction phase. Thereafter it is estimated that 468 economically active residents could live in the new homes;
- Contributing an additional £79 million of gross value added to the local economy during the 8-year construction period;
- Generating an estimated household expenditure in the region of £11 million each year;
- Encouraging active and sustainable travel through the creation of new pedestrian and cycle links, and retaining and enhancing existing public rights of way;
- Providing three new access points, limiting disruptions to local highways; and
- Contributing to local infrastructure improvements through S106 agreements.

As these plans progress, we want to hear your feedback. This input, along with the team’s current vision for the site, will form the Design Code for an attractive, vibrant new residential development with an appealing mix of high-quality homes, landscaped open space and inward investment that will have positive benefits for new and existing residents.

For more in-depth information about our plans, [please click here](#) to view our virtual exhibition.



## Masterplan

Our Masterplan has been designed to respond sensitively to the characteristics of the site and the wider area, highlighting how it will be a sustainable extension to urban Edenfield. This aims to be a high-quality residential scheme with a coherent landscape structure which conserves the natural assets present on the site as well as enhancing opportunities for recreation and pedestrian/cycle movement.

It will create a greenspace with new tree planting and landscaping along the western edge of the site. This will extend existing woodland areas, providing a strong buffer between development and the A56, and will soften the urban edge of Edenfield, blending the development into its surroundings when viewed from higher land to the west of the valley.

The plans will retain an area of open space adjacent to Market Street which provides a break in development and enables long views to the hill tops of Holcombe Moor to the west of Edenfield which contribute to a distinct sense of place.

It will protect the setting of Mushroom House and the existing Public Right of Way and stone wall within the site. Vehicular access into the site can be safely taken from Market Street, ensuring that the existing access track to Mushroom House is not subject to any increase in traffic. However, the track could be upgraded to provide a controlled emergency access into the site if required.

The residential area broadly follows the outline of the site. The integration of tree planting throughout the development will break up the roofscape and will further embed the development into the landscape.

A further 'greened' street is proposed to link the existing Public Right of Way to Edenfield recreation ground. This will promote the use of this greenspace and will also facilitate connectivity to the shops and services in the village centre.



Tree planting would be integrated throughout the development to further embed it into the landscape.



Internally, the development will be served from a primary estate road which will in turn link to shared surface roads that are safe for pedestrians and cars alike, cul-de-sacs and private drives.

The design will retain much of the site's existing features, landscape character and local context. It also responds to the issues of ecology, access, landscape and drainage, to create a multi-functional landscape of benefit to the existing and new communities.

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## Frequently Asked Questions

If you have any questions about the proposals, please check below to view our frequently asked questions and answers. For all other questions, please visit Your Views for ways to submit your questions.

### — Where is the site?

The site is located on land west of Market Street in Edenfield. It is bordered by the A56 to the west, Exchange Street to the south, residential buildings to the east which face onto Market Street and it runs alongside Blackburn Road (B6527) to the northern part of the site.



— Why are you doing a Masterplan?

Rossendale Borough Council has removed the site from the Green Belt, but under certain conditions. One of these conditions, as set out in the adopted Local Plan, is that *“the comprehensive development of the entire site is demonstrated through a masterplan with an agreed programme of implementation and phasing”*.

This Masterplan will demonstrate how each developer will not prejudice one another, it will provide information on the background of the site and it will outline the different phasing proposed.

— Is this a planning application?

No, this is not a planning application. Three separate planning applications will be submitted following the Masterplan Consultation.

— Why are you not building on brownfield land?

There is not enough land to build all the new homes required on brownfield land, which has been demonstrated through the Local Plan process. By bringing forward a new ‘planned’ vision for this site, we can protect other green spaces in our community from speculative development.

Furthermore, this consultation means that local people will have the opportunity to help shape the vision for this landscape-led development.

— What types of properties are proposed?

The residential development will deliver a mixture of housing types and tenures, which will include open market and affordable housing. The vision for the site is to create a high-quality family and affordable community with distinctive local character that will meet the needs of the Borough.

The first phase of the development to be brought forward by Taylor Wimpey will include two, three, and four-bedroom properties, both detached and semi-detached, in a mixture of shared ownership and rental tenures in line with Council requirements.

— Are there any plans to provide affordable housing?

Yes, we envisage that 30% of the proposed new homes will be affordable in line with Council policy, although this is subject to viability considerations which will be assessed through the application process.

— How will local services cope?

Our site has been identified as a strategic location for a residential development. This is partly due to the site being located within easy access of a range of local services, employment opportunities and public transport routes.

With that said, the development represents a large-scale investment to the local area. This will help to support local services and businesses through increased footfall, spending and tax revenues. Indeed, the proposed development could contribute an additional £79 million of gross value added (GVA) annually to the local economy during the 8 – year construction period, the new homes are estimated to generate expenditure of £11 million per year, as well as around £847,500 per year in additional Council Tax revenue, which can be used to improve local services and infrastructure.

Furthermore, the Infrastructure Delivery Plan that supports the adopted Local Plan confirms that local services in Edenfield have sufficient capacity to absorb the proposed development.

For more information on other site considerations, please visit our [virtual exhibition](#).



— Will you be building or expanding the local primary school?

Our plans have been designed with a strong place-making and community focus. It has been indicated in the Local Plan that the development "will be required to expand either Edenfield CE Primary School or Stubbins Primary School from a 1 form entry to a 1.5 form entry primary school, and for a secondary school contribution subject to the Education Authority".

This will be funded via proportionate Section 106 contributions from each subsequent planning application. A Section 106 agreement is a legal document that sits alongside a planning permission to secure the relevant contributions, often restricting the level of development that can come forward before these contributions are made.

