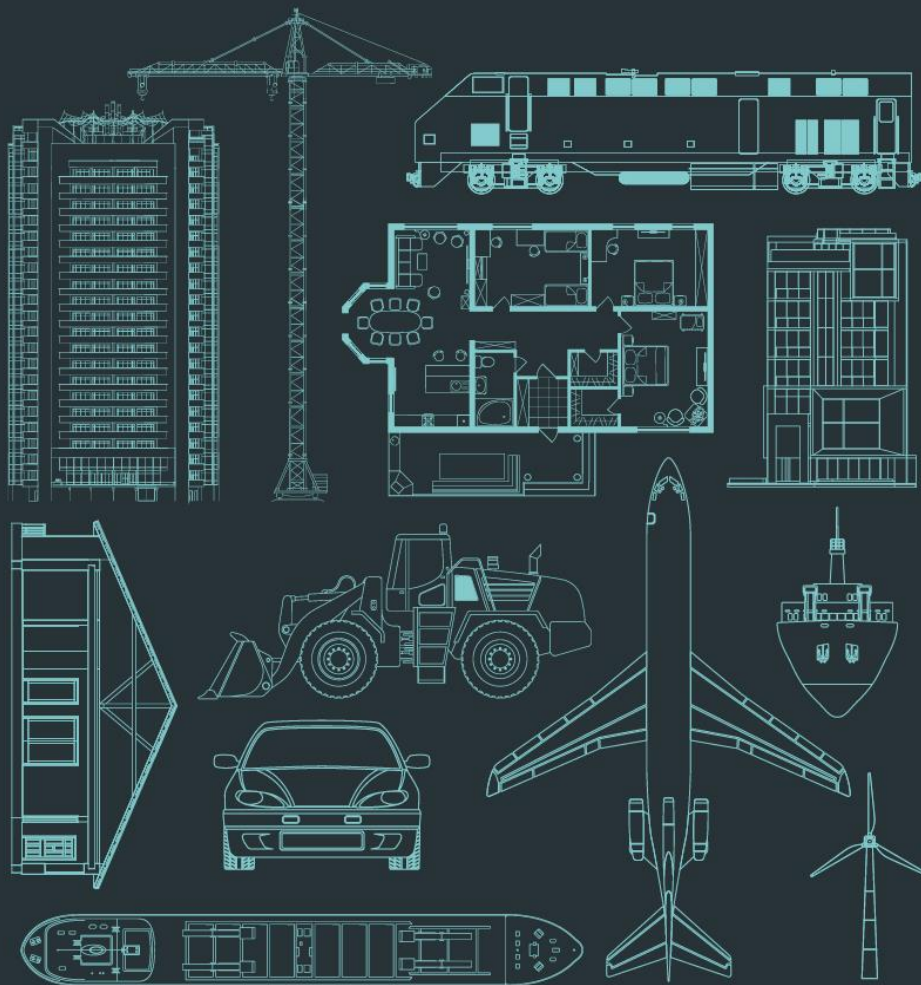


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# Former World of Pets site, Timperley

## Statement of Community Involvement

Prepared for Harlex (RLP Timperley) LLP

September 2021

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# 1. Executive Summary

- 1.1. HARLEX (RLP Timperley) LLP ('HARLEX') is committed to consulting with stakeholders and the local community regarding its plans to redevelop land at the former World of Pets site off Thorley Lane, Timperley for residential use.
- 1.2. The development will see up to 116 much-needed new homes helping to address Trafford's housing shortage, 45% of which will be affordable homes. The scheme also represents an investment of £25 million invested into the local economy.
- 1.3. HARLEX's consultation highlighted that over 60% of respondents recognised that there is a real need for new housing in Trafford. More specifically, many stated that there is an urgent need for genuinely affordable housing in the borough. Trafford is now the most expensive area to either buy or rent a property in Greater Manchester, so it is more important than ever to ensure the delivery of affordable homes.
- 1.4. The consultation also highlighted that 42% of respondents have been affected by the housing shortage in Trafford. Our vision for the former World of Pets site is designed to help Trafford Council address some of the housing needs in the borough by providing up to 116 new homes. We are also in discussions with a number of local affordable housing providers who are keen to assist in the delivery of the scheme.
- 1.5. Over 33% of respondents also expressed support for the importance of new homes being built with the environment in mind. A further 30.58% highlighted the importance of green space therefore the inclusion of public open spaces and wildlife corridors in the development is encouraged by residents.
- 1.6. HARLEX's scheme will incorporate an enhanced wildlife corridor and landscape zone adjacent to Timperley Brook, which will secure the amenity and ecological value of the brook. With the boundaries of Timperley Brook, Wood Lane, Thorley Lane, and neighbouring housing, the site is ideal for a moderately-sized residential development.
- 1.7. HARLEX's consultation process ensured that local residents and stakeholders were well-informed of the proposals and given the opportunity to feed back on the scheme via a dedicated consultation website and other contact methods. Information could be found and feedback could be submitted via a community newsletter and reply card, virtual neighbour meetings, a freephone telephone line and by email.
- 1.8. The consultation was designed to respond to the social distancing restrictions in place due to Covid-19, with engagement directed towards digital formats. This ensured that the local community still had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application, whilst adhering to local health advice and keeping people safe.
- 1.9. HARLEX's pre-application consultation was held from Thursday 19<sup>th</sup> August until Friday 10<sup>th</sup> September 2021. Over 4000 local residents, stakeholders and third-party groups were informed about the consultation via newsletters and local media coverage. The consultation website was visited 344 times in this period. Online feedback forms were available as part of the virtual exhibition for attendees to record their views. Those that

were unable to get online were able to request for hard copies of the information to be posted out to them.

- 1.10. Online meetings were also offered to local stakeholders and immediate neighbours during the consultation. Meetings were held ward councillors for Hale Barns and three local neighbours.
- 1.11. HARLEX is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.
- 1.12. In order to assist with the community engagement and communication, HARLEX has appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.13. This document provides a chronological account of the community engagement undertaken.

## 2. Background

### 2.1 The site

- 2.1.1 The proposal site is partly previously developed private land, located at the former World of Pets site. It is situated to the south of Timperley Village Centre and to the west of Thorley Lane. The site is surrounded by residential properties to the north and west, Thorley Lane to the east and Timperley Brook to the south.



