

Oldham GMSF Concept Plans

Broadbent Moss and Beal Valley

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Oldham
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The indicative concept plan and supporting reports for Beal Valley, Broadbent Moss, Cowlshaw, Hanging Chadder and Robert Fletchers were prepared to inform the 2019 GMSF.

These have been published to illustrate how the site(s) may come forward if developed and to identify site constraints. Please note that these are high-level indicative concept plans. These are likely to change with the preparation of more detailed masterplans and in conjunction with a future developer's planning application.

Since 2019 further evidence has been prepared to inform the allocations within the GMSF and this may have resulted in changes to the indicative concept plans and some of the recommendations in the supporting report. These changes have been reflected in the allocation policy wording and are set out in the allocation topic papers that will be available as part of the GMSF 2020 consultation.

References made in the supporting reports relate to previous versions of the GMSF. Please see the GMSF 2020 for updated references.



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Introduction

1.1 Overview

The draft Greater Manchester Spatial Framework (GMSF) plan is currently being jointly prepared by all ten of the Greater Manchester local authorities to manage the supply of land for jobs and new homes across Greater Manchester. Within the draft GMSF, the need for an approximated 227,000 new homes, 2.45 million m² of office floor space and 4 million m² of industrial and warehousing floor space across the Greater Manchester region for 2035 has been identified. Although it is anticipated that the majority of growth can be accommodated within urban areas, there is an understanding that additional sites will need to be identified to meet the needs of the growth proposed. Such sites would be outside urban areas, and a result would require the release of the land currently designated as Green Belt. Accordingly, in 2017 Oldham Borough Council identified five strategic land allocations across the authority that are considered as having the potential to support the GMSF anticipated needs. The sites include:

- Broadbent Moss;
- Cowlshaw;
- Hanging Chadder;
- Beal Valley; and
- Robert Fletchers.

These sites are in addition to land within the strategic growth area of the Northern Gateway which is located in Green Belt land along the M62 corridor. Land within NG2 and NG3 sits within the borough of Oldham. NG2 has the potential to deliver a range of high quality employment floorspace within a landscaped setting, as well as provide strategic housing growth. NG3 provides significant employment growth opportunities for Oldham with the potential to deliver over 300,000 sqm of advanced manufacturing, business and industrial space in a prominent, accessible and attractive setting. A series of housing sites are also allocated.

To support the identification of the allocations, the council has commissioned the production of strategic concept masterplans in order to inform preparation of the next stage of the GMSF and demonstrate the variability and deliverability of each site.

1.2. Objectives of the Report

Following the requests of Oldham council, the purpose of this report is to demonstrate the deliverability and feasibility of development for the proposed sites at Broadbent Moss and Beal Valley. Allocation sites Broadbent Moss and Beal Valley have been considered together given their adjacency and interdependence in terms of access and services. This report therefore considers the sites holistically before considering each masterplan in detail.

Within the report, an overview of the strategic context and key drivers for the sites has been provided. This section provides a high level policy review, market appraisal and overview of key growth sectors for the wider Oldham area.

Following the strategic overview for both sites, the report then considers each in greater detail, providing a high level analysis and final conceptual masterplans. Within each section, each chapter includes a high level baseline analysis, comprising a review of opportunities and constraints, landscape and ecology reviews, and a townscape analysis. This analysis is followed by the inclusion of outcomes from the consultations with stakeholders and landowners regarding proposals for the site. Collectively, the analysis and outcomes are compiled together to inform a set of strategic

2.1 Introduction

Planning for significant scale of development demands that a wide range of existing and potential issues are appreciated, and that appropriate response to these be embedded in the plan. Therefore, the conceptual masterplan for Broadbent Moss and Beal Valley has been produced to acknowledge and respond to an extensive range of contextual factors that represent both constraints to and opportunities for growth and development for the site.

For the purpose of this report, the following section provides an overview of the baseline research for the site which has directly informed the development of the final conceptual masterplan. The analysis has been summarised into the following key themes:

- Allocation Site Context;
- Site Specific Strategic Context;
- Strategic Policy Context;
- Site Constraints; and
- Townscape Analysis.

2.2 Allocated Sites Strategic Context

The borough of Oldham is situated in the north-east of Greater Manchester, four miles from Manchester City Centre and covers an area of 55 square miles. Positioned between Manchester and Huddersfield, Oldham has a mixture of environments, ranging from high density urban areas to semi-rural locations. Furthermore, open countryside makes up around half the borough, with the south east corner of the borough falling within the Peak District National Park. This provides a unique environment for residents and visitors to take part in cultural and recreational activities. The borough is made up of Oldham as the main urban centre, as well as the districts of Shaw, Royton, Lees, Failsworth, Saddleworth and Chadderton. The current residential population of the borough is approximately 228,765 within 97,718 households, with current forecasts indicating the borough's population is expected to rise to 239,000 by 2026.

The proposed strategic allocations of Broadbent Moss, Beal Valley, Cowlshaw and Hanging Chadder are situated to the north and north-west of the borough, around the urban areas of Shaw and Royton. These sites have an important role to play in meeting the needs of the community in terms of potential employment, enhancing the environment and providing housing opportunities.

2.3 Strategic Policy Context

Any scheme will need to accord with relevant policies within the Oldham Local Plan as considered necessary and appropriate.

Accordingly, new development will need to provide a broad range of housing to diversify the type of accommodation within the area and the Borough. The scale and massing of new housing should take account of and respect the topography and landscaping of the site. Social infrastructure will also be required to ensure that the needs of new and existing communities are properly met. Development should also provide high quality employment floorspace that complements and enhances the existing and future employment uses within Higginshaw BEA.

New development will also be required to protect and enhance existing biodiversity where appropriate, including hedgerows and areas of woodland in the north-eastern part of the site at Broadbent Moss. Landscaping and green infrastructure will also be required, including the retention of existing features where practicable, so as to maintain a 'green link' between the urban area and the Green Belt, minimise the visual

impact on the wider area and mitigate against environmental impacts. The scheme should take account of, and mitigate against, areas at risk of flooding and incorporate Sustainable Urban Drainage Systems within the site, so as to control the rate of surface water run-off.

In addition, highway improvements will be required to minimise the impact of associated traffic on the surrounding areas and road. In particular, depending upon access arrangements, improvements may be needed along existing roads to cater for the increase in traffic associated with the expanded and enhanced employment.

Beal Valley is the area of Green Belt land that lies to the west of the Metrolink route that runs from Derker to Shaw. The site is a mix of Other Protected Open Land and Green Belt. In addition, the River Beal runs through the site, crossing over the Metrolink route.

Development of the site will help diversify the existing housing stock in the area and borough as a whole. The site, with the northern section being within 800m of Shaw Metrolink Station, is within a sustainable and accessible location and has the potential for connectivity that cannot be delivered elsewhere.

New development should also create high levels of landscaping and green infrastructure,

including open space, footpath networks and recreation routes that incorporate existing trees, hedgerows and habitat areas, providing a range of formal and informal recreational facilities and providing access to existing public footpath networks and woodland areas. In addition, it should ensure high quality design that is environmentally driven including the use and water harvesting and recycling, maximum energy efficiency through good building design and fuel efficient technology, a significant reduction of car usage and household recycling facilities.

Located on the urban fringe and close to existing built development, the site is in a good position to utilise existing infrastructure. Nevertheless, any development will be required to provide, as appropriate, the necessary supporting highway and social infrastructure.

New access points would be required to the site and consideration will need to be given to the capacity of existing roads. Any scheme would need to enhance links to and from the site to the Shaw Metrolink Station and the bus network, so as to encourage sustainable modes of travel and maximise the sites accessibility, building on the existing recreation routes and public rights of way network.

New development will be required to incorporate high quality landscaping and multi-functional green infrastructure.

2.4 Residential Market Appraisal

2.4.1 Introduction

The following chapter provides a general overview of residential take up and demand for the North West followed by specific data for the Broadbent Moss and Beal Valley development site.

2.4.2 North West Residential Market

House prices in the North West fell by 0.8% in the three months to end-March 2018. This decrease in price is in line with the decrease of 0.6% seen across the UK. The loss of 0.8% in the North West follows a rise of 0.7% in the three months to end-December 2017 and a gain of 1.7% three months earlier. In the year to end-March 2018, house prices in the North West increased by 5.2% while average prices across the UK rose by 4.2%. (Source: Land Registry).

House prices in the North West are notably lower than the average across the UK. The average house price in the North West was £157,461 in March 2018 compared with £224,144 across the UK. (Source: Land Registry).



Figure 3 North West House Price Growth



Figure 4 North West House Prices

Annual transaction levels in the North West, at 114,900, fell by 0.2% in the year to end-January 2018. The current level of transactions in the North West is 21.9% lower than the 2006-2007 average while across the UK annual sales volumes are 25.5% lower. The annual number of transactions is 29.6% above the 10-year average while annual levels across the UK are 18.3% higher. (Source: Land Registry).



Figure 5 North West Housing Transactions

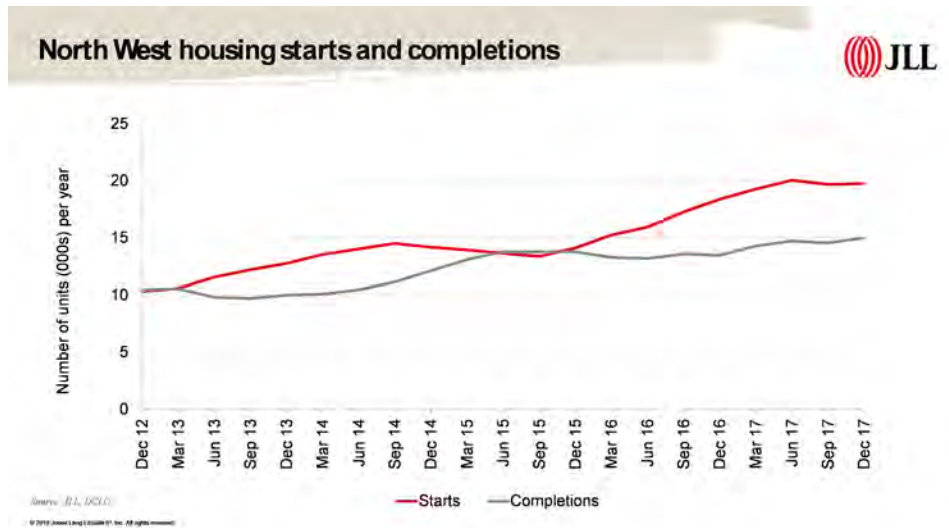


Figure 6 Housing Starts and Completions

The number of development starts per year in the North West increased by 7.5% compared with a year earlier.

At 19,750, the number of housing starts in the past year is 7.8% below 2006-2007 levels but 50.0% greater than the 10-year average.

The number of development completions in the year to December 2017, at 14,980 units, is 11.2% higher than a year earlier, 24.6% below 2006-

2.4.3 Oldham Housing Market

Average annual housing completions across Oldham over the last 5 years are shown in the adjacent table:

From the adjacent table we can see that there has been a consistent level of activity from house builders in the area over the past few years. In Table 2, we have summarised a number of new schemes in Oldham and the immediate surroundings.

	Total	5 year average
Oldham	(2012-2017)	
*Oldham AMR, March 2017	1,802 units	360.4 units

Table 1 Housing Completions, Oldham

Developer	Scheme details
Redrow	Meadow View, St James Ward, Oldham – Comprises 47 new homes, mainly 4 bedroom detached family homes but with a selection of 3 bedroom detached and semi-detached properties too. This development has now sold out achieving average sales prices of £222 per sq. ft., ranging from £212 per sq. ft. up to £232 per sq. ft.
Keepmoat Homes	Limehurst Village (Phase 2), Hollinwood Ward, Oldham – Second phase development of 68 2 - 4 bedroom homes with 9 styles available. 135 homes over both phases. Quoting prices are from £112,000 to £182,000 with average sales prices achieved around £137 per sq. ft. ranging from £117 per sq. ft. up to £153 per sq. ft.
Taylor Wimpey	Stamford Gate, in the St Michaels Ward, Ashton-under-Lyne within the Tameside Metropolitan Borough– A collection of 102 3 & 4 bedroom homes comprising a range of mews, semi-detached, townhouse and detached properties. Quoting prices between £205,000 and £275,000 and average sales prices of £223 per sq. ft. with prices ranging from £201 per sq. ft. to £240 per sq. ft.

Table 2 Proposed Development in Local Area

The older schemes detailed below further demonstrate that Oldham and the surrounding areas have remained a popular choice for both local and national house builders.

Developer	Scheme details
Persimmon Homes	Moorland View, in the Stalybridge South Ward, within the Metropolitan Borough of Tameside – Comprises 66 3 & 4 bedroom detached and semi-detached new properties. Completed in 2014 the development sold out very quickly. Prices were as low as £113,500 with the Government’s Help To Buy scheme.
Wigget Homes	Royal George Mill, Saddleworth South Ward – Mill conversion into 7 luxury town-houses with 3 additional cottages completed in 2012 and sold for an average of £209 per sq. ft. with values ranging from £170 per sq. ft. to £257 per sq. ft.
	Grasscroft Heights, Saddleworth South Ward – comprises just eight individually designed homes, on a gated development off Oldham Road in Saddleworth. Completed in 2015 and achieved values of up to £270 per sq. ft.
	Heron’s Reach, Saddleworth South Ward – this development comprises a combination of 2 bedroom apartments and 2, 3, or 4 bedroom family homes. 41 homes in total constructed in 2012 achieving an average price of £257 per sq. ft. with values ranging from £173 per sq. ft. to £336 per sq. ft.
Keepmoat Homes	Rosary Gardens, Medlock Vale Ward – comprises 65 new homes of 2 and 3 bedroom detached and semi-detached properties. Completed in 2015 and achieved an average sales price of £137 per sq. ft. with houses selling from £112 per sq. ft. up to £151 per sq. ft.

Table 3 Local Development

2.4.4 Beal Valley and Broadbent Moss Residential Market Assessment

In the wider OL2 postcode there were a total of 563 transactions over the past year with an average price of £148,969. The most popular house type was 3 bedroom semi-detached properties with 238 transactions and an average sale price of £149,236, followed by terraced houses with an average price of £106,098 over 201 transactions, the majority of which were of 2 bedrooms. There were 97 sales of detached properties averaging a sales price of £254,349, largely comprising 4 bedroom houses although 3 bedroom detached properties were also popular, whilst flats were the least popular property type with only 27 transactions of mostly 2 bedroom flats over the year and an average price of £87,187.

In the wider OL1 postcode which also covers part of the site and sweeps from Chadderton Fold down to Oldham Edge and up to Grains Bar through Moorside, there were a total of 175 transactions within the last year averaging an overall sales price of £116,265. Terraced houses were the most popular house type in this area with 99 sales fetching an average price of £79,773 whilst 51 semi-detached property sales and 19 detached property

transactions averaged sales prices of £145,636 and £234,710 respectively.

Over the past year the majority of sales in nearby Royton and Shaw during the last year were semi-detached properties, with 238 transactions selling for an average price of £149,236. Terraced properties sold for an average of £106,097 over 201 transactions whilst detached properties fetched an average of £257,723 over 98 transactions. Flats were the least popular property choice with 27 transactions of mostly 2 bedroom flats averaging a sales price of £87,181. Royton and Shaw, with an overall average combined average price of £149,742, were less expensive than nearby Chadderton (£161,803) but more expensive than Middleton (£143,426) over the past year.

Nearby Moorside had an overall average price of £134,000 over the past year with 109 transactions. Most of the sales in Moorside over the past year were 2 and 3 bedroom semi-detached properties which on average sold for £141,584 over 40 transactions. 36 terraced property sales had an average sold price of £91,479 and 30 detached properties averaged at £242,496.

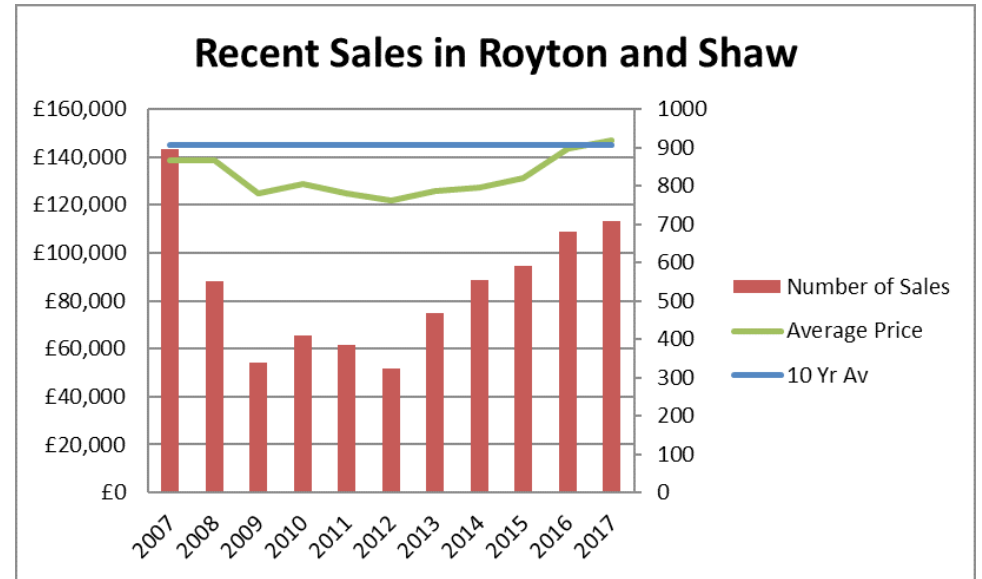


Figure 7 Sales in Local Area

2.5 Key Growth Sectors

The dominant sectors in Oldham, in terms of employment, include wholesale and retail trade and human health and social work activities, each accounting for approximately 17% of employees working within the Borough. While Oldham has undergone a prolonged period of economic restructuring, manufacturing also continues to make an important contribution to local employment, with over 12% of all employees working within this sector. Growth in service sector employment has offset contraction within more traditional sectors, however higher value professional and knowledge intensive sectors remain under-represented within the Borough.