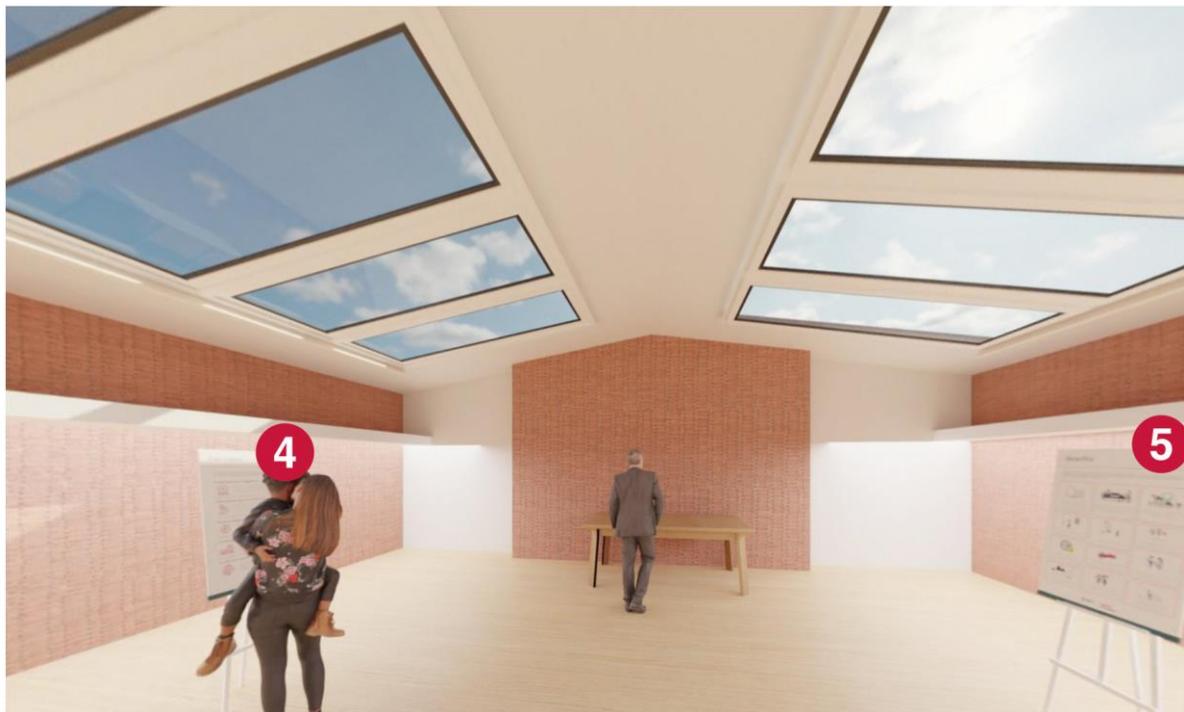
These contributions will be agreed with the Local Planning Authority and the Local Education Authority in line with their agreed methodology, which is based on the likely pupil yield generated by each development, less any capacity in existing schools at the time the application is determined.

— How can I comment on the plans?

There are a number of ways you can have a say on our proposals, such as completing an online feedback form, calling the Community Information Line on 0333 358 0502 (Monday to Friday – 9:00am to 5:30pm) or attending our webinar on Wednesday 29<sup>th</sup> June from 18:00-19:00. You can also email us at [marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk).

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Virtual Exhibition





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## About Us

### Taylor Wimpey

Taylor Wimpey is a national housebuilder in the UK with a local presence. We build and sell over 10,000 homes each year and make a positive contribution to the communities in which we work by developing infrastructure and making financial contributions to local authorities. Working with others benefits us all and is at the heart of a successful and sustainable development. We aim to be the land buyer and residential developer that everyone wants to deal with.



### Anwyl Land

Anwyl Land are part of Anwyl Group, a proud 4th generation family company. We began in 1930 as a joinery and woodworking contractor, but with over nine decades of success behind us in construction and property development, we now operate three divisions: Anwyl Homes, Anwyl Land and Anwyl Partnerships.

Anwyl Land is the land promotion arm of the business, working alongside landowners to achieve planning permission, market and ultimately sell the site to deliver much needed family homes.

You can find out more about the work we do and our specialisms on [www.anwylgroup.co.uk](http://www.anwylgroup.co.uk) and the wider group on [www.anwylgroup.co.uk](http://www.anwylgroup.co.uk).





## Your Views

Our public consultation runs from 22<sup>nd</sup> June – 6<sup>th</sup> July 2022.

During this time, you can leave your comments by completing our form below, or you can get in touch with us if you have a question by:

-  Speaking with a member of the team by calling: 0333 358 0502 (Monday to Friday – 9.00am to 5.30pm)
-  Emailing us with your comments, questions or feedback at: [marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk)
-  Attending our webinar on: Wednesday 29th June from 18:00-19:00 - [Click here to register](#)

All feedback received will be logged and reviewed to help shape the final plans for each phase of the development before any applications are submitted to Rossendale Borough Council at a later date.

All comments should be received no later than 6<sup>th</sup> July to ensure that they can be taken into consideration.

What types of homes do you think are needed in the local area?

- Large family homes (4 or more bedrooms)
- Homes for couples or small families (2 to 3 bedrooms)
- Small houses or apartments (1 to 2 bedrooms)
- Other – Please specify

Other:

Do you agree that Market Street is well located to deliver the homes that Rossendale needs?

What do you think about a landscape-led scheme?

We want to deliver a development that is as sustainable and carbon-friendly as possible. What would you like to see included in our designs of the public spaces to help us achieve this?