*Indicative Masterplan*

### 2.2 Proposal

- 2.2.1 HARLEX is seeking outline planning permission to redevelop the land off Thorley Lane and create a new sustainable neighbourhood, providing around 116 new, high-quality homes in Timperley
- 2.2.2 The development will include 45% affordable housing, managed by a local affordable housing provider, provide adequate vehicular and pedestrian access, and create generous landscaping provisions which will act as a natural boundary for the site.
- 2.2.3 The development will see around £25 million invested into the economy in Trafford as well as providing over £500,000 in Community Infrastructure Levy (CIL) payment to Trafford Council and bring economic benefits in terms of creating new jobs during the construction phase.
- 2.2.4 HARLEX's proposals will create a new neighbourhood of sustainable homes, providing a mix of 2-, 3-, and 4-bedroom detached and semi-detached houses, and one and two-bedroom apartments. The masterplan will include a wildlife corridor and community play area in addition to shared outdoor spaces and a pedestrian network.

## 3. Engagement

### 3.1 National Planning Policy Framework

#### The Localism Act 2011

- 3.1.1 Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

#### National Planning Policy Framework (July 2021)

- 3.1.2 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.3 HARLEX has paid regard to the NPPF at Paragraph 39 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*
- 3.1.4 It goes on to highlight at Paragraph 40 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*
- 3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting 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.”*

### 3.2 Trafford Council's Statement of Community Involvement

- 3.2.1 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving communities in the preparation of Local Development Documents and considering planning applications.
- 3.2.2 Trafford Borough Council formally adopted its Statement of Community Involvement (SCI) in 2017 and was most recently updated in 2020. The SCI sets out that applicants are encouraged to engage with individuals, local communities, and other stakeholders. It provides the following advice:

*“Good quality pre-application discussions will lead to better outcomes for the community and is encouraged by central government. It allows changes to be made to the proposal to take into consideration points raised by planning officers, stakeholders or the community and therefore avoid objections being made at a late stage.*

*“Any consultation done as part of a pre-application discussion should ideally be agreed with the Council before it starts. Council Officers will encourage developers to engage with the local community. Virtual exhibitions, if appropriate, will be encouraged for major or particularly contentious schemes.”*

*“A Record of Community Involvement should form part of any subsequent planning application that has been the subject of pre-application consultation. This should include details of all publicity carried out, including a record of all persons or bodies consulted or who attended virtual meetings, a record of representations received and the developer's response to them. A summary of the Record of Community Involvement will be included in any reports on that planning application.”*

3.2.3 Government guidance and Trafford Borough Council's SCI both encourage pre-application discussions and community involvement. As a result, HARLEX's public consultation programme had a number of key objectives including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses;
- To provide the community with a genuine opportunity to provide feedback on the plans;
- To allow people to become actively involved in the consultation process;
- To identify and address any issues raised by the local community and stakeholders.

3.2.4 Therefore, prior to submitting the formal planning application for the site, HARLEX undertook a programme of community consultation, as outlined in this report.

3.2.5 The Covid-19 pandemic has meant that applicants and LPAs are having to adapt to social distancing and use more digital techniques to undertake public consultation in relation to the planning process. Therefore, a digital pre-application consultation programme was designed to maximise community and stakeholder engagement without face-to-face contact.

### 3.3 Engagement with stakeholders

- 3.3.1 HARLEX is committed to engaging with and hearing the views of local stakeholders and elected representatives.
- 3.3.2 An invitation for an online meeting was issued to the following local stakeholders on Wednesday 18<sup>th</sup> August 2021, ahead of the consultation launch, including:
- Trafford Borough Council Executive Members;
  - Trafford Borough Council Planning & Development Management Committee members;
  - Hale Barns ward members;
  - Member of Parliament for Altrincham and Sale West.
- 3.3.3 For each stakeholder meeting, HARLEX briefed attendees on information about the company, a history of the site, an overview of the proposals, and a timeline of consultation, application submission and planned construction.
- 3.3.4 **A copy of the stakeholder meeting request can be found in Appendix 1.**
- 3.3.5 During the consultation HARLEX met with the ward members for Hale Barns.
- 3.3.6 These stakeholders, and those who did not respond to HARLEX's meeting request, were updated at the beginning of the virtual exhibition to ensure that they were aware of the community newsletter and consultation website.
- 3.3.7 A meeting will also be held with Sir Graham Brady, MP for Altrincham and Sale West, after the submission of the application. This will be an opportunity to fully brief Sir Graham on the application and share the consultation results.

### 3.4 Engagement with immediate neighbours

- 3.4.1 An invitation newsletter was posted to the closest 50 neighbouring addresses to those along Wood Lane, Green Lane and Thorley Lane. The newsletter invited neighbours to individual 1-2-1 virtual meetings where questions regarding the proposals could be made and any comments nearby residents wanted to make could be recorded.
- 3.4.2 The following map displays the distribution area:





*A copy of the distribution area for the one-to-one neighbour letters*

3.4.3 The initial correspondence outlined the proposed plans for the development of the site and invited neighbours to arrange a one-to-one meeting with members of the project team, via the Freephone information line and consultation email address.

3.4.4 **A copy of the Neighbour newsletter can be found in Appendix 2.**

3.4.5 Three 30-minute, one-to-one meetings were held with local residents during the consultation. In light of COVID-19 these meetings took place via the Microsoft Teams platform.

3.4.6 Each one-to-one meeting broadly covered:

- A brief introduction to HARLEX and its developments;
- A review of the proposal site;
- The background to the application;
- Details of the initial proposals for the site;
- Discussion and Q & A.

3.4.7 The meetings allowed HARLEX to provide specific answers to questions and talk attendees through the proposals for the scheme. It also provided an opportunity for HARLEX to obtain and consider feedback from immediate residents prior to the submission of the planning applications.

3.4.8 Issues raised during the meetings included:

- Support for new housing in Timperley;
- Support for the site being redevelopment;

- Concerns about the potential impact of additional traffic on the local road network;
- Queries about the type of affordable housing that could be delivered at the site;
- Concerns about the distance between any new homes and neighbouring properties;
- Concerns about drainage / flooding from the site;
- Concerns about the scale of development proposed for the site and height;
- Queries about future boundary treatments;
- Queries about the wider Timperley Wedge Places for Everyone allocation;
- Concerns about the impact of additional residents on local services.