Oldham's Strategic Investment Framework (SIF) identifies six priority sectors that will support future jobs growth but also drive increased productivity and the development of higher value activities.

The priority growth sectors include manufacturing, logistics, construction and property, and health and social care, across which Oldham is seen as having the potential to play a lead role at the City Region level, building on the Borough's existing strong clusters of employment. The other two priority sectors identified for Oldham are retail, leisure and hospitality, and professional and business support

services, which are expected to provide an important source of jobs growth locally.

Table 4 sets out an overview of forecasts for Oldham's priority sectors over the period 2018 to 2036, based on data from the Greater Manchester Forecasting Model (GMFM). While the level of employment in manufacturing is projected to continue to decline and the number of jobs in the logistics sector is expected to remain relatively stable, both sectors are forecast to make a vital contribution to improving levels of productivity in Oldham.

Forecast growth in key sectors (2018-2036)		
Sectors	Growth in employment	Growth in Gross Value Added (£000s)
Manufacturing	-2,359	99,385
Logistics	-45	29,077
Construction and property	1,574	269,761
Health and social care	722	136,315
Retail, leisure and hospitality	283	108,527
Professional and business support services	2,303	178,190

* Source: ONS Business Register and Employment Survey

Table 4 Forecast Growth in Key Sectors

One of the core requirements to support the growth of Oldham's priority sectors is access to skilled labour, with most of the sectors seeing a growing need for higher level skills. This is true even for sectors such as logistics, which has typically been associated with relatively low level skill requirements but has begun to move to a more technology dependent business model.

Linked to the importance of access to skilled labour, it is recognised within Oldham's SIF that the successful growth of the Borough's priority sectors will, in part, be dependent on the diversification and improvement of the housing offer. Population growth and the attraction and retention of skilled labour will be a key driver of future economic growth in Oldham and the wider City Region. As part of creating a place that will support sustainable economic growth, the SIF therefore identifies that a particular focus for Oldham will be to build more quality homes.

3 Broadbent Moss

3.1 Site Context

The site at Broadbent Moss is an area of Green Belt that lies between Higginshaw Business Employment Area (BEA) and Heyside to the west, and Broadbent and Moorside to the east. The site is partially classified as a mix of Other Protected Open Land (OPOL), Land Reserved for Future Development and Green Belt.

The site provides the opportunity to enhance the existing employment offer at Higginshaw BEA and across the borough. This will support new opportunities to offer new and modern employment premises that will attract new businesses to the borough and retain existing businesses that may be looking to move to improved premises. The site also offers the opportunity to provide a significant amount of new homes that will help to diversify Oldham's housing stock and contribute to meeting housing needs.

The site has come forward through the Greater Manchester Call for Sites exercise as available and deliverable for housing and/or employment uses. It is well placed to utilise existing infrastructure as it is surrounded on three sides by built development, therefore providing a logical area for green belt release. Nevertheless, any development will be required to provide, as appropriate, the necessary

supporting highway and social infrastructure.

It will be important to ensure that new development maintains an appropriately buffer between the urban area to the Green Belt that lies beyond in the north. Any development will be required incorporate high quality landscaping and multi-functional green-infrastructure that will minimise the visual impact on the wider landscape, mitigate its environmental impacts and enhance linkages with the neighbouring communities and countryside.

The site is 1.45km away from a Metrolink Station at Derker and any scheme would need to enhance public transport links to and from the site so as to encourage sustainable modes of travel

and maximise the sites accessibility to unlock development potential.

3.2 Site Constraints

3.2.1 Introduction

The following section provides a high level analysis of the site constraints at Broadbent Moss, considering key elements such as the existing infrastructure, landscapes and environment features. The purpose of this analysis is to understand the key opportunities and constraints that will need to be considered to ensure development is both feasible and deliverable. While this report provides a high level analysis, it is advised that as development plans and proposals progress further specialist reports are conducted to understand the opportunities and constraints identified in greater depth.

3.2.2. Hydrology

The River Beal runs north to south through the site and follows a path of low lying land. According to the Environment Agency the area surrounding the River Beal is considered within flood zones 2 (medium probability) and 3 (high probability). Guidance by the Environment Agency states a flood risk assessment is required as part of the planning application if development lies within either of these zones, meaning an assessment will be required for development at the site. Standing water is also identified across the site but is not considered to pose a risk to development.

Flood risk from all sources including surface water

flooding should be a consideration for future development on the site, including Surface Water Flood Risk.

Appropriate drainage methods should be considered to mitigate development impacts, including the use of Sustainable Drainage Systems as part of an overall drainage strategy for the whole site, in line with the drainage hierarchy, so as to control the rate of surface water run-off.



Figure 8: Hydrology and flood risk

3.2.3 Services and Utilities

Towards the edges of the site a number of sewer pipes have been found, including a cluster running south to north in the east of the site. Another pipe briefly passes through the site to the west. Beyond these pipes there is no further sewage infrastructure located within the site. Directly surrounding the site a wider sewage network is identified serving adjacent urban areas. Development easements will need to be respected in this area.

While there is a lack of sewage infrastructure within the site, the extensive existing network surrounding the site presents the opportunity to extend this existing network to serve future development. In terms of water supplies, the Beal River directly runs through the centre of the site and could be used to support an open water network for the site. A water pipe has also been found running through the site to the west which is linked to the surrounding water network. There is a chance to extend the existing water network that surrounds the site to provide water supplies for future development.

United Utilities have been engaged within the masterplanning process and initial scoping of infrastructure requirements has been considered for the site, including the provision of new infrastructure.



Figure 9: Existing sewage and water infrastructure

3.2.4. Environment and Landscape

The landscape surrounding the site consists of woodland to the east on higher ground towards the settlement edge. There are also bands of vegetation in and around the site, which define the edges of roads. Vegetation is limited to the south as the industrial estate and activity dominate the land use. The landscape immediately to the south is dominated by a landfill site and is predominantly spare with limited tree cover.

It is considered that a number of priority habitats are present onsite, particularly to the south of the site. A Phase 1 Habitat Survey and associated surveys will be required to fully assess ecological impacts and associated mitigation requirements.

In terms of water features, the Beal River runs directly through the centre of the site.



Figure 10 Existing landscape and ecological features

3.2.5. Topography

The site generally slopes east to west with Wilkes Street and Ripponden Road sitting high above the site. A large retaining wall is located to the east. The historic use as a quarry and landfill site has created an undulating topography which has been naturalised more recently.

To the west of the Metrolink line and the Beal River the site rises again to meet the surrounding employment and residential areas.

It is considered that, with groundworks, the site is deliverable.

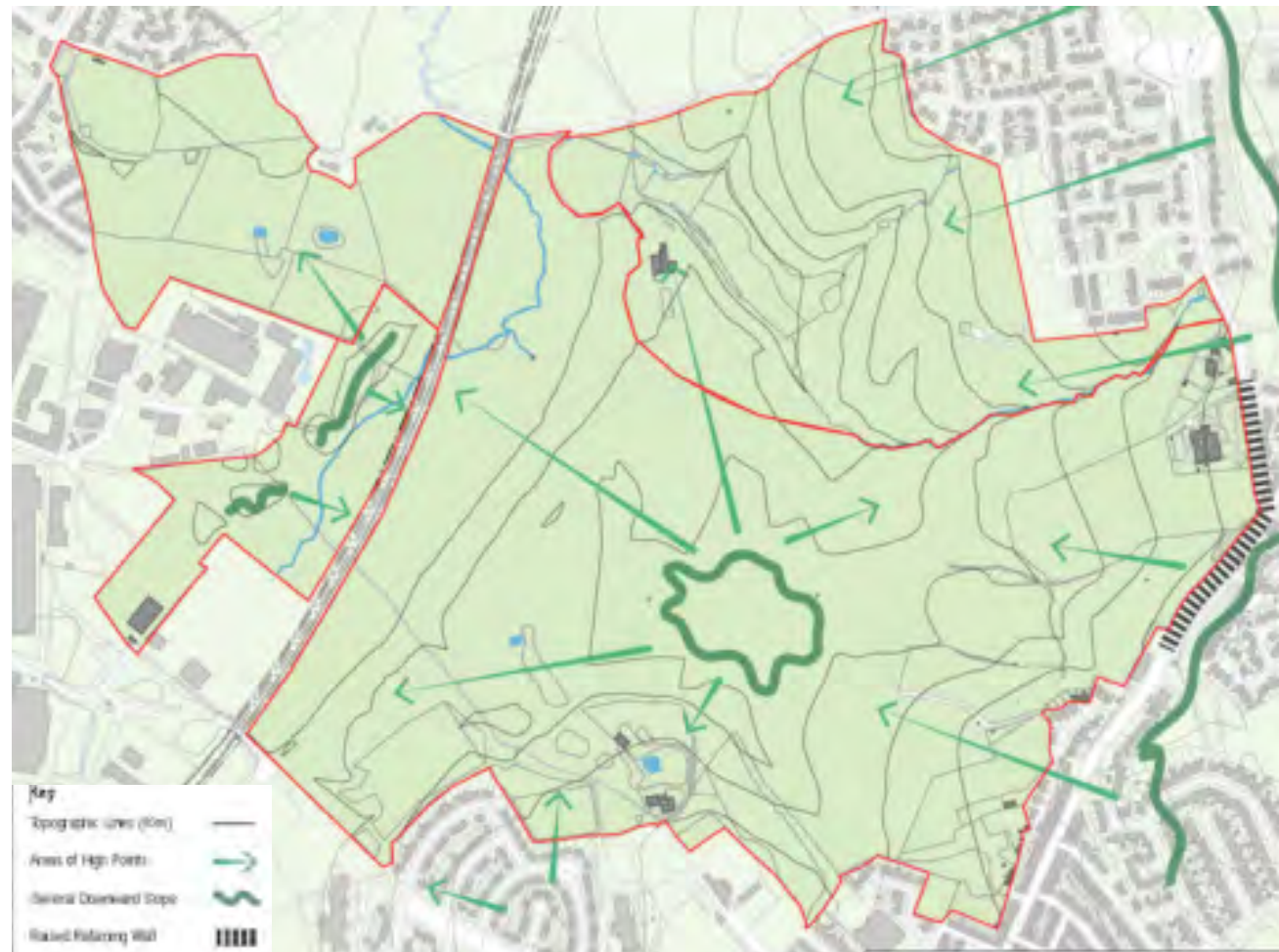


Figure 11: Site topography

3.2.6. Contaminated Land

Site contamination is a key risk for the site given its previous use as a landfill site and quarry, as well as existing industrial uses to the west. Land to the extreme east and northwest of the site is considered less of a risk. Phase 1 and 2 Site investigation reports will need to be carried out to identify the extent of contamination and to establish an appropriate remediation strategy.

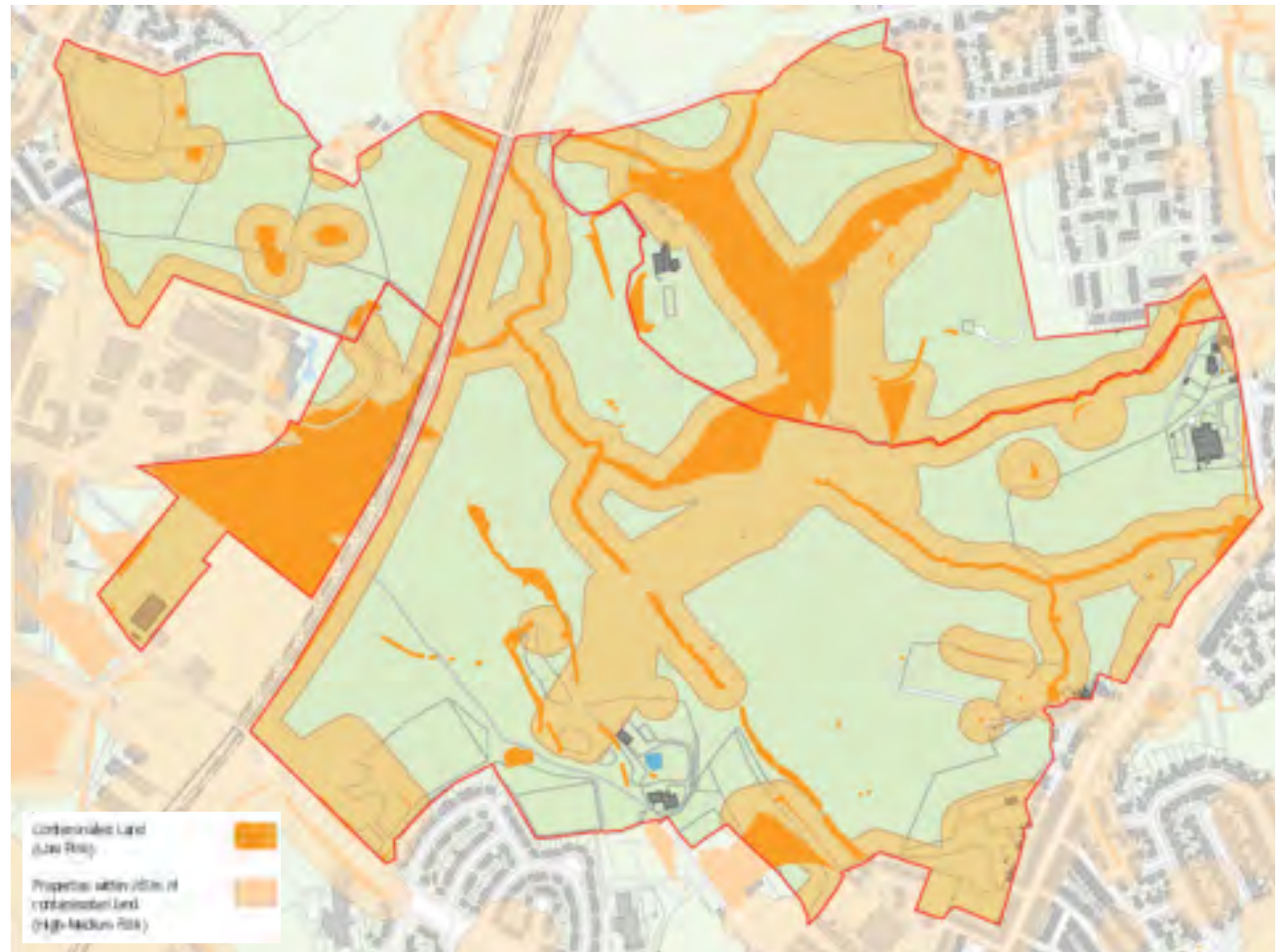


Figure 12: Contaminated Land

3.2.7. Land Ownership

There are several ownerships across the site which will need to be considered when shaping the masterplan and arranging access, as well as equalising value for enabling infrastructure. Fragmented ownership to the east and northwest is a key constraint for access.

3.3 Townscape Analysis

3.3.1 Introduction

It is important that development for the site will strengthen the character and identity of Oldham's wider urban characteristics. This should include the introduction of an appropriate variety of housing, create interesting forms and provide a mixture of uses. In this respect, a high level townscape analysis has been conducted to determine the existing quality of the surrounding environment at Broadbent Moss, considering aspects such as urban structure, character, legibility and permeability.

3.3.2 Form and Use

In order to determine the potential layout, function and use of the site it is important to understand the existing structure of activities, amenities and uses available. This is fundamental in determining the needs and requirements for the site, and will influence how the character and layout of the place will be formed. To ensure development responds to these components of place making a high level review of existing form and use for the site at Broadbent Moss has been conducted.

- **Form:** The site sits between large industrial properties to the west, residential properties to the northwest and east, and larger light industrial sheds and schools to the east. The

site is a mix of other protected open land, land reserved for future development and green belt. Excluding a few scattered farm buildings, there are no structures located on the site. The Metrolink tramline and River Beal run south to north through the centre of the site on low lying land.