We want to enhance the ecology and biodiversity of the site. What can we do to ensure our plans have a positive impact on ecology and wildlife?

Do you support the plans to build or expand one of the local primary schools?

- Yes  No  Don't Know

What features would you like to see in the designs of new residential developments to keep with the natural environment and heritage of the site?

What are the key issues facing your local community right now?

Do you think the local community will benefit from the plans?

Do you have any additional comments on the Masterplan?

Name

Address

Postcode

Email

Phone Number

I would like to be kept informed of the proposals

We will develop a Statement of Community Involvement (SCI) about this public consultation that will be submitted to the planning authority or similar body. This will be a publicly available document. Your comments will be anonymous, and we will only identify you in the SCI with your written permission.

Data Protection We hold all personal data as per General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of its jurisdiction. If you would like to make a GDPR request, please contact Lexington on 020 7025 2300. You can view our privacy policy [here](#).

Send

## **Appendix C – Exhibition Boards**

# Welcome

**Market Street**  
—MASTERPLAN—



## Thank you for taking the time to view this virtual public exhibition

We are excited to share our vision for a new residential community on land west of Market Street, Edenfield. Our aim is to create a landscape-led scheme that has been holistically designed with the local community at its heart. The Market Street site will offer a mix of housing types and tenures for local people at all stages of life, and will have strong relationships with the site's natural features and heritage. With your feedback, this can be made possible.

Ahead of submitting the application, we are inviting the community to take part in our public consultation and seeking views on the Masterplan and vision for Market Street. We want to hear from you.

- What do you think about our Masterplan?
- What type of properties would you like to see delivered in Edenfield?
- What issues would you like us to consider as we evolve our plans?
- What do you like or dislike about our proposals?

The aim of this virtual exhibition is to help you find out more about our plans and provide you with an opportunity to have your say on the masterplan and the vision for Market Street. All feedback received will be reviewed in detail and will help inform our future plans.

**Please navigate around our virtual exhibition room, read the display boards and submit your comments no later than 6th July to ensure that they can be taken into consideration for future planning applications.**



## The Site

## Market Street —MASTERPLAN—

The land west of Market Street is located to the north west of Edenfield, a village in the southern part of Rossendale, close to the district boundary with Bury. The site is bounded by the urban area of Edenfield to the south and east, with Green Belt to the north and west, and the A56 forming a further physical boundary to the west.

The site is characterised by open pasture land outside the existing urban boundary, that is well contained by existing physical features, and forms a natural and logical extension to the village.

The central part of the site fronts directly onto Market Street, and wraps around an existing residential property, Mushroom House, which is set back from the road and accessed via a public right of way that cuts across the site, then continues along the eastern and southern boundaries.

Our vision for the site is to fully utilise this sustainable location in creating a vibrant new community with close ties to Edenfield and the surrounding natural environment.

## Strategic Location

Market Street is located in close proximity to a wide range of services and amenities that is within a short walking distance or a short car journey.

It is approximately 350m north of the centre of Edenfield, which is designated as a Neighbourhood Parade in the adopted Core Strategy. Strategically located, the site has access to a range of services and facilities in the centre of Edenfield, as well as the larger towns of Ramsbottom 3km to the south and Rawtenstall 3.5km to the north. It is located near the following local amenities:

- The Coach & Horses public house (370m);
- Edenfield Parish Church (450m);
- Market St Newsagents (450m);
- Edenfield Village Pharmacy (460m);
- Edenfield CoE Primary School (500m);
- Edenfield Cricket Club (600m);
- Edenfield Mini Market (930m); and
- The Duckworth Arms (1,500m).

Within a short car journey, there is also:

- Edenfield Nursery;
- Ramsbottom Group Practice;
- East Lancashire Railway (Irwell Vale Station);
- Saint Philip's Church Stubbins;
- Ramsbottom Fire Station; and
- Both Ramsbottom Post Office & Helmshore Post Office.

The site is well served by the existing public transport network. The nearest bus stop to the site is located to the east of the site on Market Street, approximately 220m walking distance from the centre of the site. Further bus stops are located to the north east and south east of the site along Market Street. These bus stops offer up to six services per hour, providing direct access to destinations including Burnley, Rawtenstall, Accrington and Bury.



# Masterplan

## Market Street —MASTERPLAN—



### Key

-  'H65' allocation
-  Land to come forward as later phase\*
-  Existing Public Right of Way
-  Proposed residential development areas
-  Active frontages
-  Indicative internal road network
-  Proposed green space
-  Indicative landscape structure planting
-  Indicative location SUDS
-  Indicative location for LEAP play area
-  Potential acoustic mitigation
-  Proposed highway access
-  Proposed road links (alignment subject to detailed design)
-  Proposed emergency vehicle connection
-  Proposed pedestrian/cycle access
-  Indicative pedestrian/cycle routes

\*landowner not in a position to engage at the current time

Site Masterplan



WWW.MARKETSTREETMASTERPLANCONSULTATION.CO.UK



# Our Vision

## Market Street —MASTERPLAN—

Our proposals are constantly evolving and this presents a real opportunity for local residents to help shape our plans. We want to hear from you on what you think are the most important issues facing your community right now. Our site presents a good opportunity to enhance the area.

### Inclusive approach to engagement



We want to design a community-led residential scheme that will stand the test of time and, therefore, are committed to listening to local people through meaningful and effective community consultation. Do you agree that Market Street is well located to deliver the new homes that Rossendale needs? Do you think the local community will benefit from the plans? What would you like to see in the open spaces created by this scheme?