### 3.5 Engagement with the local community

3.5.1 A newsletter was distributed to 4,002 local addresses on Wednesday 18<sup>th</sup> August 2021 prior to the consultation launch on Thursday 19<sup>th</sup> August 2021. The newsletter introduced the proposals and invited them to visit the virtual exhibition to access further information and to submit feedback.

3.5.2 The following map illustrates the distribution area:



*A copy of the distribution area for the resident newsletters.*

3.5.3 The invitation newsletter contained the following:

- Introduction of HARLEX;
- Outline of the proposals and the potential benefits for Timperley;
- Details of how to access the virtual consultation and leave feedback;
- HARLEX's dedicated consultation contact information, including a freephone information line, email, consultation website and freepost address.

3.5.4 A feedback reply card and postage-paid envelope was enclosed with the newsletter so that residents were able to post their initial thoughts about the scheme.

3.5.5 **A copy of the resident newsletter can be found in Appendix 3.**

3.5.6 **A copy of the feedback reply card can be found in Appendix 4.**

### 3.6 Media Relations

3.6.1 To ensure the local community were aware of the proposals and the virtual consultation, a press release was issued to local media outlets. The press release contained the following information:

- An overview of the proposals;
- The location of the proposed site;
- Information about HARLEX;
- Benefits the proposals would bring to the local area;
- Details of how and when to access the virtual consultation.

3.6.2 The press release was issued to local and business media outlets including *Place North West*, *Business Desk*, *Altrincham Today Messenger Newspapers* on 19<sup>th</sup> August 2021.

3.6.3 Links to the press coverage received can be found below:

Media Outlet	Article	Date
The Business Desk	<a href="#">Consultation opened on plans for 116 new homes in Timperley</a>	20/08/2021
Place North West	<a href="#">Harlex pushes affordability in Timperley housing plan</a>	24/08/2021
Altrincham Today	<a href="#">Plan revealed for 116 homes on the former World of Pets site in Timperley</a>	25/08/2021

3.6.4 **A copy of our press release can be found in Appendix 4.**



### 3.7 Consultation Website

3.7.1 The consultation website was open for comments between Thursday 19<sup>th</sup> August 2021 and Friday 10<sup>th</sup> September 2021.



*A screenshot of the virtual exhibition hosted on [newhomestimperley.consultationonline.co.uk/](https://newhomestimperley.consultationonline.co.uk/)*

3.7.2 The virtual consultation displayed details about the proposal, which included information about:

- Information about HARLEX;
- Location and history of the site;
- The community benefits to Altrincham the development will bring;
- Details on HARLEX's design principles for the Thorley Lane site;
- Outline of HARLEX's focus on sustainability;
- Outline of proposed landscaping provisions;
- The next steps of the process.

3.7.3 **A copy of the virtual exhibition boards can be found in Appendix 5.**

3.7.4 Local residents could provide their views by submitting the feedback form on the project website, emailing members of the project team via [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) with comments or questions, or calling the freephone information line on 0800 298 7040.

3.7.5 To ensure that as many members of the community could provide feedback as possible, the project team also offered to send hard copies of the exhibition materials and a feedback form alongside a pre-paid envelope to provide comments on the plans, for those without access to the internet.

3.7.6 **A copy of the online feedback form can be found in Appendix 6.**

## 4. Review of Comments

### 4.1 Feedback Overview

4.1.1 The following review includes all comments received up to [10]<sup>th</sup> September 2021, including telephone, website, email and postal responses. The feedback is summarised in the table and pie chart below:

Support	Object	Unsure	Total
74	147	11	232
31.89%	63.36%	4.74%	100.00%

4.1.1 The feedback received and detailed below comprises:

- 71 virtual exhibition online feedback forms;
- 62 posted reply cards;
- 1 email feedback;
- 6 phone calls.

4.1.2 35.52% of the 62 postal responses received supported or indicated no opposition to the proposals, whilst 64.47% of respondents expressed some concerns regarding elements of the scheme.

4.1.3 **Analysis of postal feedback responses:**

Theme	Total mentions
Need for affordable homes	18
Interested in the properties	6
In-keeping with the local area	3
Traffic concerns	22
Infrastructure concerns	12
Green space concerns	7
Flooding concerns	1

## 4.2 Specific feedback from the consultation website

4.2.1 Below is a breakdown of the responses to the specific questions featured in the online survey.

Do you agree that there is a need for more housing in Trafford?		
Total	Agree	Disagree
68	41	27
(100%)	60.29%	39.71%

4.2.2 The response to this question on the feedback forms saw that 60.29% of respondents believe there is a need for more housing in Trafford. This is in line with the postal feedback in which several respondents expressed a need for affordable housing in the area.

Have you been affected by the housing shortage in Trafford?		
Total responses	Yes	No
68	29	39
(100%)	42.65%	57.35%

4.2.3 The response to this follow-up question shows there is a considerable percentage of people are affected by the housing shortage in Trafford in which the local authority is underperforming on the delivery of new housing thus making the need for housing in the area acute. Trafford's under delivery has been referred to as "a matter of considerable concern" by Government Planning Inspectors with respect to another recent application.

4.2.4 Our proposals, which include outline plans for up to 116 new homes, have been carefully considered and have accounted for many different factors in the development process. HARLEX recognises the growing importance of affordable homes particularly in Trafford as a result of the housing crisis and therefore undertakes to provide these at a level of 45%, with the precise tenure split to be determined via discussions with Trafford Borough Council.

4.2.5 When asked specifically about the scheme's 45% affordable housing provision, it was clear that respondents felt that affordable housing should be made a priority on future developments and several commented that family housing is needed. Examples of such comments can be found below:

Comments included	Address
<i>I have been looking for housing around my local area, however they are too expensive. It is really important to me to be close to my family which all live within the Altrincham area. I would love more affordable housing to be available.</i>	Altrincham
<i>Would be welcomed by many in this area where there is a real shortage currently</i>	Sale
<i>As a 1st time buyer from Timperley, affordable housing would improve my chances of purchasing a house in the area I'm from</i>	Timperley
<i>Whilst I understand that new housing is needed in all areas. This particular area around Thorley Lane is extremely busy at all times of the day</i>	Altrincham

- 4.2.6 The sustainable features of HARLEX's plans for Timperley were well received by the local community. Over 33% of respondents expressed support for the importance of new homes being built with the environment in mind. A further 30.58% highlighted the importance of green space therefore the inclusion of public open spaces and wildlife corridors in the development is encouraged by residents.