- **Uses:** To the west of the Metrolink lies the Higginshaw Business Employment Area (BEA), which is made up of industrial buildings and servicing yards. Part of the Broadbent Moss site falls within the BEA area, located between the Metrolink and Meek Street. The BEA presents an opportunity for the site to provide development that will expand and enhance employment opportunities. Further west of the BEA the site bounds the residential area of Heyside. Similarly, the site bounds the residential area of Moorside and the urban fringe of Oldham to the south. Further uses including primary schools, breakers yard, horse stables and storage garages are located around the eastern periphery of the site. These surrounding uses offer the opportunity to naturally extend residential uses onto the site in the east and northwest, as well as expand employment to the west.
- **Amenities:**
- **Schools:** Within a close proximity of the site there are a number of primary schools located.

In terms of secondary schools, the Royton and Crompton school is located to the west in Shaw Side, while further schools are located within Oldham. Due to the size of the site and the expected significant increase of population anticipated, it is expected that new school infrastructure provision is considered to support development.

- **Health Care:** A number of GPs can be found in surrounding urban areas, such as Royton, Shaw, Moorside and Oldham. While these could be considered drivable many of these services are not located within reasonable walking distances from the site. In terms of hospitals, the Royal Oldham Hospital is located less than two miles from the site, suggesting it is reasonably accessible from the site. These findings suggest development should consider the access to local health services that will serve the anticipated population for the site.
- **Shops:** Surrounding the site there are a number of urban centres that offer a range of shops and services, including Shaw, Royton and Oldham. While these locations are within driving distances, any development for the site should consider new local facilities to serve the proposed population. This could include the inclusion of a new urban centre for the site. Particularly emphasis should be given to services that are accessible via walking or sustainable modes of travel.



Figure 14: View of existing site conditions looking west (Source: authors own)

3.3.3. Movement and Access

To ensure future development is well connected, accessible and sustainable, a review of existing movement and access, and public transport provision has been undertaken for the site at Broadbent Moss. The findings intend to determine how the development proposal can enhance existing routes, ensure capacities are appropriately served, and promote sustainable modes of travel where possible.

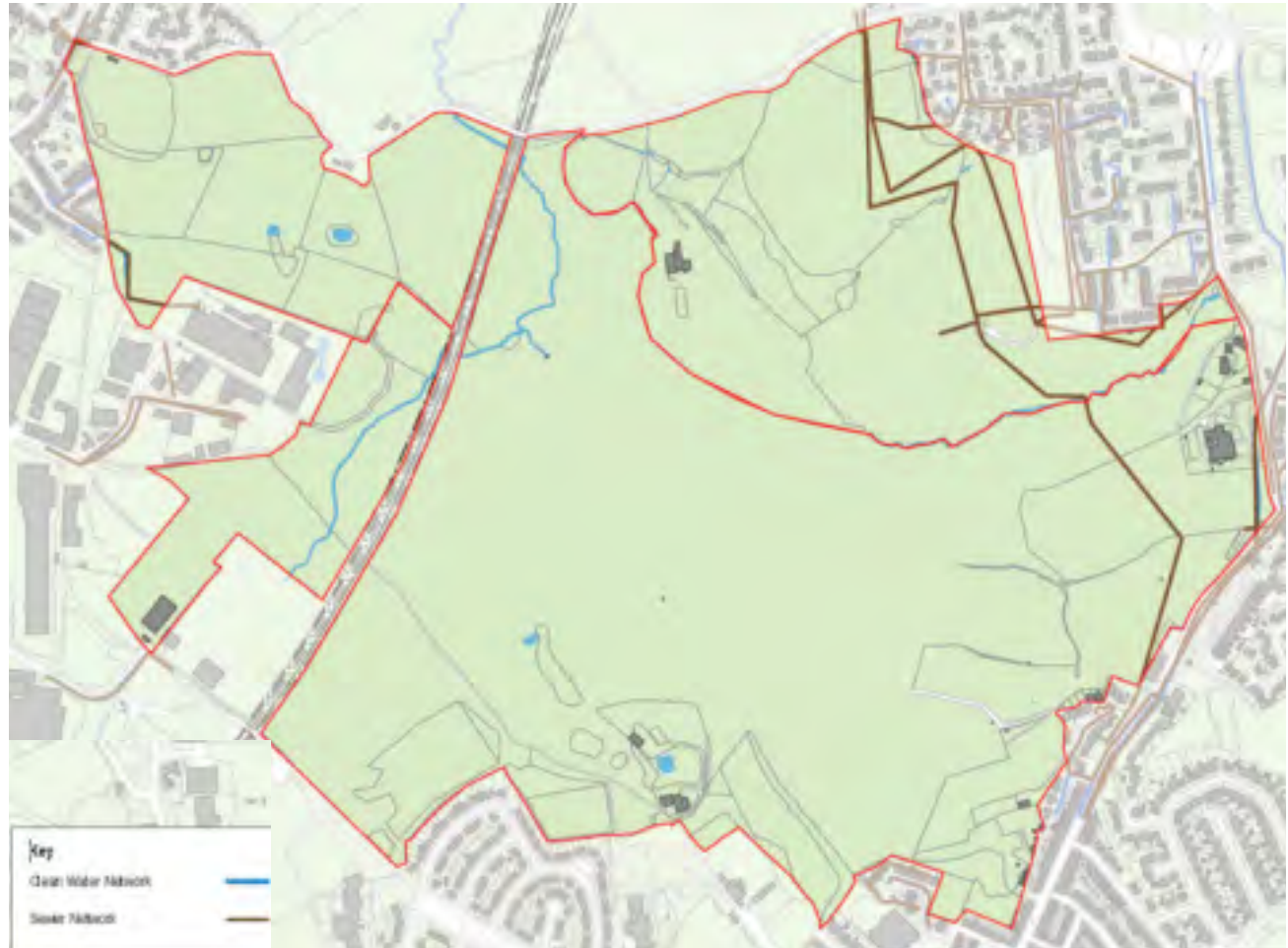


Figure 15: Existing access, movement and public transport provision

- **Road connectivity:** Internally, the site displays no formal road infrastructure. To the north, the site is bounded by the secondary road of Bullcote Lane/Cop Road, which runs between the Higginshaw Lane to the west and the settlement of Moorside to the east. Along the eastern boundary, the site is bounded by the primary road of A672/Ripponden Road and Wilkes Street, which connects the site with Oldham and the Peak District. To the west of the site, there are a number of access roads serving the industrial park, which feed onto Higginshaw Lane to the west. Higginshaw Road directly leads on to Shaw Road, which gives the site wider connections with Oldham, Shaw and Crompton and junction 21 of the M62. For development to be deliverable, the introduction of new road infrastructure throughout the site will be required.
- **Access points:** There are currently a number of informal access points surrounding the site, however these are in various different ownerships. These include an entrances off Brownlow Avenue, Hebon Street and Meek Street to the west; and, Broadbent Road, Tilton Street, Green Park View, Wilkes Street and Hodge Clough Road to the east. These entry points have the potential to be upgraded to support access to the site. Further access points to serve the site should also be considered, and should seek to maximise links with existing road infrastructure.
- **Public Transport:** Although there are a number of bus routes that serve surrounding areas to the site, the majority of the site is considered not within reasonable access of a bus stop. Due to the size of the development area, new bus routes and stops are likely to be required. The site also has the potential to utilise the Metrolink line that runs directly through the centre of the site. With services to Rochdale, Oldham, Manchester and the Greater Manchester region, a new tram stop at the heart of the site should be considered to connect the new population with access to jobs and services, and to promote employment opportunities on site. The introduction of cycle infrastructure should also be considered where possible.
- **Pedestrian movement:** Currently there are a number of Public Right of Ways running across the site, connecting surrounding settlements and open space. Where possible, existing routes should look to be retained and enhanced. Proposed development should also ensure streets are active and safe to encourage walkability across the site.

3.3.4. Urban Grain and Character

A high quality urban environment is integral to the success of any development; it harmonises together the principles of character, safety and inclusion, diversity, ease of movement, legibility, adaptability and sustainability. Developments that are designed with these principles in mind will contribute positively to the existing townscape of Oldham, and provide residents with good living, working, social and learning environments. Therefore, to ensure a strong vision for the site is produced the following analysis will examine the existing urban characteristics of the site and surroundings at Broadbent Moss. These aspects are intended inform the size, scale and layout of development, and begin to shape the character of the site.



Figure 16: Broadbent Moss figure ground study

- **Urban Structure:** While there are limited structures on the site, those found are scattered farm buildings, which display large building footprints and private space for operations and servicing. Outside of the site, to the west the Higginshaw Business Employment Area displays a number of warehouses with large plot sizes and building footprints. Further proposals to extend the employment area of BEA should look to match similar scales. The remainder of the surrounding urban structure is residential in form, with higher density displayed to a pocket of development to the west of the BEA and along the major roads, in the form of linear patterns. The remainder of housing development is typically formally planned, with lower density, larger plot sizes and greater dwelling setbacks. For development proposals, higher density could be provided along major routes with the chance to increase density around new public transport nodes. The remainder of housing development should respect the surrounding densities, plot sizes and setbacks. Proposed employment areas have the potential to match the existing urban form and layouts displayed across BEA.
- **Existing Urban Form:** Within the allocated site there are a number of existing properties and operational sites which need to be considered in the development and delivery strategy. The following structures are located:
 - A derelict agricultural farm building is located adjacent to the former quarry and landfill site to the east.
 - Several industrial units to the west, including workshops, salvage yards and garages.
 - A private residential property and a vehicle salvage business is located on Broadbent Road to the east.
 - A small private stable and a number of small garage units are located off Green Park View, behind Ripponden Road, to the south east of the site.
 - These properties will need to be fully considered in the development of the masterplan, as well as the impact upon existing residential and industrial properties on the periphery of the site.
 - **Character:** The BEA displays a number of large warehouses and service yards. Directly to the north of the BEA lies a small pocket of development of terraced houses. Terraces are also found along major roads, which displays signs of organic linear development. The remaining housing to the west is typically two storey semi-detached. To the east, there is an average of two storey housing with terraced properties along major roads and linear streets. Semi-detached housing is displayed in more formally planned areas to the east. Throughout the surrounding urban areas redbrick is identified as the most common building material for housing.
- **Heritage and Building Conservation Areas:** There are no known conservation area designations. There are also no listed buildings within or in close proximity to the site.

3.4. Design Development

3.4.1 Introduction

The following chapter provides the final conceptual masterplan for the site at Broadbent Moss, clearly demonstrating deliverability and feasibility for potential development to support the GMSF allocations. Before providing commentary of the plan this chapter explains the narrative and decision making process behind the plan making stage. Following an overview of the plan, the chapter concludes with an outline of expected economic benefits, funding opportunities and phasing strategies for the development. Although conceptual at this stage, the tested plan is intended to provide a robust framework that will

appropriately inform future decisions regarding development of the site.

3.4.2 Stakeholder Consultation

The masterplans have been developed through consultation with a number of key stakeholders who have been engaged to shape the masterplan and identify any particular issues which should be considered or resolved through the masterplan process. The following key stakeholders were consulted through one-to-one meetings or design workshops.

- Council Officers: Oldham Council's officers were engaged in the design process as part of design development within workshops or via one-to-one meetings to shape the masterplan.
- Transport – advised that in terms of access the site should be considered interdependently with Beal Valley and consider a north-south link road between the two. Cop Road should be retained to link Moorside with Shaw and the Opportunity to improve or remove Bullcote Lane should be considered. The impact of employment (industrial) traffic should be carefully considered. For the eastern parcel Vulcan Street provides the most logical access point with an appropriate loop placed to provide relief. Access via Ripponden Road at the interchange with Wilkes Street is not feasible due to level changes and alternative access should be investigated.

The potential for a new Metrolink stop within the site should be investigated due to the large development potential and influence of the site.

- Planning and Regeneration: The masterplan should seek to provide a significant new community for Oldham with appropriate services and amenities, potentially within a local centre. The scale and density of the site should be delivered sensitively to achieve a sustainable development. Land to the west is the subject of a live planning application for residential development and an energy from waste plant has recently been refused planning permission near to Higginshaw BEA.
- Health Services: At this point no specific guidance has been given regarding health provision, however it is considered that enhanced or new health centres would be required to meet the demand created by Broadbent Moss' population and the cumulative impact of development proposed at Beal Valley immediately to the north.
- Environment: An SBI has recently been deleted from the site due to occupation by industrial operations. The remainder of the site has an element of protected open land which should be retained.

- **Education:** This site is in East Oldham where there is the most significant pressure on school places. The current primary and secondary surplus in this area would not accommodate any of these pupils. Provision would have to be provided for both primary and secondary pupils via expansion of existing schools and/or a new build facility.
- **Environment Agency:** The EA identified that the northern part of the parcel along the River Beal is within a Water Framework Directive area and flooding should be fully considered within the masterplan. Opportunities to enhance flood zone areas as wetland habitat should be considered. Lowland Fens is the predominant landscape character.
- **United Utilities:** United Utilities advised of some easements in the eastern extent of the site (see 2.7.3) which have been taken into account within the site masterplan.

3.4.3 Landowner Consultation

IBI and JLL have undertaken a series of consultation stages with existing landowners. This has been a three stage approach:

1. **Telephone Interviews:** Telephone discussions were undertaken with landowners to understand their aspirations for the site and gather any unknowns on the site.
2. **Concept Workshop:** Presentation to all landowners to outline emerging concept approach for development.
3. **Final Workshop:** Following comment from the landowners the final masterplan was presented to the landowner group with comments invited on the day before finalisation of the plans.

This process has ensured that the landowner are generally supportive of the approach and that any legitimate concerns or suggestions are fully integrated into the masterplan approach.

3.4.4 Key Design Parameter and Principles

The purpose of the design principles established are not to create a 'tick list' which can be dealt with in sequence, rather, they should be carefully balanced to create a coherent vision for the site. This section provides an overview of the key strategic principles that have informed the final conceptual masterplan for the site at Broadbent Moss.

Strategic Principles



1 | Respond to the existing landscape and ecological features

Development should respect the existing landscape and ecological features of the site and beyond. This should include addressing the constraints and maximising the opportunities identified, such as working with topography to provide development and retain key views, provide access to existing openness where possible and to retain and enhance ecological services. The protection and



4 | Encourage Sustainable Modes of Travel

Development should promote and encourage sustainable modes of travel within and beyond the site. This should include the enhancement of existing public transport provision and measures to encourage cycling and walking where possible.

encourage new businesses to the site.



7 | Contextually responsive character and development

Development form and scale should be contextually responsive to the surrounding built and natural landscapes. This should include respect to surrounding grain, density, heights and vernacular to ensure development is fitting with the local context of the site. The delivery of attractive public



2 | Deliver a connected green infrastructure network

Development should proactively deliver a coherent green infrastructure network, combining attractive spaces and routes. This should include green corridors, landscape buffers and open recreational spaces that are interconnected and coordinated. Green infrastructure should also be used to ensure development parcels are clearly defined and that boundaries are appropriately treated.



5 | Create vibrant local centres

The site should include an inviting and vibrant centre that is accessible to all and provides for the needs of the community. Therefore the inclusion of vibrant and active urban centres should be promoted as the focal point of the site, offering a range of inclusive services, activities and public



, streetscapes and open space should also development for the site.

8 | Define a logical phasing plan

Create a phasing proposal which achieve growth across various ownerships and creates connected zones of development to support key strategic and enabling infrastructure.



3 | Promote an active, safe and liveable environment

A liveable, desirable and safe environment should be fundamental for any development proposal. To achieve this, proposals should promote a walkable site that is compromised with active, legible and attractive streets. Interesting and attractive forms should also be encouraged.

spaces.



6 | Support employment opportunities

Development for the site should seek to maximise the opportunities to support existing employment areas that surround the site. Proposals should therefore provide appreciate plots, structures and access to retain existing employment and

3.4.5 Conceptual Masterplan

The conceptual masterplan below provides an illustration of how the site at Broadbent Moss could be masterplanned. Although this plan is indicative, it begins to give a visual indication of the development capacity, access arrangements, location of amenities and indicative layout, which can be given to prospective developers.