### Delivering much needed new homes for local people



Like many parts of the UK, Rossendale is in need of new, high-quality homes. Our proposals will deliver a range of housing types and tenures to that will be ideal for different lifestyles and for residents that are at different stages in their lives, while supporting the Borough meet its housing targets. Our homes will be designed to meet modern energy efficiency standards and will include a provision of affordable properties in a mix of sizes and tenures.

### Sensitively designed with sustainability in mind



With our illustrative Masterplan, we aim to safeguard both the cultural and natural heritage at the site, while creating a new, vibrant community that blends into the natural environment. This will include new public open spaces that can be enjoyed by new and existing residents. This is an opportunity to create a sustainable extension to the Edenfield community.

### A development with placemaking at its core



Our site presents a great opportunity to deliver a development that responds to the current needs of the existing community. These plans will have strong placemaking qualities, and aims to safeguard both the cultural and natural heritage at the site, while creating a new, vibrant community that blends into the natural environment. This will include new public open spaces that can be enjoyed by new and existing residents.

### A collaborative approach by responsible developers



Taylor Wimpey and Anwyl Land have strong ties to the North West and a proven track record in delivering new and lasting schemes. Working together is in the best interest of the Edenfield community, and the team will commission a Masterplan Design Code that will drive future residential planning applications on the site. This will present an opportunity for distinct and well connected communities.



[WWW.MARKETSTREETMASTERPLANCONSULTATION.CO.UK](http://WWW.MARKETSTREETMASTERPLANCONSULTATION.CO.UK)



# Benefits

## Market Street —MASTERPLAN—

Designing new homes is about much more than just 'bricks and mortar'. It is about designing a community. A neighbourhood. A place people can call home. The plans have been carefully designed to complement and integrate with the existing community. The proposals will:

 <p>Delivering around 400 new homes in total, with a first phase of around 235 in a variety of sizes and styles to meet the needs of local people in the Borough, including a diverse range of affordable homes.</p>	 <p>Provide a diverse range of affordable homes (30%) in line with requirements (subject to viability), including around 70 affordable properties in Phase 1.</p>	 <p>Design distinct communities that have strong relationships to the site's natural features and heritage.</p>
 <p>Retain as many existing trees and other natural features as possible.</p>	 <p>Open up new green spaces for new and current residents to enjoy.</p>	 <p>Include sufficient landscaping along the Green Belt boundary.</p>
 <p>Generate around £79 million of investment during the build phase, in addition to approximately £847,500 on an annual basis in Council Tax payments.</p>	 <p>EV Charging points will be provided, with one per every new house.</p>	 <p>Make S106 contributions that can be used to enhance primary school facilities in the local area.</p>
 <p>Include new vehicular access points to the site.</p>	 <p>Create an estimated 163 new jobs for local people, both during construction and through the supply chain.</p>	 <p>Encourage sustainable transport through the creation of new pedestrian and cycle links.</p>





# Site Considerations

## Market Street —MASTERPLAN—

### Strategic Location

The team will be submitting a Transport Assessment alongside each subsequent planning application. These will include traffic mitigation measures for Market Street. Initial assessments of the adjoining highway network confirm that there is sufficient capacity within the existing strategic highway network to accommodate Phase 1 of the development with minimal highway improvements required within the highway boundary. The developers will consult with the local highway authority, Lancashire County Council, on appropriate mitigation to the local highway network.

There are no existing highways constraints preventing the site coming forward, however, when required off-site highway improvements will be undertaken in agreement with the Highway Authority.

With that said, this scheme will deliver significant inward investment which can be translated to improvements to the local road network. Although it's been assessed that there are no existing highways constraints preventing the site coming forward, if required, proportionate off-site highway improvements will be secured through legal agreements with the Highway Authority at the time each application is determined.

Furthermore, the site is in a sustainable location and will promote pedestrian connectivity. This will be done by maintaining the existing right of way through the site, whilst creating new pedestrian links and connecting to the nearby rights of way. It will also link with the existing footway network and local amenities in the vicinity of the site.

### Flooding

The site is entirely within Flood Zone 1, which means it has a low probability of flooding and is suitable for all types of land use, including residential, in accordance with the National Planning Policy Framework, and therefore there are no flooding constraints preventing the development of this site.

Considering the topographic constraints in Rossendale for developable land, where many areas have poor ground conditions and high flood risk, the land west of Market Street does not have any significant constraints in terms of flooding and drainage.

However, the team will work together with the Council and other relevant stakeholders to ensure that necessary requirements are incorporated into the Masterplan, including any technical assessments that are needed.

### Landscape

Landscape analysis has been carried out on the site and it has been concluded that it is not subject to any formal landscape designations. The site lies on the northern fringe of Edenfield within a character type referred to as 'Settled Valleys'. This landscape character type includes the 'high sided valleys of the River Irwell and its tributary streams which dissect the high moorland plateau of the Rossendale Hills'.

A review of Lancashire's land mapping confirms that the site is Grade 4 Agricultural Land, which is defined as poor agricultural land and not the best and most versatile. Therefore, there are no agricultural land constraints preventing the sites development.

In terms of visual impacts, whilst there are some long distance views into site, these can be maintained and mitigated through sensitive master planning. As such, it is not anticipated that the development of the site will have a significant impact on landscape character or visual amenity.

Our vision is to deliver a landscape-led Masterplan that complements the surrounding site context. For example, in Phase 1, we will provide over three hectares of public open space for future residents and the wider community, with links to the existing Recreation Areas to the south. In addition, the plans will create a more natural and defensible Green Belt boundary to the west of Edenfield.