Which of these sustainable features are most important to you?						
Homes designed and built with the environment in mind	Homes designed to outperform current building regulations	Public open spaces	Wildlife corridors	Sustainable urban drainage	New pedestrian and cycle routes through the site	Residential squares and shared gardens
40	18	37	26	19	15	6
33.06%	14.88%	30.58%	21.49%	15.70%	12.40%	4.96%

- 4.2.7 HARLEX's proposal will ensure a high-quality design-led scheme is provided that is low/zero carbon and in addition to this will deliver enhancement to the Timperley Brook corridor and biodiversity net gain.

### 4.3 Response to Comments

- 4.3.1 All comments received throughout the virtual consultation process have been reviewed by the project team and where possible amendments were made to the proposal. Many of the issues raised are covered in the application documents which accompany this response.
- 4.3.2 During the consultation feedback review period HARLEX's project team responded directly to a number of specific enquiries and questions relating to the proposals and individual response letters were drafted and issued.
- 4.3.3 The main issues which arose during the pre-application consultation process and HARLEX's associated response to each is detailed in the table below:

Comment	Response
<b>Need for affordable homes</b>	<p>Over 60% of respondents recognised that there is a real need for new housing in Trafford. More specifically, many stated that there is an urgent need for genuinely affordable housing in the borough.</p> <p>Trafford is now the most expensive area to either buy or rent a property in Greater Manchester, so it is more important than ever to ensure the delivery of affordable homes. Our scheme will go a long way in helping to address this shortage with the provision of up to 52 affordable homes.</p> <p>At this stage, HARLEX intends to offer a mix of affordable housing which would be split between 75% shared ownership and 25% affordable rent tenure. This split is in line with Trafford Councils identified affordable housing needs.</p>
<b>Sales opportunities</b>	<p>Respondents to the consultation showed interest in purchasing properties in the development should planning permission be granted.</p> <p>HARLEX is delighted that the consultation has attracted prospective buyers. Sales interest at this early pre-application consultation stage gives a strong indication of the housing need within the borough and the suitability of the site for new homes.</p>
<b>The proposal site sits in an area of Green Belt land</b>	<p>A significant number of residents rightly identified that a portion of the proposal site is situated within the Green Belt.</p> <p>Due to the site being in the Green Belt, HARLEX is required to demonstrate "Very Special Circumstances" as to why it should be developed. In this case, these are as follows:</p>



1. A substantial amount of the site is Brownfield Land, the site is well contained by defensible boundaries and it relates well to the existing built form in the area. Therefore, the site's development has much less impact on the openness of the Green Belt than a purely greenfield site.
2. Trafford are one of the worst performing local planning authorities in the whole country when it comes to housing delivery (in the bottom 10%). The council is required by the Government to demonstrate a 5-year supply of deliverable housing land at all times but at the moment they can only show a 1.94years housing land supply. Trafford's under delivery has been referred to as "a matter of considerable concern" by Government Planning Inspectors with respect to another recent case.
3. There is also a significant need for affordable homes across Trafford due to under delivery. 545 new affordable homes are needed across the borough each year, with 114 affordable homes needed each year in the Altrincham Area alone. This site coming forward can provide almost half a years' affordable housing supply for the area it is located within.
4. The site's development is supported through the emerging 'Places for Everyone Plan', which is now capable of carrying limited weight in the decision-making process, albeit it is not yet fully adopted. The site has been identified for residential development since the joint Greater Manchester Plan was first published for consultation in 2016.
5. There are also a number of wider planning benefits in the scheme coming forward:
  - The planning permission will ensure that a high-quality, design-led scheme is provided that is low/zero carbon;
  - The scheme will bring economic benefits in terms of direct/in-direct constructions jobs, Council tax receipts, and additional consumer expenditure;
  - The development will provide over £500,000 in Community Infrastructure Levy (CIL) payment to Trafford Council;
  - The proposals will deliver enhancement to the Timperley Brook corridor and biodiversity net gain.

	<p>HARLEX and its project team have been working with Trafford Council for over 3 years with a view to bringing forward a scheme which meets their requirements.</p>
<b>Traffic concerns</b>	<p>22 local residents raised concerns specifically about the level of local traffic at present and questioned how the proposed development would impact this.</p> <p>HARLEX has commissioned a Transport Assessment for this proposal which looks at the highway network around the site with and without the 116 homes. The assessment has found that the scheme would not have a material impact on the operational performance of the local road network.</p> <p>Nevertheless, HARLEX will work with the local Highways Authority to mitigate any impacts on the local road network, implementing any recommended improvements that may be suggested by Trafford Council via the planning process.</p>
<b>Infrastructure concerns</b>	<p>A number of residents mentioned that the local infrastructure in Timperley would struggle to cope with the additional population that new homes would bring to the area.</p> <p>Whilst we appreciate that our proposal will increase the population size in the local community, as part of the planning application process, HARLEX will enter into a Section 106 Agreement with Trafford Council. This will secure financial contributions towards investing in local infrastructure, which will mitigate any impacts arising from the development. The level of contributions and how they will be spent will be determined by Trafford Council.</p>
<b>Flooding concerns</b>	<p>Some residents highlighted the issues around flooding at the site due to Timperley Brook.</p> <p>A full and comprehensive Flood Risk Assessment and outline drainage strategy for the site have been prepared in support of the planning application.</p> <p>This confirms that the site is not at risk of flooding and the development does not increase flooding elsewhere. It also confirms that the site is suitable for Sustainable Urban Drainage and that a scheme can be designed which actually better the existing scenario. This will aid any downstream flooding issues. Hydraulic modelling has been undertaken to confirm this position. The indicative masterplan scenario includes the provision of an attenuation pond to the south of the site. If brought forward in this format, it would provide additional flood storage.</p>

## 5. Ongoing Engagement

### 5.1 Contacting Interested Parties

5.1.1 HARLEX will contact the following groups and individuals informing them that the application has been submitted alongside addressing the main comments raised throughout the consultation:

- Trafford Borough Council Executive Members;
- Trafford Borough Council Planning & Development Management Committee members;
- Hale Barns ward members;
- Member of Parliament for Altrincham and Sale West.