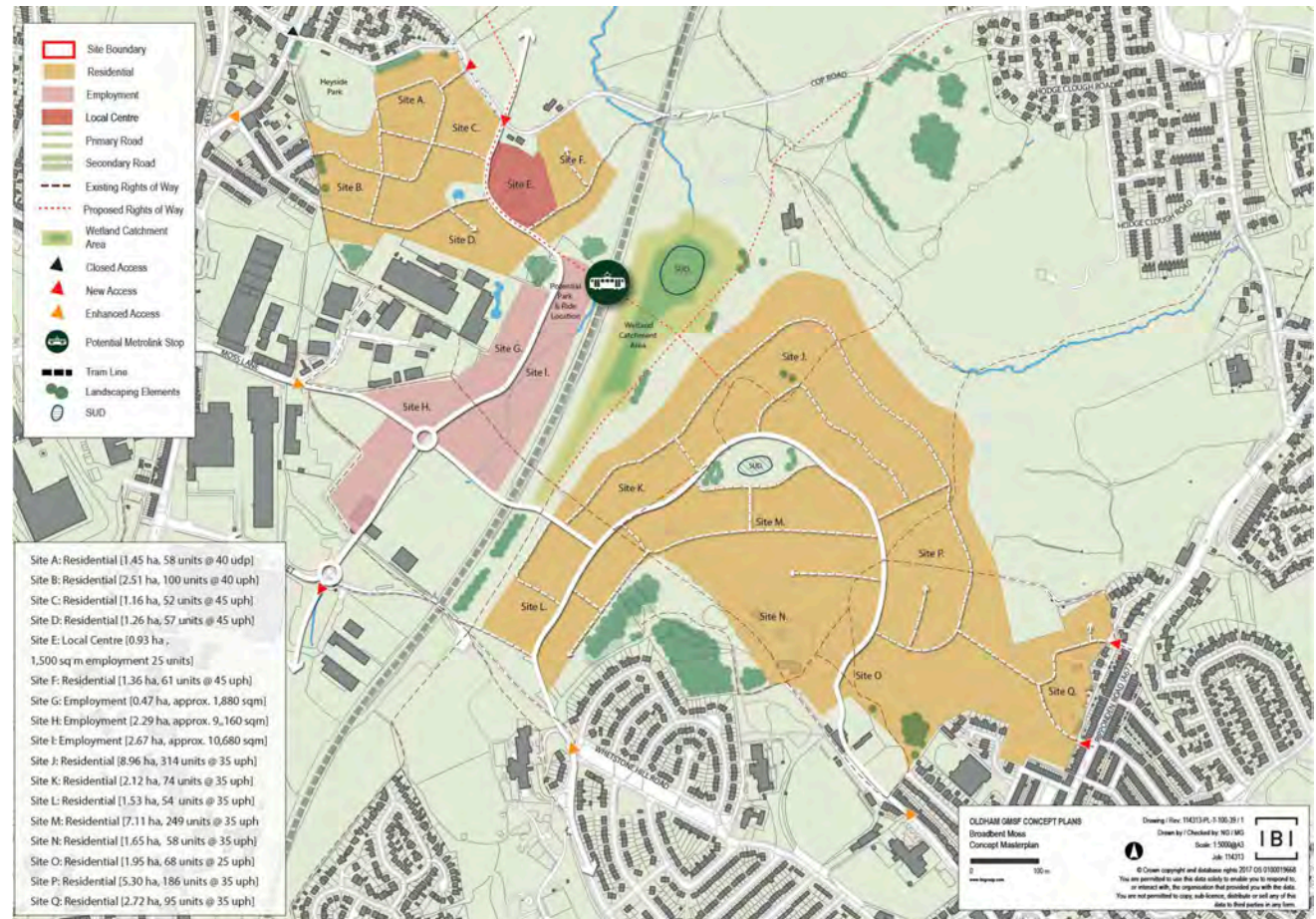


Figure 17: Broadbent Moss conceptual masterplan

The plan proposes the delivery of 23,220 sqm of employment floorspace on the land to the west of the Metrolink route and south of Bullcote Lane. For the remainder of the site, 1,451 new homes are proposed. The contribution of each site towards these figures are provided in table 5 below.

Site Reference	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	Total
Predominant Land Use	Residential				Mixed Use	Resi	Employment			Residential								
Land Use Classification	C3				A1 / A3 / A4 / B1 / C3	C3				C3								
Total Site Area (ha)	1.45	2.51	1.16	1.26	0.93	1.36	0.47	2.29	2.67	8.96	2.12	1.53	7.11	1.65	1.95	5.3	2.72	45.44
Estimated Net Dwellings (p/h)	40	40	45	45		45				35	35	35	35	35	35	35	35	-
Potential Capacity	58	100	52	57	1,500 sqm & 25 resi units	61	1,880 sqm	9,160 sqm	10,680 sqm	314	74	54	249	58	68	186	95	1,451 resi units & 23,220 sqm emp.

Table 5 Expected Development Capacity

Urban Design Strategy

The Boroughs of Rochdale and Oldham have adopted a series of urban design guides as Supplementary Planning Documents (SPD). The aim is to provide clear guidance on the quality of design expected by both Boroughs and to encourage high quality places, buildings and landscapes that meet the current and future needs of the communities that use them. For the purpose of the urban design strategy for the conceptual masterplan at Broadbent Moss, the SPD is fully considered in the approach to the form, shape and character of the development proposal. The strategy applied for this plan is discussed in greater detail below.



Figure 18: Design Principles (Source: Oldham and Rochdale Urban Design, 2007)

- Character and Identity: the design scheme aims to build continuity in the character and identity and create a sense of place that is sensitive to surrounding context.
 - Safety and inclusion: safety and inclusion are integral to the masterplan, it promotes places that are safe, secure and inclusive for all
 - Density and Diversity: the masterplan promotes density and diversity in housing, providing variety and choice for people
 - Ease of movement and Walkability: the masterplan ensures that places are easy to get to and move through. Designing for future character, the proposed scheme prioritises sustainable modes of transportation, particularly walking and cycling as the preferred mode of travel, and as a defining component of a healthy lifestyle. It also strives to maximise connectivity to the nearby community whilst maintaining privacy for residents.
 - Legibility: the proposed scheme ensures places can be easily understood by the users and prevent any disorientation that may be caused by a poor design layout and form
 - Adaptability: the masterplan is designed with a degree of flexibility in order to be responsive to changing circumstances and needs
- Sustainability: sustainability should be integral to the scheme, with a goal of minimising the impact on the environment. Efficiency can be achieved by applying sustainability principles in urban design and reducing the carbon footprint of buildings through energy efficient and eco-design architecture.
 - Designing for future maintenance: designing buildings and spaces so that their quality can be maintained over time
 - High Quality Urban Environment: the development proposal is appropriate to their function and context with attractive outdoor spaces accessible for everyone.

Movement Strategy

As noted within the Oldham and Rochdale Urban Design Guide, development must provide and reinforce a clear network of routes, comprising a defined hierarchy of vehicular movement, streets, paths and associated spaces. This should provide ease of access across the site to development areas, the buildings and the facilities within. In particular, routes should be well connected and attractive, and create a permeable network with clear signs to support wayfinding. Sustainable modes of travel should also be promoted where possible. In line with these recommendations the following movement and access framework has been used to guide the conceptual masterplan for Broadbent Moss.



Figure 19: Proposed Access and Movement Strategy

- **Access:** Serving the extension of the BEA to the west a number of enhance entrances have been proposed, leading off existing access roads. For the development sites to the north, three access points have been proposed off Bullcote Lane, including a new junction for a safeguarded primary access road to serve future development north of the site. Two further secondary access points are proposed to the west of the area, off existing minor access roads. For the central development area, the sites are served by two new key entrances and two minor access points.
- **Vehicular hierarchy Access:** The extension of the employment area to the west is served by primary roads and new roundabouts. This is to support the capacity of larger vehicles and provide convenient access to key routes for logistics. A primary route from this site leads directly to the development sites to the north, serving a new proposed local centre. Secondary roads feed off this route to serve sites surrounding the centre. The two sites to the North West are served by secondary routes. The larger development area in the centre is served by a looping primary road that also connects with the employment area via a new primary and secondary route. Secondary and access routes feed off the primary loop road to serve these development sites.
- **Wider interventions** will include the phased closure of Bullcote Lane. This closure will remove a problematic junction and focus movement along the proposed new link road. The existing Cop Road will be enhanced and provide a direct link to the north-south link road, providing strategic links to Sholver and the wider area.
- **Pedestrian movement:** Existing Public Rights of Way (PRoW) running across the site have been retained and enhanced. This includes the addition of landscaping and green infrastructure features. These routes also connect to wider PRoW networks which offer routes into the wider open countryside and surrounding landscapes. Primary and secondary routes are expected to offer desirable and inviting streetscapes that are active and safe. This will promote walkability within and beyond the site to local services and public transport stops.
- **Public transport provision:** The plan proposes the addition of a new Metrolink tram stop that is located central to the site. The stop is intended to be walkable for users of both the residential and employment areas of the site, and also includes a park and ride facilities to encourage use of the tram to access the Greater Manchester region. The new stop is also expected to provide mobility for residents of the site to wider services and employment opportunities across the region. The addition of a bus service serving the site is recommended to be considered.

Open Space and Landscape Strategy

Within the draft GMSF, it has been advised that development for the site should deliver high quality landscaping and multi-functional green infrastructure. This is expected to enhance the attractiveness of the scheme and provide opportunities for open space and recreational activities for users of the site. The need to enhance recreational routes connecting the site with countryside has also been highlighted, including Public Rights of Ways. Accordingly, in line with the aspirations of the GMSF and the principles developed throughout the masterplanning process, the following landscape strategy for the conceptual plan is demonstrated below.

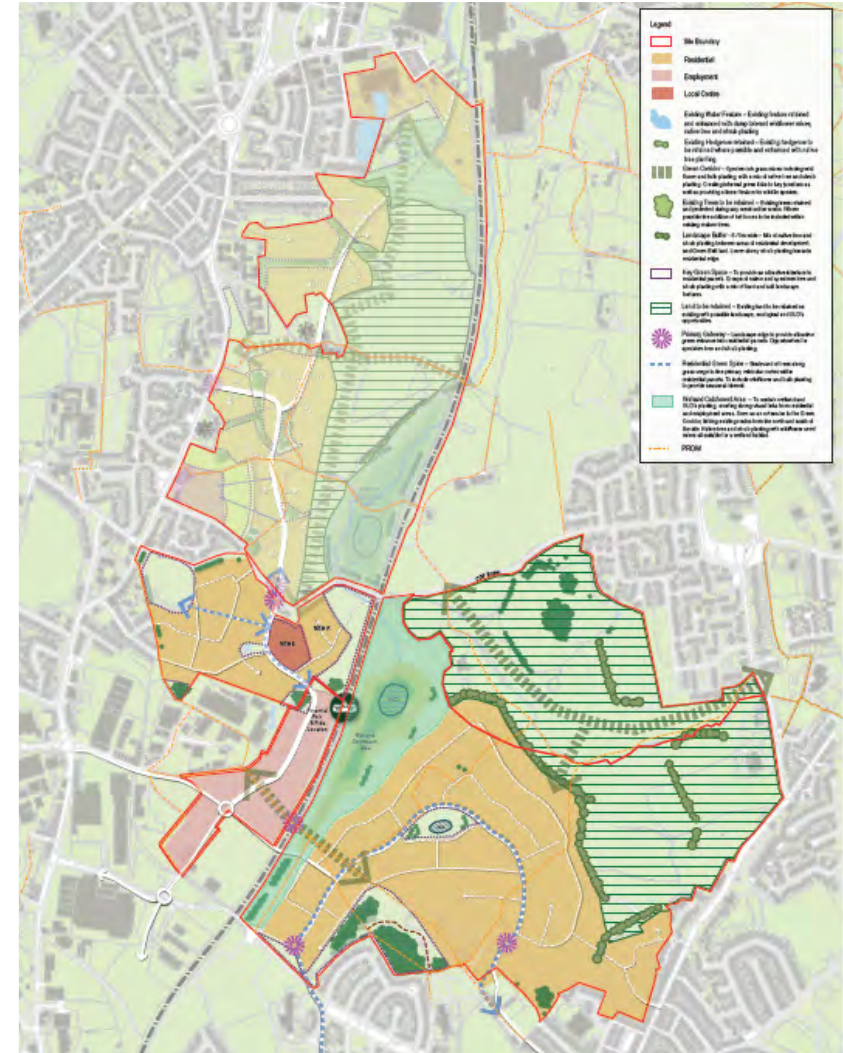


Figure 20 Proposed Green Infrastructure and Landscape Framework

- **Water Features:** Existing water features and ponds are seen to add ecological value and also add value to the character of the site. Where possible the existing ponds should be retained and protected during any works, following completion of the development enhancement measures should be put in to place, which should include damp tolerant wild flower and seed mixes, as well as tree and shrub planting around the edge of ponds.
- **Existing hedgerow:** Traditional field boundaries such as hedgerows are seen as a key feature to the character of the site, as well as having ecological value for local wildlife. Where possible, hedgerows should be retained and enhanced to retain the existing character of the site. Native tree and shrub planting should be used to fill existing gaps within hedgerows and improve any feature which are deemed to be species poor. It is particularly important to include fruit bearing species to provide food and shelter to existing wildlife.
- **Existing trees:** both single and group species are also seen to be a key feature within the site, these should be protected during any construction activities. Following completion of development, the addition of bird and bat boxes should be carried out to provide additional habitat.
- **Land to be retained:** Existing open space is an important feature in and around the site, and the retention of land helps to retain much of the sites existing character, as well as providing areas for recreation and wildlife improvements. Open space is a key feature between the existing residential edge and should be retained and enhanced where possible.
- **Retaining openness:** A green corridor is proposed to the north of the site, connecting existing PROW's and exiting residential development. This would include species rich grass mixes including wild flower and bulb planting, with a mix of native tree and shrub planting. Creating informal green links to key junctions within the site as well as providing a key linear feature for wildlife species. In addition to the green corridor, retaining existing land is also key to retain openness within the site especially between existing and proposed residential development. Where possible elements such as SUD's ponds and additional ecological enhancements can be introduced. Existing PROW's within this area are to be retained and enhanced where required. Other opportunities such as publicly managed areas of green space and allotment areas could be introduced where community groups become responsible for the management of these areas. Where proposed development meets existing, landscape buffers are proposed to provide a green edge, and screen views from existing residential edges.
- **Ecology corridor:** Seen as an extension to the Green Corridor, to enhance and protect existing ecological value on the site it is important to include areas of enhancement for wildlife and vegetation. These areas can contain SUD's ponds and native tree and shrub planting, as well as fruit bearing species and incorporating existing PROW's to provide strong visual and physical links between development parcels, as well as providing a buffer between residential parcels and existing infrastructure.
- **Key Green Space:** used to provide an attractive interface within residential parcels, a mix of hard and soft landscape with opportunities for formal and informal play opportunities. Native and feature tree and shrub planting can provide an attractive outlook for inward facing development and provide links to existing PROW's as well as leisure space.
- **Residential Green Spine:** used to line primary



Figure 21: Tree and shrub planting with SUDs along informal routes



Figure 22: Ecology corridors with tree and shrub planting



Figure 23: Key green spaces to include a mix of hard and soft landscaping

4.1 Site Context

The site at Beal Valley lies to the west of the Metrolink route that runs from Derker to Shaw. The site is a mix of Other Protected Open Land and Green Belt. In addition, the River Beal runs through the site, crossing over the Metrolink route.

Development of the site will help diversify the existing housing stock in the area and borough as a whole. Located on the urban fringe and close to existing built development, the site is in a good position to utilise existing infrastructure. Nevertheless, any development will be required to provide, as appropriate, the necessary supporting highway and social infrastructure.

New access points would be required to the site and consideration will need to be given to the capacity of existing roads. The site, with the northern section being within 800m of Shaw Metrolink Station, is within a sustainable and accessible location and has the potential for connectivity that cannot be delivered elsewhere. Any scheme would need to enhance links to and from the site to the Shaw Metrolink Station and the bus network, so as to encourage sustainable modes of travel and maximise the sites

accessibility, building on the existing recreation routes and public rights of way network.

New development will be required to incorporate high quality landscaping and multi-functional green-infrastructure that will minimise the visual impact on the wider landscape, mitigate its environmental impacts and enhances linkages with the neighbouring communities and countryside. Any development would also be required to protect and

enhance existing biodiversity where appropriate, including the Site of Biological Importance (SBI) at Shawside.

4.2. Site Constraints

4.2.1. Introduction

The following section provides a high level analysis of the site constraints at Beal Valley, considering key elements such as the existing infrastructure, landscapes and environment features. The purpose of this analysis is to understand the key opportunities and constraints that will need to be considered to ensure development is both feasible and deliverable. While this report provides a high level analysis, it is advised that as development

plans and proposals progress further specialist reports are conducted to understand the opportunities and constraints identified in greater depth.

4.2.2. Hydrology

The River Beal runs north to south through the site and follows a path of low lying land to the east of the site. Most notably, a large majority of the site to the east lies within a source protection zone which is expected to restrict development within this area. According to the Environment Agency the area surrounding the River Beal is also considered within flood zones 2 (medium probability) and 3 (high probability). Guidance by the Environment Agency states a flood risk assessment is required as part of the planning application if development lies within either of these zones, meaning an assessment will be required for development at the site.

Flood risk from all sources including surface water flooding should be a consideration for future development on the site, including Surface Water Flood Risk.