# Site Considerations

Market Street  
—MASTERPLAN—

## Noise

The main source of existing noise comes from the adjacent A56 dual carriageway. As such an initial Acoustic Assessment has been undertaken, which confirmed that the noise impacts from the A56 can be mitigated through a strong development buffer to the western boundary, as reflected in the Masterplan, and attenuation features such as tree cover and reinforced glazing. As such, it has been determined that there are no noise constraints preventing the development of the site.

Both noise and air quality impact assessments will be undertaken as part of the proposals.

## Key Services

This site is in a sustainable location due to the ease of access to key services and amenities across the area by foot, bicycle and public transport.

It is approximately 350m north of the centre of Edenfield, with pubs, shops, primary schools and a pharmacy within walking distance, and other services such as Post Offices and doctors surgeries a short drive away, along with the larger towns of Ramsbottom 3km to the south and Rawtenstall 3.5km to the north.

The development also represents a large-scale investment to the local area which will help to support local services and businesses through increased footfall, spending and tax revenues.

The proposed development could contribute an additional £79 million of gross value added (GVA) annually to the local economy during the 8-year construction period, the new homes are estimated to generate expenditure of £11 million per year, as well as around £847,500 per year in additional Council Tax revenue.

## Ecology

The site is not within or near to any designated ecological area, and as such is unlikely to have an adverse ecological impact. The site is not subject to any Tree Preservation Orders (TPO's), and the majority of trees and vegetation are found around the perimeter of the site, with many of these falling outside the site boundary (such as those belonging to Mushroom House, the Nursing Home to the north and the Recreation Ground to the south). The site is predominantly open pasture land with patches of vegetation. Therefore, there are no ecological or arboricultural constraints preventing the development of the site and appropriate mitigation will be provided where necessary.

## Heritage

There are no Listed Buildings, Conservations Areas or other designated archaeological features either within or directly adjacent to the site. The Grade II Listed Edenfield Parish Church is located 100m north west of the site, however this is not visible from the site and is so well screened by existing tree cover that the proposed development will have a negligible impact on its setting.

There are non designated heritage assets present, including Mushroom House in Phase 1 and Chatterton Hey in Phase 2, but these are being retained and the proposals will ensure sufficient screening and stand-off's to minimise any impacts.

A full heritage and archaeological assessment will be undertaken at planning application stage to identify if any mitigation measures are required. However, at this stage, there are no heritage constraints that would prevent development of this site.



WWW.MARKETSTREETMASTERPLANCONSULTATION.CO.UK



# Next Steps

## Market Street —MASTERPLAN—

Thank you for taking the time to view our virtual exhibition.

All feedback received during this consultation will be reviewed and taken into consideration as we finalise the design of the Masterplan. All feedback will also be collated in a Statement of Community Involvement document, which will be submitted alongside the future planning applications.

## Have your say

We are committed to engaging with local residents and stakeholders about our plans for Market Street. We want to create a Masterplan that the whole community can be proud of, so please take this opportunity to view our proposals and submit feedback.

You can provide your feedback by:



Complete a feedback form at:

[www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk)



Email our designated consultation email address at:

[marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk)



Calling our community Information Line

0333 358 0502  
(Mon - Fri - 9.00am - 5.30pm)



Attending our online webinar on Wednesday,  
29th June at 18.00-19.00

Contact the Community Information Line for more details on how to attend.

## About Us



Taylor Wimpey is a national housebuilder in the UK with a local presence. We build and sell over 10,000 homes each year and make a positive contribution to the communities in which we work by developing infrastructure and making financial contributions to local authorities. Working with others benefits us all and is at the heart of a successful and sustainable development. We aim to be the land buyer and residential developer that everyone wants to deal with.

[www.taylorwimpey.co.uk](http://www.taylorwimpey.co.uk)



Anwyl Land are part of the Anwyl Group, a proud 4th generation family company. We began in 1930 as a joinery and woodworking contractor, but with over nine decades of success behind us in construction and property development, we now operate three divisions: Anwyl Homes, Anwyl Land and Anwyl Partnerships. Anwyl Land is the land promotion arm of the business, working alongside landowners to achieve planning permission, market and ultimately sell the site to deliver much needed family homes.

[www.anwylland.co.uk](http://www.anwylland.co.uk)

[WWW.MARKETSTREETMASTERPLANCONSULTATION.CO.UK](http://WWW.MARKETSTREETMASTERPLANCONSULTATION.CO.UK)



**Appendix D – Social Media Adverts**

**Market Street Masterplan Consultation**  
Sponsored · 🌍

Taylor Wimpey is a national builder with a local presence that has a proven track record of delivering residential developments that have exceptional quality and sustainable design. Click below to learn more about the Edenfield site, our new joint venture with Anwyl!



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**A Responsible Developer**  
 Taylor Wimpey and Anwyl... [Learn more](#)

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
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Taylor Wimpey and Anwyl Land are committed to delivering a development that complements the character of the area and provides open spaces for the local community to use and enjoy. Click below to learn more and share your views!



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**Environmental Net Gain**  
 Taylor Wimpey and Anwyl... [Learn more](#)

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
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Rossendale Borough Council is required to deliver 185 new homes every year until 2035. With your help, we can design an attractive, sustainable development for both current and new residents in Edenfield. Click below to learn me and have your say!



marketstreetmasterplanconsu...  
**Meeting Local Housing Targets**  
[Learn more](#)

👤 Martin Walsh    4 Comments

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
Sponsored · 🌍

Our plans aim to retain much of the existing trees and woodland surrounding our Market Street site, while working towards delivering a Biodiversity Net Gain for the site. Click here to learn more!



marketstreetmasterplanconsu...  
**Environmental Net Gain**  
 Taylor Wimpey and Anwyl... [Learn more](#)

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
Sponsored · 🌍

We want to hear your thoughts on how you would like the layout of our new Edenfield site to best accommodate, integrate and utilise the natural green spaces. Click below to have your say!