5.1.2 Those who request further information by telephone, letter or email will be responded to with the appropriate materials.

### 5.2 Continued Media Contact

5.2.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to the local press, including *Place North West*, *Business Desk*, *Altrincham Today Messenger Newspapers*. The press release will contain the following information:

- Notification that the application has been submitted;
- An overview of the proposals;
- Information regarding the consultation which has taken place;
- HARLEX's ongoing consultation contact information, including the free phone information line number and the website address.

## 6. Appendices

### 5.1 Appendix 1: Stakeholder Meeting Request Letter



Address Block

|

19 August 2021

Dear Sir Graham,

#### Meeting request: Plans for 116 low-carbon homes in Timperley

~~Harlex~~ (R/LP Timperley) LLP has been working closely with Trafford Council over the last two years to bring forward an outline planning application at the former World of Pets site to the south of Timperley Village Centre. Our proposal is sensitive to its surroundings, provides housing choices for all and is truly sustainable. **We would like to meet with you to discuss our plans to invest in Timperley and outline our vision.**

The scheme will deliver a range of 116 energy efficient properties to meet the needs of those looking for a new home in Timperley, featuring both family homes and apartments.

The Council can only demonstrate a 2.4-year housing land supply at present and have only delivered 61% of the new homes needed over the past three years. There is therefore a significant need for new homes in the borough.

The proposals will help Trafford Council deliver more affordable housing in the borough by ensuring that at least 45% of the new houses will be classed as affordable homes. These will help local people looking for their first home in Timperley to buy or rent at a reduced rate and help to reduce the high cost of housing in the south of the borough.

Our vision for Timperley will bring significant benefits, including:

- Up to 116 high-quality, low-carbon new homes, at least 45% of which will be classed as affordable
- Investing £25 million into the local economy
- Regeneration of a previously developed site
- Much-needed new homes to address Trafford's housing shortage
- A wealth of sustainable and environmental initiatives through construction, landscaping, green spaces, biodiversity net gain, wildlife corridors, pedestrian and cycle connectivity
- Electric vehicle charging points for public use

We want to evolve our plans through community and stakeholder consultation before we submit a planning application to Trafford Council. **Before we start this process, we are keen to meet with you to discuss our vision and the scope of consultation we plan to undertake. Given the ongoing social distancing measures, we are of course happy and able to host a meeting virtually.**

We hope this meeting is of interest and I have asked my colleague Tom Andrews at BECG to contact you to find a mutually convenient time to meet. If you have any questions in the meantime, please feel free to contact him by emailing [tom.andrews@becg.com](mailto:tom.andrews@becg.com) or by calling 0161 359 4116.

Yours sincerely,  
James Nicholson  
Managing Director of ~~Harlex~~ Harlex Property

## 5.2 Appendix 2: Neighbour Newsletter

# Consultation Launched on Plans for New Homes in Timperley

  
**HARLEX**

Manchester-based Harlex Property is applying for planning permission to transform the former World of Pets site into a high-quality, low-carbon residential neighbourhood in Timperley. Our vision is to bring forward an outline planning application that is sensitive to its surroundings, provides housing choices for all, and is truly sustainable.

Harlex will be applying for planning permission to facilitate the delivery of up to 116 energy efficient, new properties to meet the needs of those looking for a new home in Timperley, featuring a mix of family homes and apartments, whilst enhancing the existing green amenity and incorporating high-quality landscaping throughout the site.

HARLEX has been working closely with Trafford Council and others over the past two years to bring forward this development on previously-developed private land. Formerly home to World of Pets, the site was allocated for new housing in the Greater

Manchester Spatial Framework (GMSF) since 2016 when it was endorsed by Trafford Council. The site remains allocated for housing development in the latest plan, known as 'Places for Everyone'.

It will also help Trafford Council deliver more affordable housing in the borough by ensuring that at least 45% of the new houses will be classed as affordable homes. This will help local people looking for their first home in Timperley to buy or rent at a reduced rate, and reduce the high cost of housing in the south of the borough.



### About the proposal

- ▷ Up to 116 high-quality, low-carbon new homes, at least 45% of which will be classed as affordable
- ▷ Investing \$25 million into the local economy
- ▷ Regeneration of a previously developed site
- ▷ Much-needed new homes to address Trafford's housing shortage
- ▷ A wealth of sustainable and environmental initiatives through construction, landscaping, green spaces, biodiversity net gain, wildlife corridors, pedestrian and cycle connectivity

### Find out more via our virtual exhibition

If you would like more information or have any questions, you can find out more at our virtual public exhibition by visiting [newhomestimperley.consultationonline.co.uk/](http://newhomestimperley.consultationonline.co.uk/) between Thursday 19th August and Monday 05th September 2020.

### We want to hear from you

Leave your feedback, comments and questions by contacting the project team on:

- ☎ 0800 298 7040 (Freephone)
- @ [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk)
- 🌐 [newhomestimperley.consultationonline.co.uk/](http://newhomestimperley.consultationonline.co.uk/)
- ✉ HARLEX Property Consultation, Freepost RYTC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 2JT





### About the proposal

We understand that once a new site is developed for housing the opportunity to help address the lack of affordable housing has disappeared forever. That is why we are committed to providing around 45% of the homes on-site as affordable housing as part of the new neighbourhood. This will help Trafford Council to meet its objectives for affordable housing delivery, but more importantly, provide options for local people to buy or rent their first home in Timperley at a reduced rate.

### Low Carbon Technologies

- ▷ Homes designed and built with the environment in mind: adopting modern construction methods and materials to keep carbon emissions low.
- ▷ Homes designed to outperform the current building regulations, with the potential for renewable energy regeneration.
- ▷ New pedestrian and cycle routes through the site, connecting into the wider network.
- ▷ Enhanced biodiversity along Timperley Brook.



The outline planning application that is being prepared for the former World of Pets site will ask Trafford Council to agree the principle of residential development. This means that detailed design considerations will not form part of any planning decision at this stage.