Appropriate drainage methods should be considered to mitigate development impacts, including the use of Sustainable Drainage Systems as part of an overall drainage strategy for the

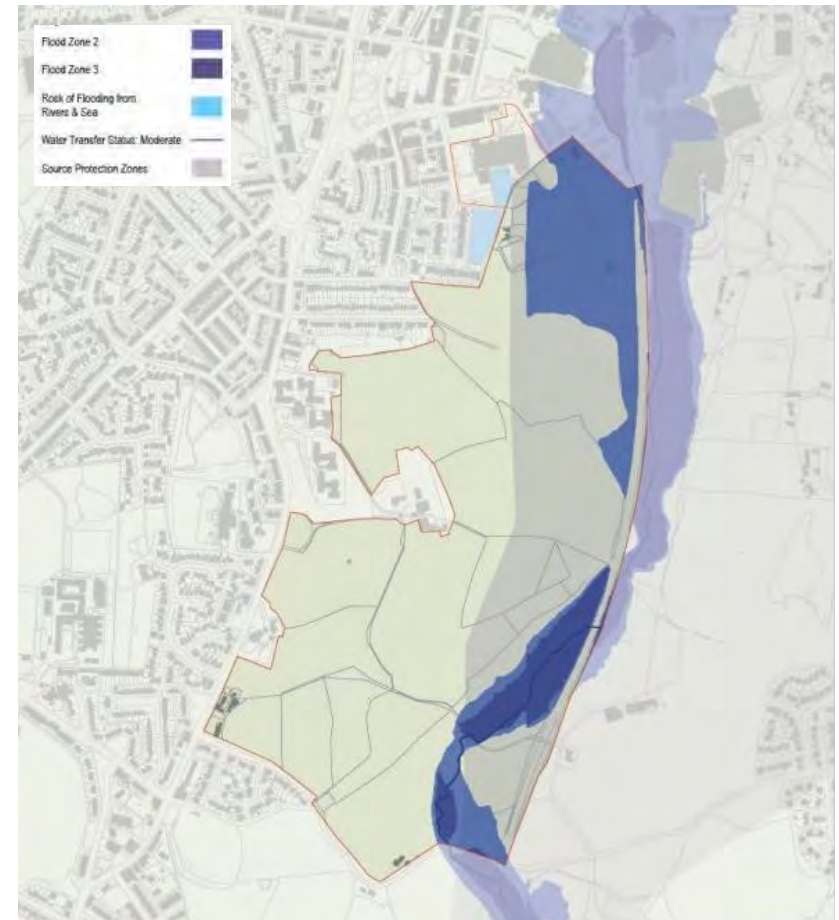


Figure 24: Hydrology and flood map

4.2.3 Services and Utilities

As much of the site is currently undeveloped, Green Belt land there is a clear lack of utility infrastructure within the site. In some cases, sewage systems do pass through the site, including a pipe to the north and a pipe serving a cluster of development to the south west. In terms of water infrastructure, a pipe cuts through the north of site, while another pipe is found running through the site to the west. Easements will need to be respected within the masterplan.

An infrastructure easement is also identified for the infrastructure to the north of the site and will need to be respected within development proposals. With an extensive infrastructure network surrounding the site and serving existing urban areas, it is believed there is an opportunity to extend these networks to serve future development across the site.



Figure 25: Services and utilities plan

4.2.4 Environment and Landscape

The landscape surrounding the site consists of woodland to the north on higher ground towards the settlement edge. There are also bands of vegetation in and around the site. Vegetation is limited to the north as the industrial estate and activity dominate the land use. The landscape in the centre of the site is predominantly sparse with limited tree cover. The surrounding landscape consists of a several rivers, streams and brooks. The most notable watercourse is the River Beal which runs in a north to south direction and is located close to the eastern edge of the proposal site.

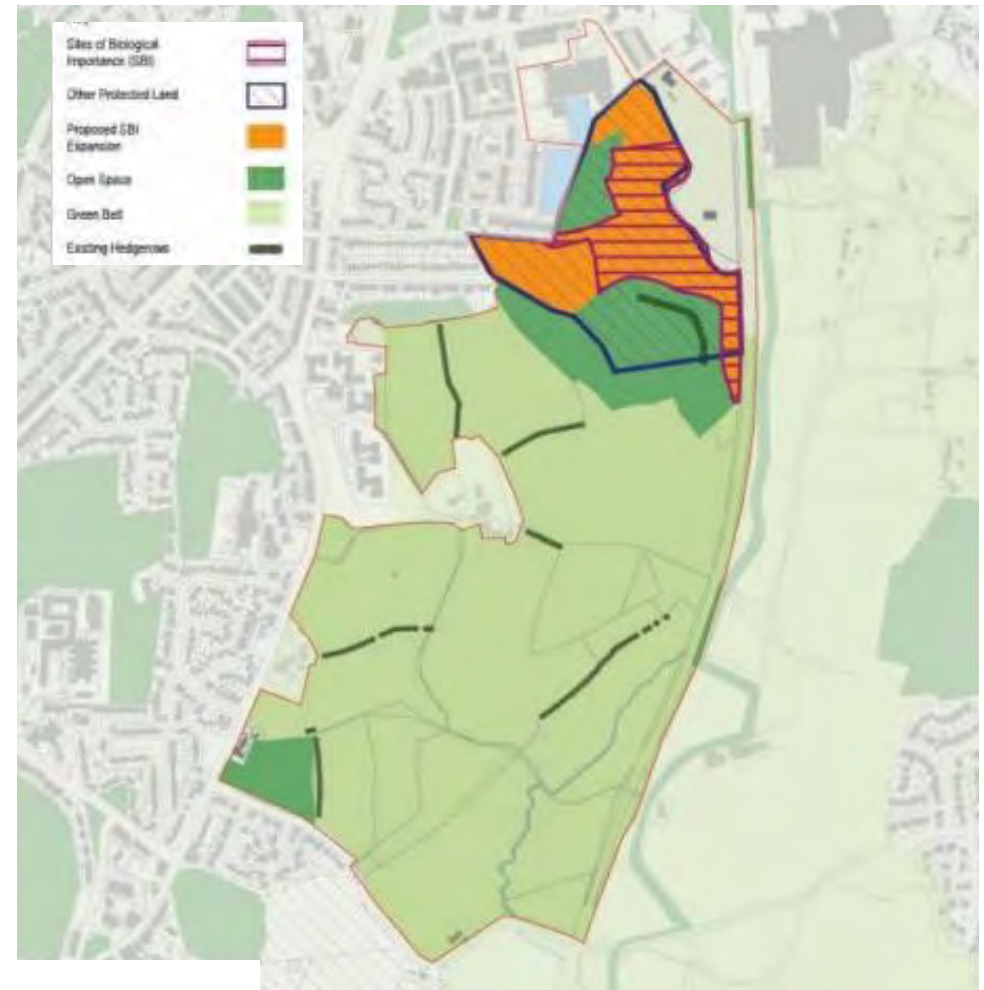


Figure 26: Existing landscape and ecological features

4.2.5 Topography

The site has significant topographical constraints with a high ridge running through the centre of the site and the site rising to meet this on both sides. Low lying and flatter areas are located to the west and the south west in particular. Further low lying land is available to the north. The Metrolink line and River Beal follow a low lying route through the site from north to south. Further detailed topographical analysis will be required at the detailed design stage to fully reconcile the site and accommodate the design as required.



Figure 27: Topography plan

4.2.6. Contaminated Land

The majority of the site is uncontaminated, however to the north is an industrial area and a landfill site which will require site investigation. Any development will need to take account of the fact that a large proportion of the site has been subject to landfill. This would be a factor in the siting of any proposed buildings, structures etc. Phase 1 and 2 Site investigation reports will need to be carried out to identify the extent of contamination and to establish an appropriate remediation strategy.

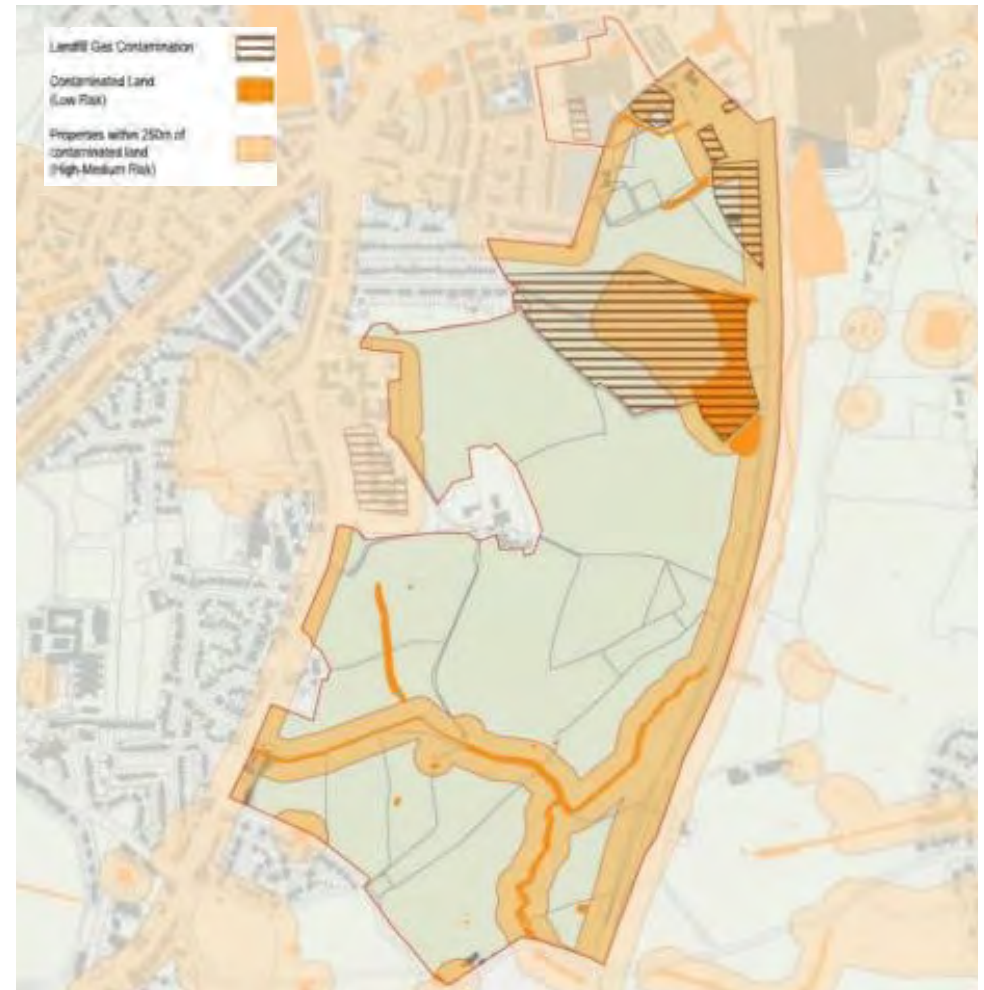


Figure 28: Contaminated land

4.2.7 Land Ownership

The site has fragmented ownerships which could be a constraint to development. The delivery plan must seek to achieve a balanced financial and development approach to the masterplan, ensuring that access and management of land is fairly managed through the site.

4.3 Townscape Analysis

4.3.1 Introduction

It is important that development for the site will strengthen the character and identity of Oldham's wider urban characteristics. This should include the introduction of an appropriate variety of housing, create interesting forms and provide a mixture of uses. In this respect, a high level townscape analysis has been conducted to determine the existing quality of the surrounding environment at Beal Valley, considering aspect such as urban structure, character, legibility and permeability.

4.3.2 Form and Use

In order to determine the potential layout, function and use of the site it is important to understand the existing structure of activities, amenities and uses available. This is fundamental in determining the needs and requirements for the site, and will influence how the character and layout of the place will form together. To ensure development responds to these components of place making a high level review of existing form and use for the site at Beal Valley has been conducted.

- **Form:** The site is currently comprised of open land with a small woodland area to the north and scattered hedgerows throughout the site. The north of the site contains a storage yard, with the south of the site containing a small residence (former farm building) and a cricket club. Surrounding the site, a listed farm building and outhouses are located to the west, whilst the remainder of the site is surrounded by residential properties to the west and industrial and retail units to the north. The eastern edge of the site is bounded by a tramline and green belt beyond.
- **Uses:** Within the site a mixture of agricultural and open land make up the dominate use. Surrounding the site to the north and west lies the urban area of Shaw and Heyside, which is predominantly residential. In Shaw to the north lies Shaw and Crompton tram stop and a number of industrial and retail buildings in

close proximity to the site. To the south west of the site is the Heyside Cricket Club, a popular community cricket club with playing field and club house. Beyond the southern boundary of Bullcote Lane is the proposed site at Broadbent Moss which is anticipated to provide a mixture of residential and employment uses which will provide approximately 1,450 homes and 23,220 sqm of employment space, and will directly relate to development opportunities and proposal for the site at Beal Valley. To the east of the Metrolink line lies an area of agricultural land. Past this is the residential area of Moorside.

- **Amenities:**
- **Schools:** The site is considered to be within close proximity of a number of educational facilities. The schools in the area cannot support the influx of population which would come from the development. It is understood that the local schools would require expansion to support the anticipated influx of population. . Located largely to the west of the site, there are three primary and nursery schools in Heyside and two in Shaw, and the secondary school of Royton and Crompton School located in Heyside. To ensure sufficient choice of school places are

available to meet the needs of existing and new communities, an impact and capacity study of existing educational infrastructure is advised.

- Health Care: To the north of the site, located in the urban centre of Shaw, there are a number of local health centres. Due to the close proximity of the site to Shaw these facilities could potentially serve the site. The capacity of these facilities to support the development would require further detailed investigation. A BUPA nursing home is located close to the site, off Oldham Road to the west. Also to the west there are also a number of health care facilities located in Royton, however are considered not within practical distance from the site. Two minutes from the site is the Royal Oldham Hospital, which is considered within an appreciate distance from the site.
- Shops: The site is considered well served by services, with the majority of local services and shops located in the surrounding urban cores, such as Shaw, Royton and Oldham. In particular, Shaw to the north, considered the closest urban centre, has a number of larger supermarkets that are likely to serve the site. Due to the scale of development proposed at the site the inclusion of further local and community facilities should be considered.



Figure 30: View looking into the site looking west from high point outside of the site



Figure 31: View looking east from the western boundary of the site, near the cricket club

4.3.2 Movement and Access

To ensure future development is well connected, accessible and sustainable, a review of existing movement and access, and public transport provision has been undertaken for the site at Beal Valley. The Shaw and Crompton Metrolink stop provides significant opportunity for development to the north of the site and, therefore, efforts should be made to connect the whole site to the town centre. Furthermore, bus routes along Oldham Road and a potential tram stop within Broadbent Moss should be exploited to maximise development potential linked to sustainable access.

The findings intend to determine how the development proposal can enhance existing routes, ensure capacities are appropriately served, and promote sustainable modes of travel where possible.