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**Environmental Net Gain**  
 Taylor Wimpey and Anwyl... [Learn more](#)

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
Sponsored · 🌍

According to the Council's Local Plan, Rossendale needs more housing. Taylor Wimpey and Anwyl Land are committed to developing a residential scheme that will be of long-lasting benefit to the local community, offering a range of housing types and tenures. Click below to learn more!



marketstreetmasterplanconsu...  
**Meeting Local Housing Targets**  
[Learn more](#)

👍 Like    💬 Comment    ➦ Share

# Market Street, Edenfield

## July 2022



**Market Street Masterplan Consultation**  
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Our plans for Edenfield will include a provision of affordable housing that will help first time buyers struggling to get their foot on the property ladder, while also supporting growing families by providing larger homes. Click below to learn more!



marketstreetmasterplanconsu...  
**Meeting Local Housing Targets** [Learn more](#)

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
Sponsored · 🌐

At Taylor Wimpey, we are proud of our home building and construction heritage which dates back more than 100 years. Click below to learn more about the Edenfield site, our new joint venture with Anwyll!



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**A Responsible Developer**  
Taylor Wimpey and Anwyll... [Learn more](#)

👍 Like    💬 Comment    ➦ Share

**Market Street Masterplan Consultation**  
Sponsored · 🌐

Since 2007, Taylor Wimpey builds and sells over 10,000 homes each year and is now one of the UK's largest residential developers. We are proud of our heritage and committed to working with local people. Click below to learn more about the Edenfield site, our new joint venture with Anwyll!



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**A Responsible Developer**  
Taylor Wimpey and Anwyll... [Learn more](#)

👍 Like    💬 Comment    ➦ Share



## Appendix F – Leaflet to Residents

### Have your say

Your views are important to us and we want you to help us create a Masterplan that the whole community can be proud of. Our public consultation runs for two weeks from 22nd June until 6th July, so please take the opportunity to have your say.

Get in touch and tell us what you think by:

Visiting our consultation website and virtual exhibition at:  
[www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk)

Speaking with a member of the team by calling:  
0333 358 0502  
(Monday-Friday - 9.00am - 5.00pm)

Emailing us with your comments, questions or feedback at:  
[marketstreetmasterplan@havingyoursay.co.uk](mailto:marketstreetmasterplan@havingyoursay.co.uk)

Attending our online webinar on Wednesday 23rd June at 18.00-19.00  
Please visit our website or call the Information Line to register for the webinar

All feedback received will be logged and reviewed to help shape the final plans for each phase of the development before any applications are submitted to Rossendale Borough Council at a later date. All comments should be received no later than 6th July to ensure that they can be taken into consideration.

We look forward to hearing from you!

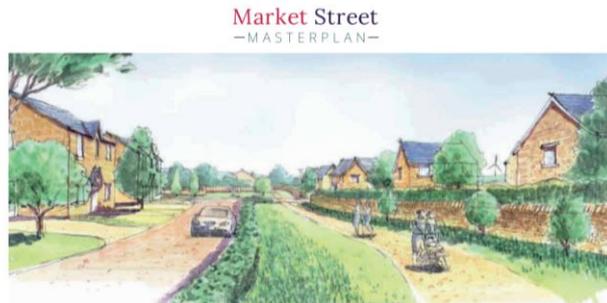
### About us



Taylor Wimpey is a national housebuilder in the UK with a local presence. We build and sell over 10,000 homes each year and make a positive contribution to the communities in which we work by developing infrastructure and making financial contributions to local authorities. Working with others benefits us all and is at the heart of a successful and sustainable development. We aim to be the land buyer and residential developer that everyone wants to deal with.



Anwyl Land are part of the Anwyl Group, a proud 4th generation family company. We began in 1930 as a joinery and woodworking contractor, but with over nine decades of success behind us in construction and property development, we now operate three divisions: Anwyl Homes, Anwyl Land and Anwyl Partnerships. Anwyl Land is the land promotion arm of the business, working alongside landowners to achieve planning permission, market and ultimately sell the site to deliver much needed family homes. You can find out more about the work we do and our specialisms on [www.anwylgroup.co.uk](http://www.anwylgroup.co.uk) and the wider group on [www.anwylgroup.co.uk](http://www.anwylgroup.co.uk).



### A community-led, residential scheme for Edenfield

Taylor Wimpey and Anwyl Land have formed a unique partnership to deliver an exciting new vision for Edenfield. The Masterplan is a document which explains our vision for our site to the west of Market Street and sets out our ideas as to what type of place and community we would like it to become.

Now, Taylor Wimpey and Anwyl Land are calling on Edenfield residents to help shape our plans for the site. How would you like your new homes to be designed? How would you like the open spaces to be used? What are the key issues facing your community right now?

Our site, located on land west of Market Street, has been allocated for housing in Rossendale Borough Council's adopted Local Plan. An agreement between the two developers means that there will be a staged approach to the proposals which will be in accordance with the design parameters set out in the Masterplan. Each of their two phases will be consulted on again at a future date.

We will be hosting a public consultation on the Masterplan for two weeks from 22nd June until 6th July to hear from you and eventually develop a scheme which has been shaped by the feedback received, including two webinars where you can join and ask questions of the team.

### Land West of Market Street, Edenfield

Please turn over for an overview of the plans and how to have your say. For detailed information, please visit our consultation website: [www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk).