However, as owners of the site we are determined that its transformation into a residential neighbourhood happens in a thoughtful, sustainable and beautiful way, as we 'build back better' following the coronavirus pandemic.

### We want to hear from you

HARLEX Property is committed to meaningful community engagement regarding its proposals. Due to the impact of COVID-19 and current government social distancing guidance, we will be holding a virtual public exhibition of our proposals.

You can join our virtual public exhibition by visiting [newhomestimperley.consultationonline.co.uk/](http://newhomestimperley.consultationonline.co.uk/).

**Between: Thursday 19th August and Monday 6th September**

You will be able to view the plans and provide your feedback via an online feedback questionnaire, alternatively you can email your views to [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

Harlex will be hosting a virtual drop-in session on Thursday 26th August between 6pm and 8pm and Wednesday 01st September between 1pm and 5pm. If you are interested in attending this drop-in session please contact a member of the project team on 0800 298 7040 or by emailing [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

### Unable to get online?

If you are unable to access the internet please contact us on the freephone information line, 0800 298 7040, and you'll be able to speak with a member of the project team as well as arranging for copies of the virtual exhibition display material to be sent in the post.

You can also write to us at HARLEX Property Consultation, Freepost RTYC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 2JT.

### 5.3 Appendix 3: Resident Newsletter

## Consultation Launched on Plans for New Homes in Timperley

Manchester-based Harlex Property is applying for planning permission to transform the former World of Pets site into a high-quality, low-carbon residential neighbourhood in Timperley. Our vision is to bring forward an outline planning application that is sensitive to its surroundings, provides housing choices for all, and is truly sustainable.

Harlex will be applying for planning permission to facilitate the delivery of up to 116 energy efficient, new properties to meet the needs of those looking for a new home in Timperley, featuring a mix of family homes and apartments, whilst enhancing the existing green amenity and incorporating high-quality landscaping throughout the site.

HARLEX has been working closely with Trafford Council and others over the past two years to bring forward this development on previously-developed private land. Formerly home to World of Pets, the site was allocated for new housing in the Greater



HARLEX

Manchester Spatial Framework (GMSF) since 2016 when it was endorsed by Trafford Council. The site remains allocated for housing development in the latest plan, known as 'Places for Everyone'.

It will also help Trafford Council deliver more affordable housing in the borough by ensuring that at least 45% of the new houses will be classed as affordable homes. This will help local people looking for their first home in Timperley to buy or rent at a reduced rate, and reduce the high cost of housing in the south of the borough.



#### About the proposal

- Up to 116 high-quality, low-carbon new homes, at least 45% of which will be classed as affordable
- Investing £25 million into the local economy
- Regeneration of a previously developed site
- Much-needed new homes to address Trafford's housing shortage
- A wealth of sustainable and environmental initiatives through construction, landscaping, green spaces, biodiversity net gain, wildlife corridors, pedestrian and cycle connectivity

#### Find out more via our virtual exhibition

If you would like more information or have any questions, you can find out more at our virtual public exhibition by visiting [newhomestimperley.consultationonline.co.uk/](http://newhomestimperley.consultationonline.co.uk/) between Thursday 19th August and Monday 06th September 2020.

#### We want to hear from you

Leave your feedback, comments and questions by contacting the project team on:

- ☎ 0800 298 7040 (Freephone)
- @ [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk)
- 🌐 [newhomestimperley.consultationonline.co.uk/](http://newhomestimperley.consultationonline.co.uk/)
- ✉ HARLEX Property Consultation, Freepost RTYC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 2JT





### About the proposal

We understand that once a new site is developed for housing the opportunity to help address the lack of affordable housing has disappeared forever. That is why we are committed to providing around 45% of the homes on site as affordable housing as part of the new neighbourhood. This will help Trafford Council to meet its objectives for affordable housing delivery, but more importantly, provide options for local people to buy or rent their first home in Timperley at a reduced rate.

### Low Carbon Technologies

- ▷ Homes designed and built with the environment in mind: adopting modern construction methods and materials to keep carbon emissions low.
- ▷ Homes designed to outperform the current building regulations, with the potential for renewable energy regeneration.
- ▷ New pedestrian and cycle routes through the site, connecting into the wider network.
- ▷ Enhanced biodiversity along Timperley Brook.



The outline planning application that is being prepared for the former World of Pets site will ask Trafford Council to agree the principle of residential development. This means that detailed design considerations will not form part of any planning decision at this stage.

However, as owners of the site we are determined that its transformation into a residential neighbourhood happens in a thoughtful, sustainable and beautiful way, as we "build back better" following the coronavirus pandemic.

### We want to hear from you

HARLEX Property is committed to meaningful community engagement regarding its proposals. Due to the impact of COVID-19 and current government social distancing guidance, we will be holding a virtual public exhibition of our proposals.

You can join our virtual public exhibition by visiting [newhomesinperley.consultationonline.co.uk/](https://newhomesinperley.consultationonline.co.uk/).

Between: Thursday 19th August and Monday 6th September

You will be able to view the plans and provide your feedback via an online feedback questionnaire, alternatively you can email your views to [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

### Unable to get online?

If you are unable to access the internet please contact us on the freephone information line, 0800 298 7040, and you'll be able to speak with a member of the project team as well as arranging for copies of the virtual exhibition display material to be sent in the post.

You can also write to us at HARLEX Property Consultation, Freepost RTYC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 2JT.



5.4 Appendix 4: Feedback Reply Card

PRIVACY STATEMENT

By filling-in and returning this form to us you are agreeing that we can hold and process your personal data in relation to this public consultation exercise.

- We will only share your personal data with the HARLEX Property planning team for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

We will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) 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 these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address

Telephone

Email

Do you support these proposals?

YES

NO

\*PLEASE COMPLETE IN BLOCK CAPITALS

Once completed, please place this in the Business Reply envelope and post it to us. You do not need to affix a stamp.

About the Consultation

We welcome feedback from local residents and stakeholders on our proposals to transform the former World of Pets site, Timperley. HARLEX Property believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other)

First Name or Initial

Surname

Postcode

Age Group (please circle)

Under 13

13-17

18-24

25-34

35-44

45-54

55-64

65-74

75-84

85+

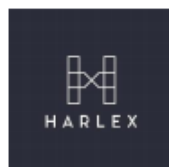
Any additional comments

**Data Protection**  
We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/dp](http://becg.com/dp) or by contacting us on 01962 893 893 / [dataprotection@becg.com](mailto:dataprotection@becg.com).