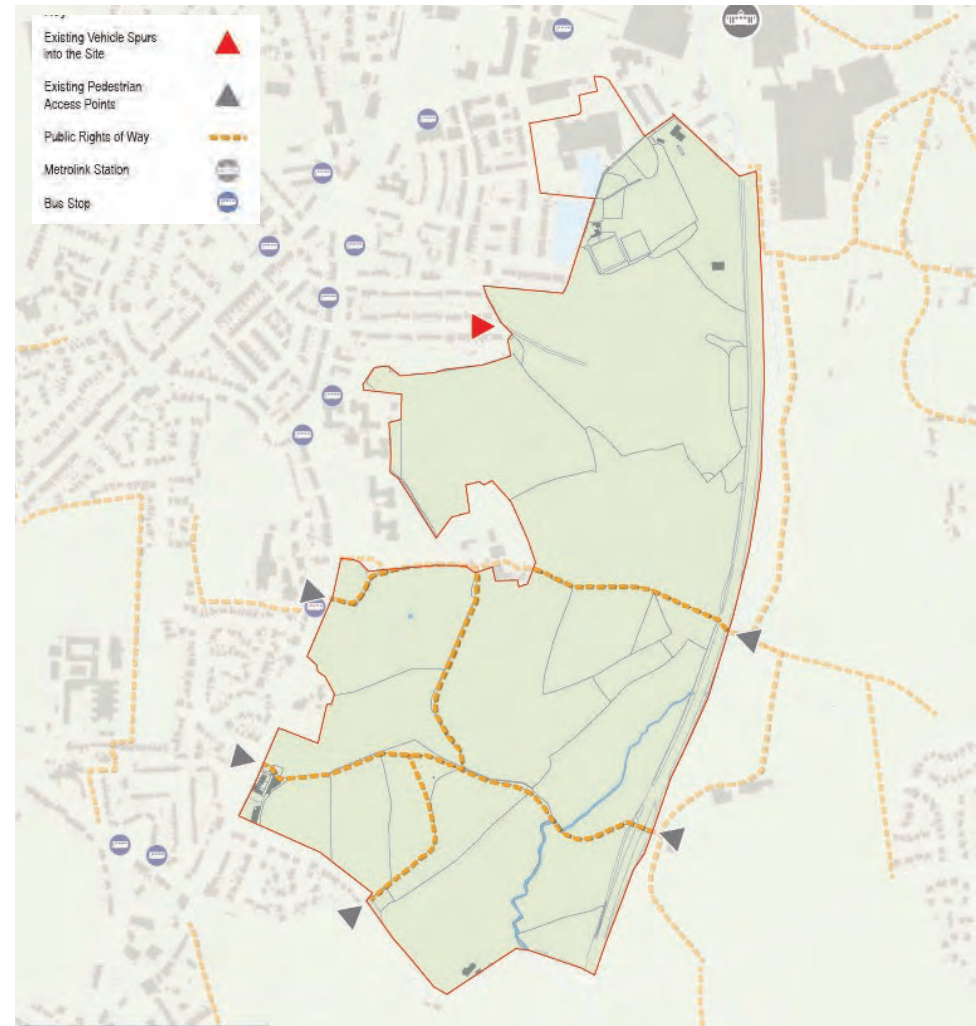


Figure 32: Existing access, movement and transport provision

- Road connectivity: While there are no formal roads within site, it is considered well served by surrounding roads, connecting the site with local areas and the wider Greater Manchester region. To the south, the secondary road of Bullcote Lane bounds the site and leads into serving primary roads. This includes access on to the Oldham Road/B6194 to the west, which provides a main vehicular link to Shaw, Royton, Oldham and the M62, and to the BEA. Surrounding local access roads are found serving the neighbouring urban settlements and could potentially support road access to the site.
- Access points: Currently, there are no formal vehicular access points to the site. There is potential however to introduce a primary access point off Bullcote Lane which could lead into a secondary road. Potential access to Shaw and Shaw and Crompton tram stop could also be introduced to the north. Secondary entrance points could potentially be achieved off existing secondary and local roads to the west.
- Public Transport: Overall it is considered the site is well served by public transport, and has the potential to enhance its connectivity further. The Manchester Metrolink runs along the eastern boundary of the site, providing links to Manchester city centre and the wider Greater Manchester region. The nearest station to the site is Shaw and Crompton to the north. Plans to introduce a new tram stop within development plans for the site at Broadbent Moss will provide further access to the Metrolink. The closest bus stops for the site are found along Oldham Road and offer further links to Oldham, Shaw and Manchester City Centre.
- Pedestrian movement: A number of Public Rights of Way run east to west across the site, joining the existing residential areas with paths through the Green Belt to the east of the Metrolink line. Where possible, these existing routes should be retained and enhanced.

4.3.4. Urban Grain and Character

A high quality urban environment is integral to the success of any development; it harmonises together the principles of character, safety and inclusion, diversity, ease of movement, legibility, adaptability and sustainability.

Developments that are designed with these principles in mind will contribute positively to the existing townscape of Oldham, and provide residents with good living, working, social and learning environments. Therefore, to ensure a strong vision for the site is produced the following analysis will examine the existing urban characteristics of the site and surroundings at Beal Valley. These aspects are intended to inform the size, scale and layout of development, and begin to shape the character of the site.

- **Urban Structure:** Across the site there are limited structures, with only a few scattered dwellings located along the south and west boundaries. Similar characteristics are displayed on the land to the east of the site, which is also dominated by open countryside and agricultural land. Of the surrounding urban grain surrounding the site to west and east, linear development is apparent along Oldham Road leading into Shaw. These dwellings are found to have small plot sizes compared to building footprint and limited set back. Off the main roads, more formally planned neighbourhoods occur. Within these larger plot sizes are displayed with greater setbacks. Building footprints also appear to increase. Towards the urban centre of Shaw in the north, the urban grain becomes much tighter and density increases. Surrounding the Shaw and Crompton tram stop plot sizes and density increase to accommodate industrial units. Development proposals for the site should consider and respect the surrounding urban grain displayed.

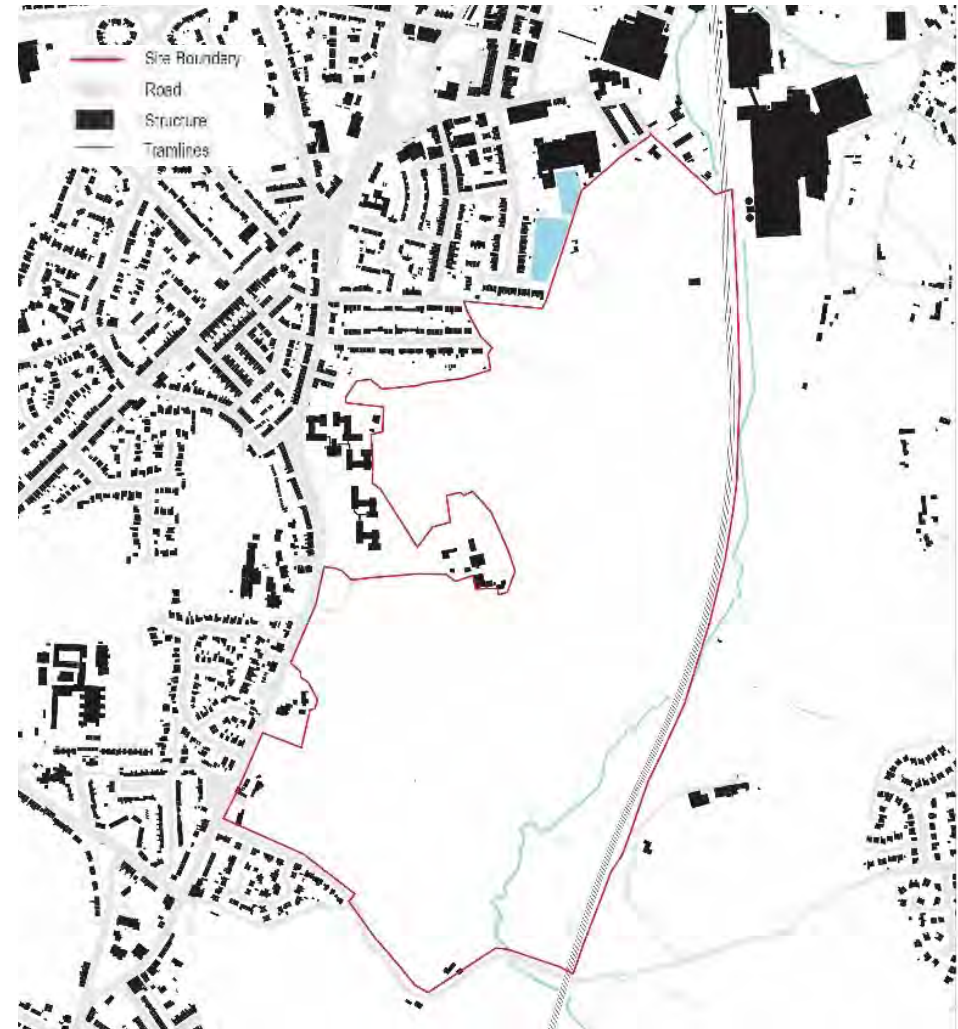


Figure 33: Beal Valley figure ground study

- Character: Of the surrounding built environment to the west and north of the site, which is largely dwellings, the general building height identified is two storeys, with redbrick considered the typical building material. Within the more formally planned neighbourhoods, dwellings are found as detached homes with private drives for parking. Along the primary roads, such as Oldham Road, terraced housing is more common. Terraced development also becomes more prominent moving into the urban centre of Shaw. To the north of the site, surrounding Shaw and Crompton tram stop, larger buildings and plots occur. This include a mixture of Victorian mills, many of which have been adapted, and modern industrial units.
- Heritage and Building Conservation Areas: While the site is not within a conservation area, there are two listed buildings which bound the site. These include the early 19th century grade II buildings of New Bank and Birshaw House to the west of the site.

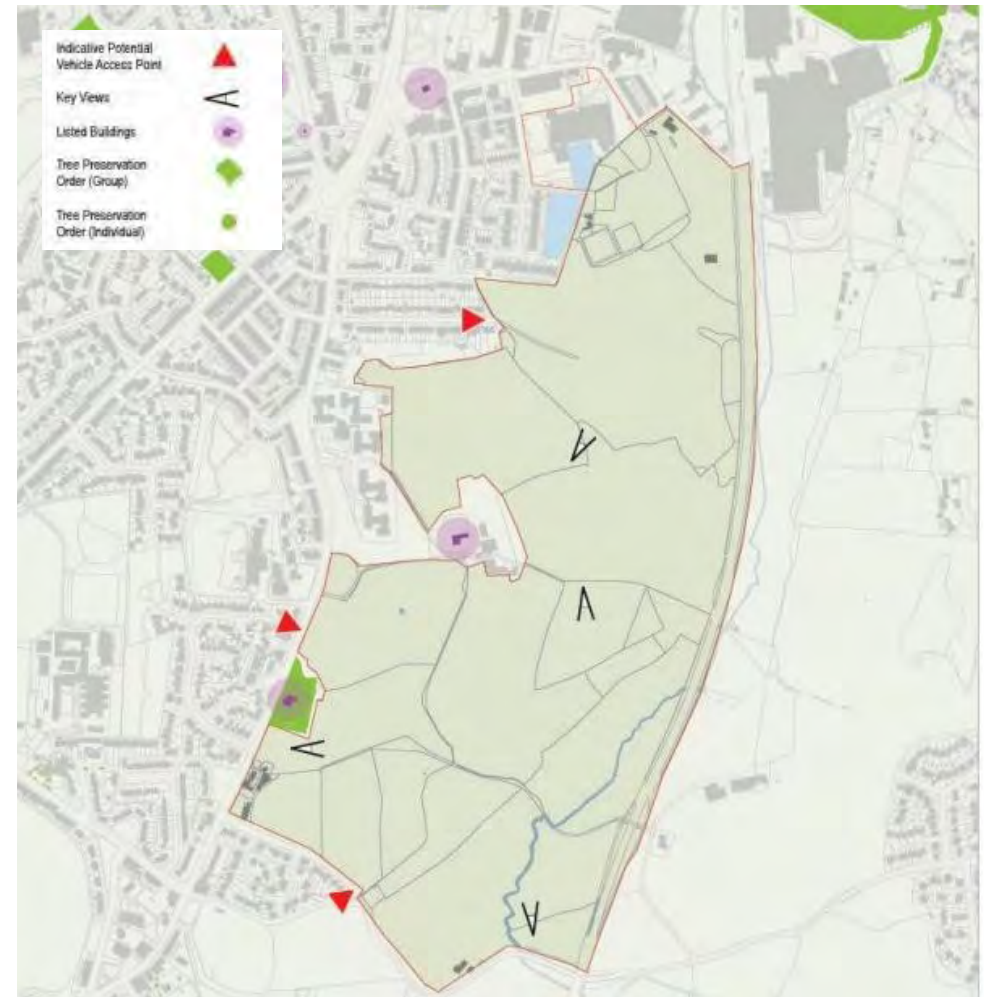


Figure 34 Urban Design Analysis

4.4. Design Development

4.4.1. Introduction

The following chapter provides the final conceptual masterplan for the site at Beal Valley, clearly demonstrating deliverability and feasibility for potential development to support the GMSF allocations. Before providing commentary of the plan this chapter explains the narrative and decision making process behind the plan making stage. Following an overview of the plan, the chapter concludes with an outline of expected economic benefits, funding opportunities and phasing strategies for the development. Although conceptual at this stage, the tested plan is intended to provide a robust framework that will appropriately inform future decisions regarding

development for the site.

4.4.2. Stakeholder Consultation

The masterplans have been developed through consultation with a number of key stakeholders who have been engaged to shape the masterplan and identify any particular issues which should be considered or resolved through the masterplan process. The following key stakeholders were consulted through one-to-one meetings or design workshops.

This consultation built on responses to the Draft GMSF Responses to the Broadbent Moss allocation included the following key concerns:

- Traffic impact and requirement to lead to highway improvements
- Increased pollution due to development
- Impact upon education and health services
- Suitability of the site to accommodate development as a Green Belt site and identification of other brownfield sites which could accommodate development
- Impacts upon wildlife on the site
- Emphasis on residential development which may

lead to areas becoming dormitories

- Potential impact of coalescence
- Council Officers: Oldham Council's officers were engaged in the design process as part of design development within workshops or via one-to-one meetings to shape the masterplan.
- Transport – advised that development would need to consider current high levels of congestion along Oldham Road and access issues on Bullcote Land, as well as retention and improvement of access along Cop Road towards Moorside. Access to the north should be considered to increase connectivity to Shaw and reduce congestion in its centre. Access to western sites should be limited through existing junctions.
- Planning and Regeneration: A s106 agreement remains in place to the north to be retained as an amenity space. An existing planning permission is in place to the north east on land owned by Ainscough Land. The existing cricket club has plans to expand which should be considered.
- Health Services: At this point no specific

guidance has been given regarding health provision, however it is considered that enhanced or new health centres would be required to meet the demand created by the Beal Valley population, particularly given proximity to Broadbent Moss.

- Environment: It was identified that there are an existing SBIs, Tree Preservation Areas and Protected Open Land, as well as the designated Green Belt, provide areas environmental sensitivity. In general the area is marshy grassland and the east of the site has significant topographical issues. Development should be focussed to the west and extreme north of the site and, where possible, development should be avoided on existing SBI designation. Furthermore, efforts should be made to environmentally enhance the area using sensitive and positive green infrastructure proposals.
- Education: There is primary school capacity in the local area and no requirement for expansion is required. There is currently a shortfall of secondary school places and proposed growth on the site will need to consider expansion of existing schools or the provision of new places.
- Environment Agency: The Environment Agency highlighted the need to consider flood zones (2&3) and a water framework directive in the east. Opportunities to enhance this area as a wetland should be taken. Development should seek to enhance surrounding green

infrastructure and surface water drainage should be carefully considered.

- United Utilities: United Utilities advised of some easements to the north of the site (see 2.7.3) which have been taken into account within the site masterplan. Drainage should seek to exploit existing natural drainage lines and watercourses.

4.5.3. Landowner Consultation

IBI and JLL have undertaken a series of consultation stages with existing landowners. This has been a three stage approach:

1. Telephone Interviews: Telephone discussions were undertaken with landowners to understand their aspirations for the site and gather any unknowns on the site.
2. Concept Workshop: Presentation to all landowners to outline emerging concept approach for development.
3. Final Workshop: Following comment from the landowners the final masterplan was presented to the landowner group with comments invited on the day before finalisation of the plans.

This process has ensured that the landowner is generally supportive of the approach and that any legitimate concerns or suggestions are fully integrated into the masterplan approach.

4.5.5 Conceptual Masterplan

The conceptual masterplan below provides an illustration of how the site at Beal Valley could be laid out. Although this plan is indicative, it begins to give a visual indication of the development parcels capacity and advised layout, which can be given to prospective developers.

Within the adjacent masterplan, a test of development capacity has identified the potential to deliver 653 new homes, based on density policies provided by the draft GMSF. It should be noted that sites A and B are identified as part of the borough's baseline potential housing land supply, with site A already holding planning consent for c80 dwellings. The contribution of each site towards these figures are provided in table 6 on the opposite page.