[www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk)

[www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk)



### The Proposals

Taylor Wimpey and Anwyl Land are proposing a landscape-led Masterplan that has been sensitively designed with the local community at its heart. This aims to be more than just 'bricks and mortar', our vision for Edenfield will have a long-lasting positive impact for current and new residents.

#### The plans for Market Street will:

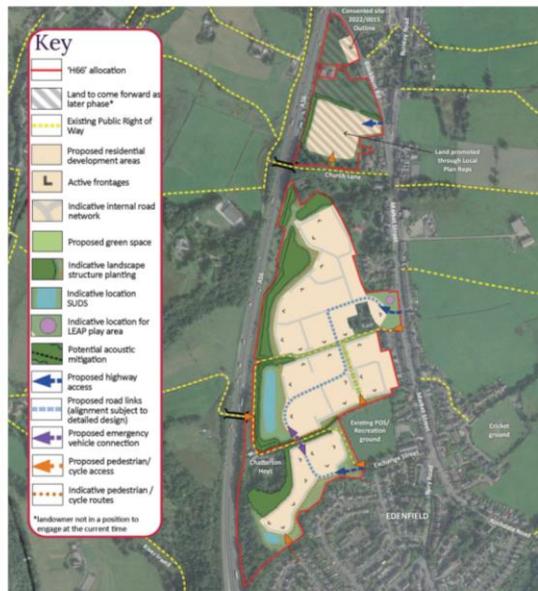
- Deliver 400 new homes in total, with a first phase of around 235 in a variety of sizes and styles to meet the needs of local people in the Borough, including a diverse range of affordable homes;
- Design distinct communities that have strong relationships to the site's natural features and heritage;
- Retain as many existing trees and other natural features as possible;
- Open up new green spaces for new and current residents to enjoy;
- Encourage sustainable transport through the creation of new pedestrian and cycle links;
- Make financial contributions to primary school facilities in the local area;
- Generate 163 new jobs for local people, both during construction and through the supply chain; and
- Create new access points.

### We want to know what you think

We want to hear your views on our Masterplan for Market Street to ensure that it delivers on what Edenfield needs. All feedback will be reviewed in detail and will help shape the proposals for the two phases of the development. As our plans progress, we will share more detailed proposals and will provide another opportunity for you to give feedback.



### Site Masterplan

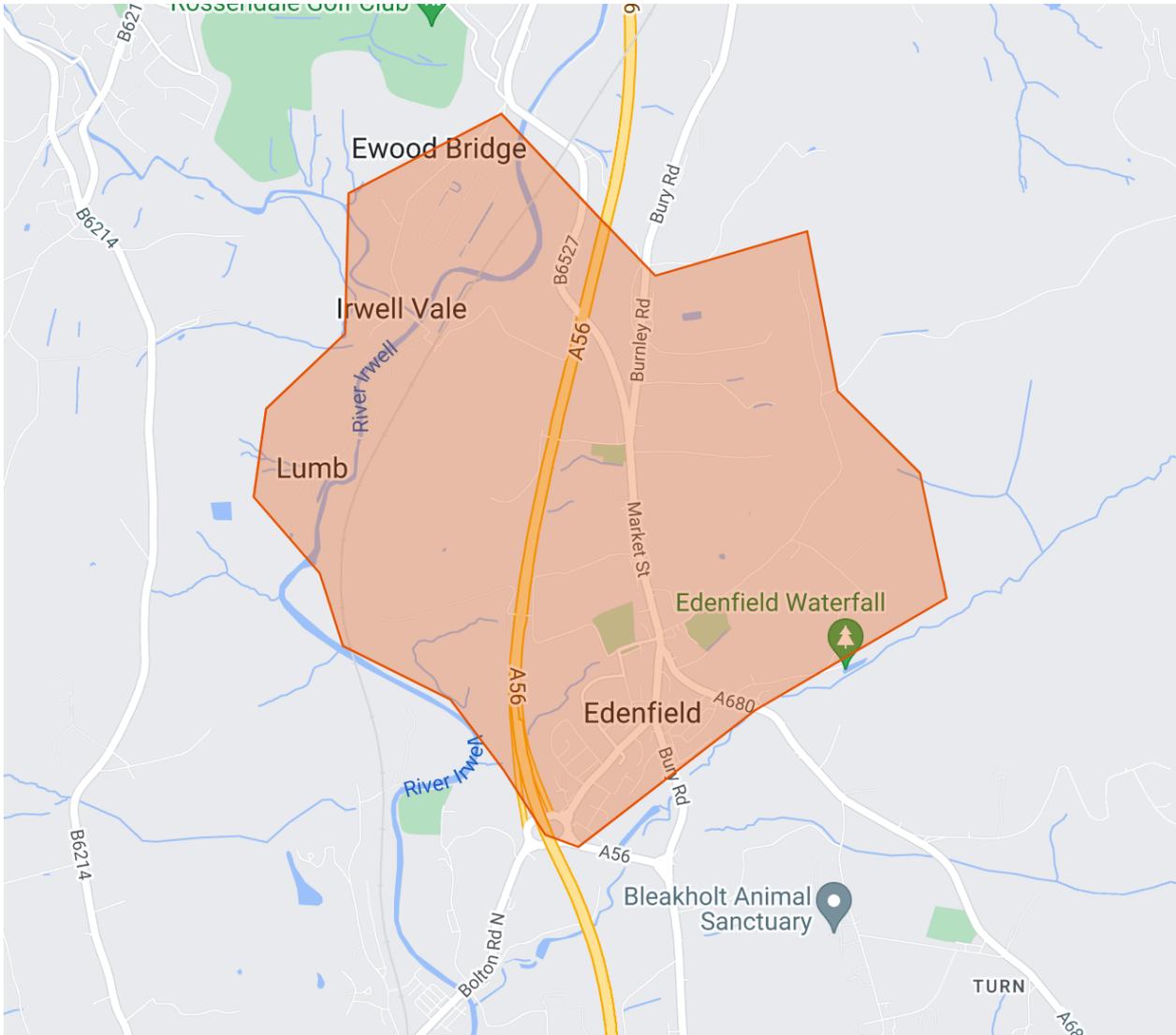


Visit our consultation website: [www.marketstreetmasterplanconsultation.co.uk](http://www.marketstreetmasterplanconsultation.co.uk) for more information.