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## 5.5 Appendix 5: Press Release

**FOR IMMEDIATE RELEASE**  
**19 August 2021**



### **Consultation Launched on Plans for New Homes in Timperley**

Manchester based HARLEX Property has launched plans to transform the former World of Pets site in Timperley into a high-quality, low-carbon residential neighbourhood.

Local residents are invited to have their say by visiting a virtual public exhibition between Thursday 19<sup>th</sup> August 2021 and Monday 06 September 2021 at <http://newhomestimperley.consultationonline.co.uk>.

The scheme will deliver a range of 116 energy efficient properties to meet the needs of those looking for a new home in Timperley, featuring both family homes and apartments. At least 45% of the houses will be classed as affordable – helping local residents to own or rent a property at a reduced rate.

It will also feature a range of measures to deliver a truly sustainable new neighbourhood, including:

- Homes designed and built with the environment in mind: adopting modern construction methods and materials to keep carbon emissions low and potential to generate their own energy
- New parks and wildlife corridors to enhance local biodiversity and provide space for residents to live a healthy lifestyle
- New pedestrian and cycle routes through the site, connecting into the wider network

Speaking at the launch of the virtual consultation, James Nicholson (Managing Director) of HARLEX Property said:

*"I'm pleased to be able to share our vision for a new neighbourhood in Timperley that will provide much-needed homes for local people in a truly sustainable manner."*

*"With more than half of the site being previously developed land, we have an opportunity to deliver an exceptional, sustainable development that sets the standard for new housing in Trafford."*

*"We've worked with Trafford Council to understand its priorities for new housing in Timperley and it's clear that addressing the high cost of housing is high on its list. That is why 45% of the homes proposed for the site will be available for local people to purchase or rent at an affordable price and we're delighted to be doing our bit to contribute to delivering more homes south of the borough."*

*"This consultation process is an opportunity for HARLEX to explain our vision for the site and listen to how local residents can contribute to the final shape of our plans."*

As well as attending the virtual exhibition at <http://newhomestimperley.consultationonline.co.uk>, people can also provide their feedback by contacting the project team on Freephone information line number **0800 298 7040** or emailing [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

**Information Ends**



## 5.6 Appendix 6: Virtual Exhibition



### BACKGROUND TO THE PROPOSALS



The proposal site is previously developed private land, located at the former World of Pets site. It is situated to the south of Timperley Village Centre and to the west of Thorley Lane (A5144), which provides the main access point to the site.

The Council can only demonstrate a 2.4 year housing land supply at present and have only delivered 61% of the new homes needed over the past three years. There is therefore a significant need for new homes in the borough.

The former World of Pets site has been allocated for new housing in the Greater Manchester Spatial Framework (GMSF) since 2016, when it was endorsed by Trafford Council. The GMSF was a new type of planning policy document which was compiled by the Greater Manchester Combined Authority (GMCA) to plan how Greater Manchester would grow over the next thirty years.



Over the last five years, whilst the GMSF has progressed through various iterations, the former World of Pets site has remained in the plan as a key site for future housing. Harlex (RLP Timperley) LLP has been working closely with Trafford Council throughout this period to evolve the scheme and the site remains allocated for housing development in the latest plan known as 'Places for Everyone'

Harlex (RLP Timperley) LLP bought the proposed site in 2018 following the closure of the Wyevale Garden Centre and has since been working with Trafford Council to develop an indicative masterplan for the site.


Given the pressing need for new housing in Trafford and more affordable housing in particular, the time is right to bring forward our vision for a new high-quality, low-carbon residential neighbourhood.

Our outline planning application will ask Trafford Council to grant permission for the principle of residential development on the site, based on our vision.




ADDRESSING HOUSING NEEDS IN TRAFFORD


Timperley and Trafford Borough more generally continue to be a desirable place for people to want to live and work in. The excellent transport links, high-quality schools, culture and leisure offer are all part of the reason why Trafford is now the most expensive place to either buy or rent a property in Greater Manchester.




Average house prices have risen 11% since 2020 to £381,516



Average rents have risen by over 21% since 2010 to £780 per month



House-price to income ratio is now 7.73 compared to 5.82 across the North West



Average household income needed to purchase a property in Trafford is £83,395

Addressing the shortage and costs of new housing in the borough is a priority for Trafford Council. The Housing Strategy Action Plan 2018-23 sets a range of priorities to help address the housing crisis in the borough, including:

- To accelerate housing growth
- To create neighbourhoods of choice through a better mix of homes
- To reduce inequalities across the borough
- To improve residents' health and wellbeing

Many of these priorities are being delivered through various actions of the Council, in partnership with the private sector but there is still some way to go. Trafford continues to underperform when it comes to the delivery of new housing, with **only 61%** of the total new homes required in the borough being delivered in **2019**.

The 2019 Housing Needs Assessment states that the Altrincham area has a need for 114 affordable units per year, last year only half of this figure was achieved. Our vision for the former World of Pets site is designed to help Trafford Council address some of the housing needs in the borough by providing up to 116 new homes, of which 40% will be classified as 'affordable' and available for purchase or rent at below market price. We are also in discussions with a number of local affordable housing providers who are keen to assist in the delivery of the scheme.

INDICATIVE MASTERPLAN

The indicative masterplan demonstrates how the site can be developed to deliver up to 116 residential homes, including apartments and houses. It also shows how the proposal seeks to incorporate shared outdoor spaces along with a pedestrian network which links the site into the surrounding area.

The scheme will also include a wildlife corridor and landscaping adjacent to Timperley Brook, this buffer zone will protect and secure the future of local wildlife and the ecological value of the brook.

Below are some of the core principles which will guide the development of the site:

- The delivery of aspirational housing;
- A person-led development - responding to pedestrian movements;
- A place-led development - which creates a sense of place and identity;
- Green interface - enhancing green amenity as well as incorporating high-quality landscaping throughout the site
- Low Carbon Technologies - ensuring low carbon is at the heart of the development
- Sustainable urban drainage

The scheme will incorporate an enhanced wildlife corridor and landscape zone adjacent to Timperley Brook, which will secure the amenity and ecological value of the brook.