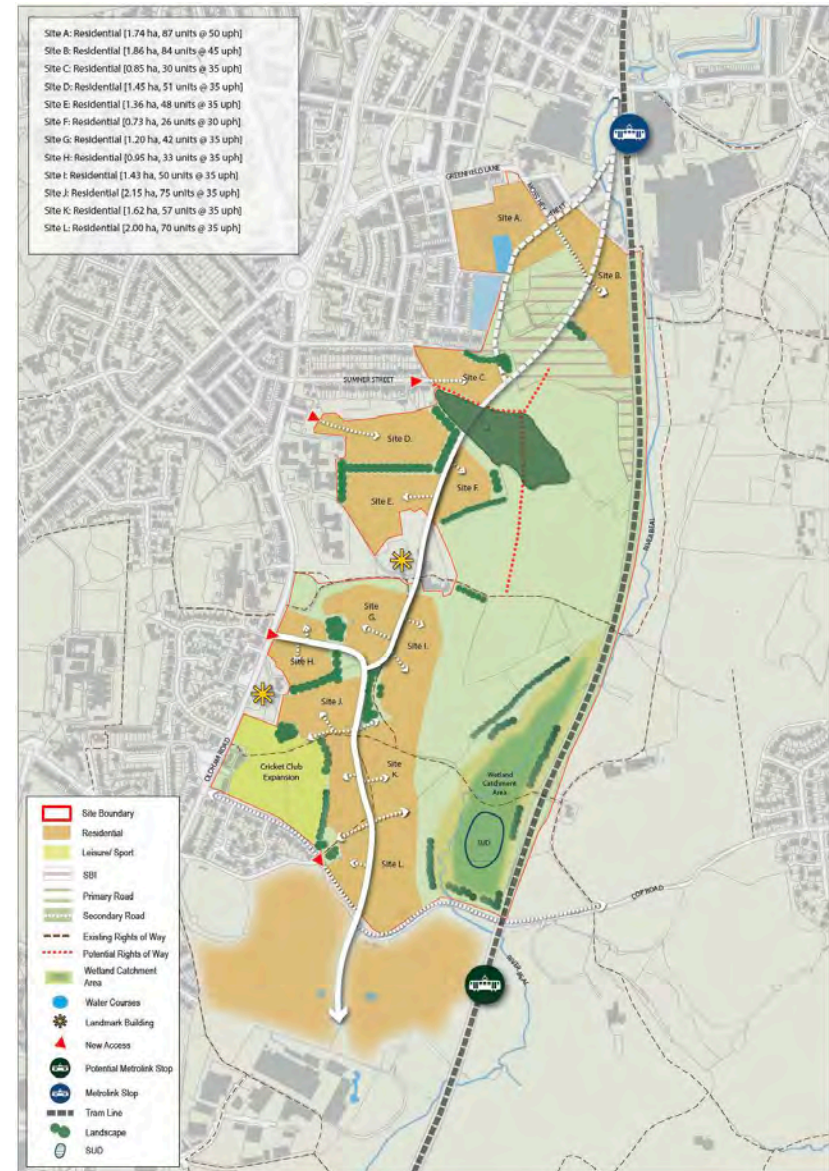


Figure 35: Beal Valley conceptual masterplan

Site Reference	A	B	C	D	E	F	G	H	I	J	K	L	Total
	Residential												
Land Use	C3												
Total Site Area (ha)	1.74	1.86	0.85	1.45	1.36	0.73	1.2	0.95	1.43	2.15	1.62	2.0	17.34
Estimated Net Dwellings (p/h)	50	45	35	35	35	35	35	35	35	35	35	35	-
Potential Capacity	87	84	30	51	48	26	42	33	50	75	57	70	653

Table 6 Beal Valley Development Capacity Schedule

Urban Design Strategy

The Boroughs of Rochdale and Oldham have adopted a series of urban design guides as Supplementary Planning Documents (SPD). The aim is to provide clear guidance on the quality of design expected by both Boroughs and to encourage high quality places, buildings and landscapes that meet the current and future needs of the communities that use them. For the purpose of the urban design strategy for the conceptual masterplan for Beal Valley, the SPD is fully considered in the approach to the form, shape and character of the development proposal. The strategy is discussed in greater detail below.



Figure 36: Design Principles (Source: Oldham and Rochdale Urban Design, 2007)

- **Character and Identity:** the design scheme aims to build continuity in the character and identity and create a sense of place that is sensitive to surrounding context.
- **Safety and inclusion:** safety and inclusion are integral to the masterplan, it promotes places that are safe, secure and inclusive for all.
- **Density and Diversity:** the masterplan promotes density and diversity in housing, providing variety and choice for people.
- **Ease of movement and Walkability:** the masterplan ensures that places are easy to get to and move through. Designing for future character, the proposed scheme prioritises sustainable modes of transportation, particularly walking and cycling as the preferred mode of travel, and as a defining component of a healthy quality of life. It also strives to maximise connectivity to the nearby community whilst maintaining privacy for residents.
- **Legibility:** the proposed scheme ensures places can be easily understood by the users and prevent any disorientation that may be caused by a poor design layout and form.
- **Adaptability:** the masterplan is designed with a degree of flexibility in order to be responsive to changing circumstances and needs.
- **Sustainability:** sustainability should be integral to the scheme, with a goal of minimising the impact on the environment. Efficiency can be achieved by applying sustainability principles in urban design and reducing the carbon footprint of buildings through energy efficient and eco-design architecture.
- **Designing for future maintenance:** designing buildings and spaces so that their quality can be maintained over time.
- **High Quality Urban Environment:** the development proposal is appropriate to their function and context with attractive outdoor spaces accessible for everyone.

Movement Strategy

As noted within the Oldham and Rochdale Urban Design Guide, development must provide and reinforce a clear network of routes, comprising a defined hierarchy of vehicular movement, streets, paths and associated spaces. This should provide ease of access across the site to development areas, the buildings and the facilities within. In particular, routes should be well connected and attractive, and create a permeable network with clear signs to support wayfinding. Sustainable modes of travel should also be promoted where possible. In line with these recommendations the following movement and access framework has been used to guide the conceptual masterplan for Beal Valley.



Figure 37: Access and movement framework strategy

- **Access:** The site will be comprised by a number of primary and secondary points. To the south, a key entrance is proposed off Bullcote lane, serving a proposed vehicular spine. This route will also be served by an entry point off Oldham Road to the west. To the north, the secondary roads off the spine are served by two new access points, which lead directly into Shaw and the Metrolink stop. Further access points are proposed off local roads to serve sites C and D in the west.
- **Vehicular hierarchy and access:** The site is to be served by a core vehicular spine, comprised of primary and secondary roads. This route will run from the site at Broadbent Moss to the south through the site at Beal Valley and splitting in the centre of the site, where the road continues west to Oldham Road and north to central sites. Further to the north the route then divides into two secondary roads that connect with the tram stop of Shaw and Crompton to the north. Off these route a number of development sites will be served by secondary roads. For sites D and C secondary routes are proposed off existing local roads.
- **Pedestrian movement:** Existing Public Rights of Way (PRoW) running across the site have been retained and enhanced. This includes the addition of landscaping and green infrastructure features. These routes also connect to wider PRoW networks which offer routes into the wider open countryside and surrounding landscapes. A new PRoW has also been proposed, running south to north through the site, and connecting the area to the west. Primary and secondary routes are expected to offer desirable and inviting streetscapes that are active and safe. This will promote walkability within and beyond the site to local services and public transport stops.
- **Public transport provision:** Routes to the Metrolink tram stop at Shaw and Crompton have been enhanced, while the addition of a new Metrolink stop at the site of Broadbent Moss will also improve public transport provision for the site. Access to existing bus stops should be enhanced and promoted where possible.

- Existing Water Features: Existing water features and ponds are seen to add ecological value and also add value to the character of the site. Where possible the existing ponds should be retained and protected during any works, following completion of the development enhancement measures should be put in place, which should include damp tolerant wild flower and seed mixes, as well as tree and shrub planting around the edge of ponds.
- Existing hedgerow: Traditional field boundaries such as hedgerow are seen as a key feature to the character of the site, as well as having ecological value for local wildlife. Where possible, hedgerows should be retained and enhanced to retain the existing character of the site. Native tree and shrub planting should be used to fill existing gaps within hedgerows and improve any feature which is deemed to be species poor. It is particularly important to include fruit bearing species to provide food and shelter to existing wildlife.
- Existing trees: Both single and group species are also seen to be a key feature within the site and should be protected during any construction activities. Following completion of development, the addition of bird and bat boxes should be carried out to provide additional habitat.
- Land to be retained: Existing open space is an important feature in and around the site, and the retention of land helps to retain much of the sites existing character, as well as providing areas for recreation and wildlife improvements. Open space is a key feature between the existing residential edge and provides openness between the edge and existing major infrastructure.
- Retaining openness: A green corridor is proposed to run from north to south and east to west of the site, connecting existing PROW's and less informal routes. This would include species rich grass mixes including wild flower and bulb planting, with a mix of native tree and shrub planting. Creating informal green links to key junctions within the site as well as providing a key linear feature for wildlife species. In addition to the green corridor, retaining existing land is also key to retain openness within the site especially between proposed residential parcels and the existing infrastructure of the tram line.
- Key Green Space: Used to provide an attractive interface within residential parcels, a mix of hard and soft landscape with opportunities for formal and informal play opportunities. Native and feature tree and shrub planting to provide an attractive outlook for inward facing development and provide links to existing PROWs as well as leisure space.
- SUDs: Ponds and additional ecological enhancements should be introduced to mitigate flooding and enhance ecological feature and wildlife diversity. This could be achieved through the enhancement of existing water features and the introduction of integrated SUDs.
- Ecology corridor: Seen as an extension to the Green Corridor, to enhance and protect existing ecological value on the site it is important to include areas of enhancement for wildlife and vegetation. These areas can contain SUD's ponds and native tree and shrub planting, as well as fruit bearing species and incorporating existing PROW's to provide strong visual and physical links between development parcels, as well as providing a buffer between residential parcels and existing infrastructure.
- Residential Green Spine: Used to line primary routes within residential development parcels, a boulevard of feature trees along a grass verge.
- Primary Gateways: To provide an attractive green entrance into development parcels, with opportunities for way finding, specimen trees and shrub planting, to link in with green spines.



Figure 39: Retaining existing land with informal pedestrian links



Figure 40: Boundary treatment with native tree and shrub planting, and SUD ponds



Figure 41: Key green spaces, with use of hard and soft landscaping treatment and play spaces

5. Delivery Strategy

5.1. Delivery Considerations

JLL have consulted with housebuilders to establish potential delivery rates and likely house type and mix across the respective sites and concluded likely delivery rates of 40 dwellings per annum. The anticipated delivery rates for each of the sites have been considered in the context of the number of competing sites in close proximity. It will be essential to ensure that multiple sites are available for development to avoid supply issues where delivery and viability of certain sites is restrictive due to ownership/legal/technical issues.

Thereafter, we have considered the likely phasing of the various parcels based on necessary infrastructure provision.

Based on our consultations we are aware that significant demand exists from housebuilders and developers.

Beal Valley

The Key considerations that have dictated the eventual capacity achieved on the site include:-

- Site topography is constrained without extensive cut and fill and re-contouring exercise which make greater density of development un-viable.
- Access to the surrounding road network is limited without the implementation of a Spire Road.
- Site of Biological Importance situated to the north adjacent to Site B.
- The proposed expansion of the cricket club.

- Areas of existing wetland.

Based on our market appraisal for the Local area and further consultation with house builders we believe that 'traditional' housing will come forward on 2, 3 and 4 bed semi and detached properties with a density of between 35-50 dwellings per hectare.

We have increased the development density in relation to sites A and B where we believe demand may be forthcoming for 3/4 storey, apartments due to the site's proximity to the town centre and

accessibility to the proposed new tram stop. Site A will comprise a re-use of the existing Mill.

Broadbent Moss

The Key considerations that have dictated the eventual capacity achieved on the site include:-

- Access to the surrounding road network is limited without the implementation of a spine road.
- Land to the west of the Metrolink line forms a logical extension to the existing industrial area on Moss Lane

- Site I is situated in close proximity to the proposed new Metrolink stop which could be attractive for potential B1 office space.

Based on our market appraisal for the local area and further consultation with house builders we believe that 'traditional' housing will come forward for 3 and 4 bed semi and detached properties with a density of between 35-45 dwellings per hectare.

We have increased the development density in relation to sites D and F where we believe demand may be forthcoming for a 3-4 storey apartment block due to its proximity to the town centre and accessibility to the proposed new tram stop.

In relation to the employment parcels we have assumed that interest may be forthcoming for some B1 office use to the north of sites G and I which may be attractive due to its proximity to the proposed new tram stop and Local Centre.

Further south, we have assumed that the employment sites will form an extension to the existing industrial area on Moss Lane with further B2 and B8 accommodation with typical 40% site density

5.2 Phasing Approach

Based on known constraints and assumptions around timing for the implementation of necessary infrastructure we have devised a phasing plan by reference to the development parcels as follows.

5.2.1 Broadbent Moss

Phase 1

Bullcote Lane to be closed.

Northern Access to Beal Valley to open site up to North

Sites B + D – 1-5 years off existing highway.

Site H – 1-5 years, to be delivered off Moss lane

Years 1-5 – L & Q (But subject to sense check for quantum)

Phase 2

Sites A, C, E, F to form phase 2 – 5+ years.

Sites G & I – potential flood issues and old SBI – 5-10 years.

General rate of development may be subject to delivery of tram which could accelerate delivery – 5+years.

Years 5-10 – N & O

Phase 3

K, P, J & M – 10 years +. Delivery of site K is dependent on access from roundabout at H.



Figure 42: Broadbent Moss phasing plan

Broadbent Moss	Units
Phase 1 (1-5 years)	
Sites B & D	157 Units
Site H	9,160 Sq m
Site L & Q	149 Units
Phase 1 Total	306 + 9,160 Sq m
Phase 2 (5 - 10 years)	
Site A, C, E, F	196 Units and 1,500 sq m
Sites G + I	12,560 Sq m
Sites N & O	126 Units
Phase 2 Total	322 + 14,060Sq m
Phase 3 (10+ years)	
Sites K, P, J & M	823 Units
Phase 3 Total	823 Units
Overall Total	1,451 & 23,220 Sq m

Table 7 Broadbent Moss Phasing Strategy

Beal Valley	Units
Phase 1 (1-5 years)	
Site B (1-3 years)	84 Units
Site C & D (1-5 years)	81 Units
Site G, H & J (1-5 years)	151 units
Phase 1 Total	315 Units
Phase 2 (5 - 10 years)	
Site I, K & L (5-10 years)	177 Units
Site A (5-10 years)	87 Units
Phase 2 Total	264 Units
Phase 3 (10+ years)	
Sites E & F	74 Units
Phase 3 Total	74 Units
Overall Total	653 Units

Table 8 Beal Valley Phasing Strategy Development Schedule

5.3 Economic Benefits

The redevelopment proposals are expected to generate a range of benefits for the local and wider economy. An assessment of the potential benefits has been undertaken, focusing on the economic and employment effects within Oldham. This has also included an analysis of the land value uplift that could be generated through the scheme. In line with MHCLG guidance, the benefits associated with changes in land use can in part be quantified based on the difference in land value between the existing use and proposed new use.

5.3.1 Construction phase employment

The expected level of investment that will be generated through the development of the site has been estimated based on the masterplan site schedule. Construction cost benchmarks, informed by BCIS and Spon's, have been used to provide average construction cost estimates for alternative residential and employment uses. In addition, high level indicative costings have been provided by Unity Partnership, relating to immediate access / egress and circulatory arrangements.

The total capital expenditure associated with the proposed scheme has been used to calculate the number of temporary construction jobs that could be generated. This has been estimated on the basis of average construction expenditure per person years of employment

ratios, informed by labour coefficients set out in cost per job guidance published by Homes England.

Overall, the redevelopment proposals could generate around £260 million of construction related expenditure. It is estimated that this expenditure will support approximately 4,500 gross person years of temporary construction employment (or the equivalent of 450 permanent jobs)**. These jobs will be temporary for the duration of the development phase. However, large scale projects such as this play an important role in safeguarding employment in the construction sector locally over the longer-term.

Alongside directly supporting employment through the design and delivery of construction works, the expenditure will also result in supply

**The standard convention when assessing construction related impacts is that 10 person years of employment equates to 1 permanent full-time equivalent (FTE) jobs.

***Homes England (was the Homes and Communities Agency) (2014), Additionality Guide; BEIS (was the Department for Business, Innovation and Skills) (2009), Research to improve the assessment of additionality.

side (indirect) benefits, including through, for example, the purchase of construction equipment and supplies. In addition, the redevelopment proposals will lead to induced effects through construction employee spend on goods and services within Oldham, as well as the wider City Region.

In order to take into account both the indirect and induced multiplier effects associated with the construction phase, reference has been made to benchmarks outlined within additionality guidance produced for the Department for Business, Energy and Industrial Strategy (BEIS) and Homes England.*** Assuming a composite multiplier of 1.2 at the Oldham level, the proposed scheme could generate a further 900 person years of employment locally (or the equivalent of 90 permanent jobs).

Expected Impacts	Beal Valley	Broadbent Moss	Total
Construction expenditure	£70 million	£190 million	£260 million
Direct construction related employment (person years)	1,300	3,200	4,500
Indirect and induced construction related employment (person years)	260	640	900
Total construction related employment (person years)	1,560	3,840	5,400
Total construction related employment (permanent FTE)	156	384	540

Table 9: Construction phase employment

5.3.2 Operational phase employment

The number of gross permanent jobs that will be accommodated through the delivery of new commercial floorspace across the site has been calculated based on the masterplan site schedule. In estimating the potential impact, assumptions have been made as to the type of floorspace provided and the expected employment densities. Employment density ratios consistent with guidance produced for Homes England have been applied, along with assumptions relating to occupancy rates, as follows:

- B2 industrial and manufacturing – employment density of 36 sq. m (GIA) per FTE employee and an occupancy rate of 90%.
- B8 storage and distribution – employment density of 80 sq. m (GEA) per FTE employee and an occupancy rate of 90%.

- D1/D2 community/leisure – employment density of 50 sq. m (GIA) per FTE employee and an occupancy rate of 90%.

In addition to the ‘on-site’ employment impact, the attraction and retention of new businesses has associated consequences in terms of generating additional activity through the supply chain (indirect effects). As with the construction phase, the direct and indirect effects of new investment also generates additional employee spend on goods and services within the local area, supporting further job creation (induced effects). In order to take into account both these effects a composite multiplier of 1.2 has again been assumed.

Table 10 sets out the overall operational phase employment impact of the scheme. It is estimated that the proposed development will support the creation some 427 direct FTE jobs on-site, once fully complete, with a further 85 indirect and induced jobs within the wider Oldham economy.