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**Appendix G – Letter Distribution Area**





## Appendix H – Press Release

<p style="text-align: right;">lexington</p> <h3>Draft Launch Press Release</h3> <h4>Taylor Wimpey, Anwyll Land   Edenfield</h4> <p><b>Exciting Masterplan Vision unveiled for new homes in Edenfield</b></p> <p>Award-winning housing developer, Taylor Wimpey and Anwyll Land, part of Anwyll Group, a proud 4th generation family company, have joined together to create a high-quality Masterplan to deliver 400 expertly designed homes in total, with a first phase of around 235, on Land West of Market Street, Edenfield.</p> <p>Through developing a Masterplan for Market Street in Edenfield, Taylor Wimpey and Anwyll Land are proud to unveil their vision that will <a href="#">complement</a> the surrounding village of Edenfield, as well as providing much-needed new housing.</p> <p>The Masterplan vision includes distinctive communities, each with their own character and rural feel, that will slot into the existing landscape.</p> <p>Before plans progress, Taylor Wimpey and Anwyll Land will be consulting on the Masterplan to ensure the plans are community-led and holistically designed by the local community. The consultation will commence on 22<sup>nd</sup> June and conclude on 6<sup>th</sup> July, giving the local community 14 days to respond.</p> <p>A spokesperson for Taylor Wimpey said:</p> <p>"We are delighted to share our Masterplan Vision for Market Street and are looking forward to receiving feedback from the local community.</p> <p>We want to deliver a residential scheme that will have a long-lasting positive impact to the local community, offering a range of housing types and tenures. With the local community's help we can design an attractive, sustainable development that will encourage current and new residents to remain in Edenfield."</p> <p>A spokesperson for Anwyll Land said:</p> <p>"We are committed to creating a Masterplan that will deliver a development that complements the character of the area, as well as providing open spaces for the local community to use and enjoy.</p> <p>This consultation is an opportunity for the community to lead our vision and we are excited to start the on-going conversation."</p> <p>The public consultation will take place through a virtual exhibition run from 22<sup>nd</sup> June – 6<sup>th</sup> July 2022. Respondents can leave comments by:</p> <ul style="list-style-type: none"><li>• Visiting the dedicated consultation website – <a href="http://www.marketstreetmasterplan.co.uk">www.marketstreetmasterplan.co.uk</a></li><li>• Speaking with a member of the team on 0333 358 0502 (Monday to Friday – 9.00am to 5.30pm)</li><li>• Emailing comments to <a href="mailto:marketstreetmasterplan@havingyoursay.co.uk">marketstreetmasterplan@havingyoursay.co.uk</a></li></ul> <p>1 LEXCOMM.CO.UK</p>	<p style="text-align: right;">X</p> <p><b>Draft Launch Press Release</b> Taylor Wimpey, Anwyll Land   Edenfield</p> <p><b>Ends</b></p> <p>For more information, contact [REDACTED]</p> <p><b>Notes to editors</b></p> <p><b>About Taylor Wimpey</b></p> <p>Taylor Wimpey is a national housebuilder in the UK with a local presence. We are one of the UK's largest residential developers and are committed to working with local people and communities. In 2007 George Wimpey and Taylor Woodrow merged to form Taylor Wimpey. We are proud of the home building and construction heritage of both companies, which dates back more than 100 years.</p> <p>At Taylor Wimpey, we know how important your new home is. When we're building your home, we never forget we're building your future. And we take this responsibility very seriously. We build and sell over 10,000 homes each year and make a positive contribution to the communities in which we work by developing infrastructure and making financial contributions to local authorities.</p> <p>Working with others benefits us all and is at the heart of a successful and sustainable development. We aim to be the land buyer and residential developer that everyone wants to deal with.</p> <p>We work hard to create places that bring people together and that are easy to live in, we build a wide range of <a href="#">high quality</a> new homes, we consider how you'll access local amenities and facilities like green spaces, shops and schools, whether they're part of the new or existing community, and we invest in the areas we work in to both fund improvements and build new facilities.</p> <p>You can find out more about the work we do and our specialisms on our <a href="#">website</a>.</p> <p><b>About Anwyll Land</b></p> <p>Anwyll Land are part of Anwyll Group, a proud 4th generation family company. We began in 1930 as a joinery and woodworking contractor, but with over nine decades of success behind us in construction and property development, we now operate three divisions: Anwyll Homes, Anwyll Land and Anwyll Partnerships.</p> <p>Anwyll Land is the land promotion arm of the business, working alongside landowners to achieve planning permission, market and ultimately sell the site to deliver much needed family homes.</p> <p>You can find out more about the work we do and our specialisms on <a href="http://www.anwylland.co.uk">www.anwylland.co.uk</a> and the wider group on <a href="http://www.anwyllgroup.co.uk">www.anwyllgroup.co.uk</a>.</p> <p>2 LEXCOMM.CO.UK</p>
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