With the boundaries of Timperley Brook, Wood Lane, Thorley Lane, and neighbouring housing, the site is ideal for a moderately-sized residential development and cannot enable development sprawl.



Harlex (R/LP Timperley) LLP has developed an indicative masterplan shown here to depict our vision for the site. At this stage, we plan to submit an outline planning application, which establishes the principle of residential development on the site and how the site will be accessed.

If approved, a subsequent Reserved Matters application will be submitted, providing further detail about the proposed development.



OUR VISION

Harlex (R/LP Timperley) LLP has been working closely with Trafford Council and others over the last two years to bring forward an outline planning application that is sensitive to its surroundings, provides housing choices for all and is truly sustainable.

Our vision will deliver a range of energy efficient, new properties to meet the needs of those looking for a new home in Timperley, featuring a mix of family homes and apartments.

It will also help Trafford Council deliver more affordable housing in the borough by ensuring that at least 45% of the new houses will be classed as affordable homes. These will help local people looking for their first home in Timperley to buy or rent at a reduced rate and reduce the high cost of housing in the south of the borough.



The scheme will also feature a range of measures to deliver a truly sustainable new neighbourhood, including:

- Homes designed and built with the environment in mind, using modern construction methods and materials to keep carbon emissions low
- Homes designed to outperform current building regulations with the potential for them to generate their own renewable energy
- Public open spaces to provide space for residents to live a healthy lifestyle
- Wildlife corridors to enhance local biodiversity along Timperley Brook
- Sustainable urban drainage by using open swales and attenuation ponds to manage water run-off
- New pedestrian and cycle routes through the site, connecting into the wider network
- Residential squares and shared gardens to help facilitate connections and a sense of community amongst residents

COMMUNITY BENEFITS



Our proposals will deliver:

- Up to 116 high-quality, low-carbon new homes
- Regeneration of a previously developed site
- Investing £25 million into the local economy
- Much-needed new homes to address Trafford's housing shortage
- 45% affordable homes
- A wealth of sustainable and environmental initiatives through construction, landscaping, green spaces, biodiversity net gain, wildlife corridors, pedestrian and cycle connectivity

Wider community benefits - we want to hear from you

In addition to these benefits, Harlex (R/LP Timperley) LLP is committed to contributing to the wider community in Timperley. We believe that the existing nearby communities know best about what is needed locally, and we would like to hear from you about what improvements you would like to see.





THINKING CAREFULLY ABOUT DESIGN

The outline planning application that is being prepared for the former World of Pets site will ask Trafford Council to agree the principle of residential development. This means that detailed design considerations will not form part of any planning decision at this stage.

However, as owners of the site we are determined that its transformation into a residential neighbourhood happens in a thoughtful, sustainable and beautiful way, as we "build back better" following the coronavirus pandemic.

That is why the outline planning application includes a set of design principles that will have to followed when new homes are built on the site.

These images have been selected to give an impression of how the future development could look and feel, and include the latest place - driven example developments which have received recent acclaim.



NEXT STEPS

Thank you for taking the time to visit our virtual exhibition and participate in this consultation.

Before you leave, please complete the questionnaire and let us know what you think about our proposals.

All feedback received by **Monday 06th September** will be reviewed by the project team and, where possible, ideas and comments will be incorporated into the final outline planning application that we submit to Trafford Council.

Alternatively, you can leave your feedback via:


0800 298 7040

[feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk)

HARLEX Property Consultation, Freeport RTYC-TZRU-ARGA, BECG, 50 Brown Street, Manchester, M2 3JT




5.7 Appendix 7: Online Feedback Form



Thank you for visiting our virtual consultation for Harlex (RLP Timperley) LLP's proposal to transform the former World of Pets site on Thorley Lane, Timperley, into a high-quality low-carbon residential neighbourhood.

Harlex (RLP Timperley) LLP is committed to engaging with the local community and stakeholders, and we want to ensure that the proposed development meets the needs of the local community.

Please complete the fields below. If you do not wish to provide your name and email address, please still place an anonymous pin on the map.



☒ I agree to the [privacy policy](#) and that I'm over 13 years old. (Required)

Step 1 of 9

11%

Do you agree that previously developed sites, such as the former World of Pets site, should be prioritised for new housing?

Step 2 of 9

22%

Do you agree that more homes are needed in this part of Trafford?

Yes

No

I don't know

If Yes, what type of homes do you believe are needed?

Tenure

Market Sale

Shared Ownership

Private Rent

Social Housing

Size

1-2 bedroom

2-3 bedroom

3-4 bedroom

5 beds

Have you been affected by the housing shortage in Trafford?

Yes

No

I don't know

Please can you provide any further feedback in relation to the 45% affordable housing provision?

PREVIOUS

NEXT

Step 3 of 9

33%

Is there anything else that you think we should include in our masterplan?

Yes

No

I don't know

PREVIOUS

NEXT



Step 4 of 9

44%

×

Which of these sustainable features are most important to you? (choose maximum of 2)

Homes designed and built with the environment in mind

Homes designed to outperform current building regulations

Public open spaces

Wildlife corridors

Sustainable urban drainage

New pedestrian and cycle routes through the site

Residential squares and shared gardens

PREVIOUS

NEXT

Step 5 of 9

55%

×

What local community benefits would you like to see the scheme support?

Contribution to local sports facilities

Upgrades to local highways network

Upgrades to local public transport routes

Contribution to local community space

Contribution to local community service provider

Electric vehicle charging points for public use

Car club provision for public use

Contribution to local allotment provision

Other

If you selected "Other", please specify below

PREVIOUS

NEXT

Step 6 of 9

66%

×

Do you have any comments about the design ambitions that HARLEX Property envisions for the development?

PREVIOUS

NEXT

Step 7 of 9

77%

How informative have you found our virtual exhibition?

Very informative

Somewhat informative

Not informative

Unsure

PREVIOUS

NEXT

Step 8 of 9

88%

You details

Title\*

First Name\*

Last Name\*

Age group

Under 13

18-24

35-44

55-64

75-84

13-17

25-34

45-54

65-74

85+

PREVIOUS

NEXT