Expected Impacts	Beal Valley	Broadbent Moss	Total
Direct on-site employment (FTE jobs)	-	427	427
Indirect and induced employment (FTE jobs)	-	85	85
Total operational phase employment (FTE jobs)	-	512	512

Table 10: Operational phase employment

	Beal Valley	Broadbent Moss	Total
Gross GVA per annum	-	£28.2 million	£28.2 million

Table 11: Operational phase GVA

5.3.3. Additional household expenditure

Based on the above employment estimates, an assessment has been undertaken of the uplift in Gross Value Added (GVA) that could be generated through the development proposals. The assessment of GVA has been calculated using average GVA per employee figures derived from the ONS Annual Business Survey and Experian local market data. In total, the scheme could generate £28.2 million of gross GVA per annum within the local economy, accounting for both direct and indirect and induced effects.

In relation to the provision of new residential accommodation on-site, the attraction of new households will generate additional local expenditure within Oldham. In order to estimate the additional household expenditure that might be created as a result of the proposed development, reference has been made to the ONS Living Costs and Food Survey (LCF). This suggests that the average household in the North West spends approximately £14,500 per year on goods and services that could potentially be purchased within Oldham. ***

The average spend figure of £14,500 per household has been used to generate an assumed overall spend per annum based on the total number of new homes provided through the scheme. It is important to note that not all of the additional expenditure generated will be spent in the local area or Oldham. A proportion will be spent within the wider sub-region and

	Beal Valley	Broadbent Moss	Total
Average annual household spend	£14,500	£14,500	£14,500
Residential units created	619	1,444	2,063
Total household expenditure per annum	£9.0 million	£20.9 million	£ 29 . 9 million

Table 12: Additional household expenditure

The attraction of new households to Oldham and the associated additional expenditure within the local economy will help to support the creation of new local employment. For illustrative purposes, if it was assumed that a third of this expenditure was retained in Oldham, it could support approximately 104 jobs, based on average turnover per employee

****This excludes non-consumption expenditure (for example, savings and investments) and expenditure that would not be incurred within the local area (for example, holiday expenditure).

***** MHCLG (2018), Land Value Estimates for Policy Appraisal

5.3.4. Land value uplift

The MHCLG appraisal guide recommends that the economic benefits from residential and non-residential physical development schemes, specifically the benefits to on-site occupiers, should be assessed through an appraisal of the uplift in land value resulting from the proposed change in use. To assist with this approach, the Valuation Office Agency has produced a range of land value estimates relating to residential, industrial, commercial and agricultural uses. These estimates have been used to provide per dwelling and per sq. m land value uplift averages, which have then been applied to the masterplan site schedule.

Overall, as set out in Table 13, it is estimated that the scheme could result in a land value uplift of approximately £68.6 million. It should be noted that this represents the gross land value uplift that could be created and does not adjust for potential displacement effects in the local and wider economy.

	Beal Valley	Broadbent Moss	Total
Total land value uplift	£20.2 million	£48.4 million	£ 6 8 . 6 million

Table 13: Land value uplift

5.3.5. Fiscal benefits

In addition to the economic impacts outlined above, it is anticipated that the delivery of new commercial and residential accommodation will result in an increase in business rates and Council tax within Oldham. The calculation of business rates is based on a review of rateable values for comparable premises within Oldham and assumes a Uniform Business Rate multiplier (UBR) of 0.49. Overall, once fully developed, it is estimated that scheme will generate approximately £0.6 million of business rates revenue per annum. It should be noted that this does not make any assumption as to the proportion of local business rates retention.

The potential Council tax income has been estimated based on an assumed profile of new housing and using the 2018/19 Council tax charge for Oldham. The calculation of Council tax income has informed an assessment of the level of New Homes Bonus funding that could be created through the development of the residential sites. The assessment assumes that Council tax income is matched by New Homes Bonus funding for a period of four years following completion. Overall, it is estimated that the proposed development could generate £10.6 million of New Homes Bonus over the life of the project and £3.4 million of Council tax payments per annum.

4.4. Funding Opportunities

	B e a l Valley	Broadbent Moss	Total
Business rates (per annum)	-	£0.6 million	£0.6 million
Council tax (per annum)	£1.0 million	£2.4 million	£3.4 million
New Homes Bonus	£3.2 million	£7.4 million	£ 1 0 . 6 million

Table 14: Fiscal benefits

Delivering the vision for the site will involve investment in infrastructure and enabling works to create the conditions for long-term sustainable growth. The proposals have the potential to attract sub-regional and national funding to meet these costs, subject to demonstrating sufficient value for money. The development of the site will generate a range of economic benefits, including increased economic activity and improvements in land values, the latter of which is currently a key metric for assessing the value for money of public sector investment.

There are a range of funding opportunities available that could provide support to the scheme. For example, the Greater Manchester Housing Investment Fund provides loan support to encourage, unlock and accelerate residential housing schemes within any geographical area of Greater Manchester. Homes England is currently providing support through the Home Building Fund, which offers funding to meet either the cost of development or the cost of enabling infrastructure works.

In addition to direct public sector support, there are a number of mechanisms that could be used to capture the value from the scheme resulting from private sector benefits. These could potentially include:

- Legal arrangement – entering into a legal agreement or partnership with a developer

or land owner to secure a share of any value uplift arising from the delivery of enabling infrastructure.

- Section 106/278 and Community Infrastructure Levy – an established mechanism whereby the developer makes a payment to the Local Authority to support the provision of infrastructure and other beneficial works through the planning process.
- Council tax – a proportion of the council tax generated could be ring fenced for investment, particularly on higher value properties. New Homes Bonus could also be used to fund enabling infrastructure.
- Business rates retention – the reform of the local government finance arrangements means local authorities retain 100% locally, albeit with some redistribution.
- Direct development – a number of Local Authorities across the UK are exploring opportunities to incorporate housing delivery vehicles, utilising reserves or borrowings to directly develop new housing to meet local need.

In establishing a framework for capturing the value of investment, partners will need to ensure that the viability of development is not unduly constrained, while maximising the value that can be levered from any public sector land ownership.

6. Conclusion and Next Steps

This report has been prepared to support the allocation of both Broadbent Moss and Beal Valley residential sites within the borough of Oldham to be included in the emerging Greater Manchester Spatial Framework (GMSF). The proposed concept plan has been prepared to provide evidence for capacity and has been based on three key parameters of the sites being;

- Suitable for development
- Development is achievable
- Land is available for development

Greater Manchester Combined Authority is

also anticipated to carry out an Integrated Assessment of the proposed allocations subject to public consultation.

To investigate these issues the masterplanning team has undertaken the following stages of work to shape the masterplan:

- Baseline review of sites including high level analysis of constraints, townscape review, planning policy, residential market assessment and access review to understand what development is achievable on the site.
- Design development to shape the masterplan in consultation with stakeholders and landowners.
- Staged approach of consultation to ensure landowners are in agreement and that the development land proposed is available

The sites have been considered together to provide a comprehensive masterplanning approach to consider access, land use, mitigation, green infrastructure and amenities across the two sites.

Development on the Beal Valley is constrained by topography and flooding to the east, as well as retaining hedgerow throughout the

site and an SBI area to the north. There is also a listed building to the west of the site which has been sensitively addressed. To maximise development potential a new link road from Oldham Road through the site which would link to Broadbent Moss to the south. Cop Road would be enhanced as part of the long term enhancement of access to Moorside.

Potential future link road connections to Shaw through the north of the site should also be considered to maximise connectivity, however the environmental impact of this should be fully considered. The masterplanning work up to this stage has shown that the site has a capacity of up to 652 units during the plan period which would be delivered over at least three phases.

Development on the Broadbent Moss is constrained by topography to the east and flooding to the centre of the site, as well as retaining hedgerow throughout the site and an area of protected open land to the north. Access to the site is difficult due to level changes to the east and the site being bound on almost all sides by development. To maximise development potential a new link road from the Beal Valley development is proposed which would then link to Oldham Road at Meek Road or Salmon Fields (via Moss Road). The masterplanning work up to this stage has shown that the site has a capacity of up to 1,450 units during the plan period which would be delivered over at least three phases.

National Planning Policy Review

The National Planning Policy Framework (2018) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a material consideration in planning decisions.

The NPPF recognises the conservation and enhancement of the natural environment is integral to the overall sustainability of places and reiterates the importance of LPA's to adopt proactive strategies to mitigate and adapt to climate change. New developments should be planned to avoid increased vulnerability and risks should be managed through suitable adaptation measures.

The NPPF emphasises on the need to deliver a wide choice of high quality homes in order to widen opportunities for home ownership and create sustainable, inclusive and mixed communities.

The NPPF attaches great importance to the design of the built environment and states that

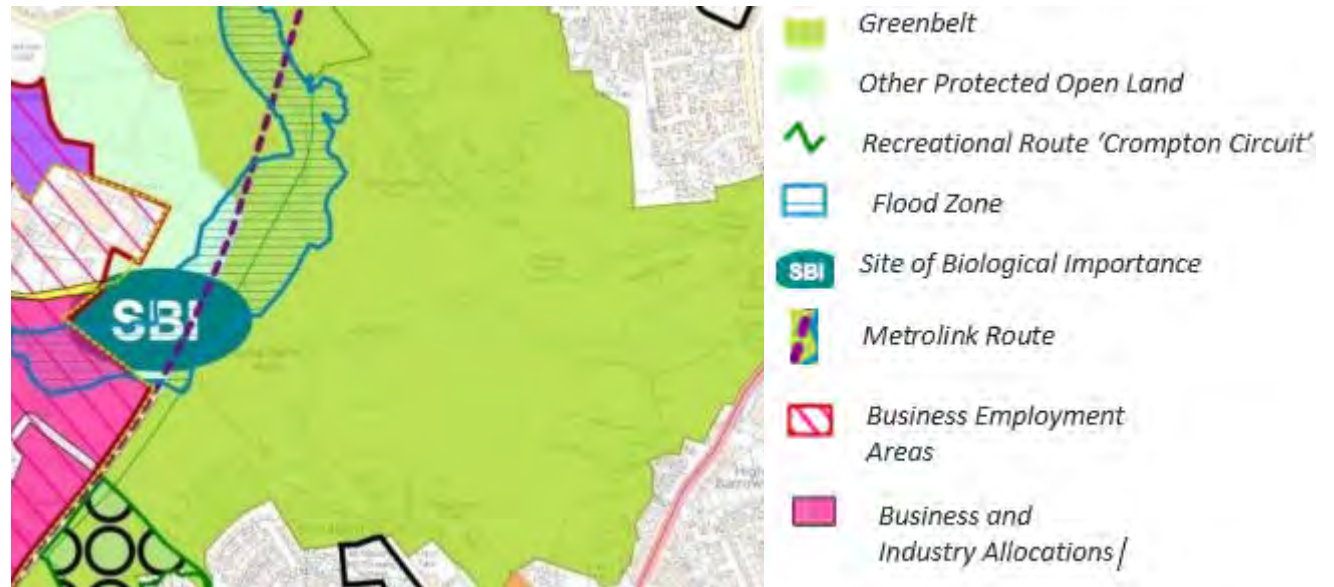
it is indivisible from good planning. It is identified as a key aspect of sustainable development and should contribute positively to making places better for people.

Good design should achieve a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit. It should optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and create safe and accessible environments where crime and disorder do not undermine quality of life or community cohesion.

Broadbent Moss

The site is located within the green belt, the western part of the site is designated as 'other protected open land' Part of the site has also been identified as land for future development.

Whilst a wide range of Local Plan policies are relevant to the development of this site, the following draws out the key policies relating to design quality and accessibility, housing, sustainability and open spaces.



Beal Valley

The site is located within the green belt, the northern part of the site is designated as 'other protected open land' and is one of 36 Sites of Biological Importance.

Whilst a wide range of Local Plan policies are relevant to the development of this site, the following draws out the key policies relating to design quality and accessibility, housing, sustainability and open spaces.



-  Greenbelt
-  Other Protected Open Land
-  Recreational Route 'Crompton Circuit'
-  Flood Zone
-  Site of Biological Importance
-  Metrolink Route

Extract from the Development Plan Document Proposals Map.

Policy 1 – Climate Change and Sustainable Development

Development should adapt to and mitigate against climate change and address the low carbon agenda, contribute towards sustainable development, help create a sense of place, improve the quality of life for residents and visitors, and enhance the borough's image. Housing-led development should contribute towards a balanced and sustainable housing market, as part of Greater Manchester's north east housing market area.

Policy 3 – An Address of Choice

The council will promote and support the development of a housing market that is balanced and sustainable to meet the needs and demands of the borough, achieved through providing quality, choice and diversity through new residential development, promoting the effective and efficient use of land and managing the release of housing land.

Policy 5 - Promoting Accessibility and Sustainable Transport Choices

It is important to ensure that new development locations are accessible by a choice of travel modes, including public transport, walking and cycling. This will help reduce the need for people to travel and hence contribute towards reducing congestion and meeting climate change reduction targets. It also links with the need to improve people's health by creating more opportunities for people to walk or cycle rather than use the car.

All major developments should achieve `High Accessibility` or `Very High Accessibility` unless it can be demonstrated that this is neither practicable nor desirable or it provides exceptional benefits to the surrounding environment and community. Minor development should achieve `Low Accessibility` as a minimum.

Policy 9 – Local Environment

When allocating sites and determining planning applications, the council will protect and improve local environmental quality and amenity and promote community safety across the borough.

Policy 10 – Affordable Housing

Policy 10 states that all residential development of 15 dwellings and above, will be required to provide an appropriate level of affordable housing provision. The current target is for 7.5% of the total development sales value to go towards the delivery of affordable housing, unless it can be clearly demonstrated to the council's satisfaction that this is not viable.

Affordable housing must be provided on-site, in partnership with a Registered Provider, preferably that belongs to the Oldham Housing Investment Partnership (OHIP), unless there are exceptional circumstances that would justify the acceptance, by the council, of off-site provision within the locality or a financial contribution in lieu of provision.

Where a financial contribution is paid and the provision cannot be provided on-site, the priority will be given to off-site provision in the local area followed by off-site provision within the borough.

The council will use planning conditions or obligations to secure delivery of the affordable housing provision, and to ensure that it is occupied in perpetuity by people falling within particular

categories of need for affordable housing.

Policy 11 – Housing

All residential developments must deliver a mix of appropriate housing types, sizes and tenures that meet the needs and demands of the borough’s urban and rural communities. The mix of houses that will be secured will be based on local evidence.

Policy 18 – Energy

Policy 18 seeks to accelerate the move towards zero carbon developments and introduces a target framework for reducing carbon dioxide emissions through decentralised, renewable and low carbon technologies and on/off site delivery mechanisms where it is viable.

Policy 20 – Design

The council will promote high quality design and sustainable construction of developments that reflect the character and distinctiveness of local areas, communities and sites. The main objective of this policy is to improve the quality of places, mitigate and adapt to climate change, promote sustainable development and create safer and stronger communities.

Policy 21 - Protecting Natural Environmental Assets

New development and growth pressures must be balanced by protecting, conserving and enhancing the local natural environments, Green Infrastructure, biodiversity, geodiversity and landscapes to ensure

a high quality of life is sustained. New development should value, protect, conserve and enhance the local natural environment and its functions and provide new and enhanced Green Infrastructure.

Policy 22 – Protecting Open Land

The majority of the borough’s open land is designated Green Belt. The main purpose of the Green Belt is to keep land permanently open. Pressure for development in the Green Belt is generally small-scale developments such as the re-use of agricultural buildings. The borough also has locally protected open countryside called ‘Other Protected Open Land’ (OPOL) which aims to preserve the distinctiveness of an area.

The main aim is to protect OPOL from development, however there may be instances where limited small scale or ancillary development will be permitted, such as visitor facilities or development that is ancillary to existing uses. This allows limited small scale development over and above that permitted in the Green Belt. The council will consider the visual impact that development has on the openness and distinctiveness of the OPOL, taking into account the cumulative impact.

Policy 23 – Open Spaces and Sports

All residential developments should contribute towards the provision of new or enhanced open space, unless it can be demonstrated by the developer that it is not financially viable for the

development proposal or that this is neither practicable nor desirable. The council will have regard to the proposed development and the open space surpluses and deficiencies in the area to determine whether on-site or off-site new provision, enhanced existing provision or a financial contribution will be required

The loss of open space will only be permitted on land allocated for built development in the borough's development plan. The loss of open space will also be permitted where proposals relate to cleared/landscaped sites on previously developed land where there is a clear intention by the council for future development.

Policy 25 – Developer Contributions

Developers will be required to provide or contribute through a commuted sum to the costs of appropriate infrastructure that results from the development and/or to mitigate the effects of the proposal. Infrastructure contributions will be sought unless it can be demonstrated by the developer that it is not financially viable and would prejudice the proposed development, or there are wider community and regeneration benefits for not seeking a contribution.



Oldham
Council