



derriford and seaton area action plan 2006-2021

summary report of the
issues and preferred options consultation
march 2009

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Chapter 1 Introduction

1.1 This summary report provides an overview of the responses made during the Issues and Preferred Options consultation for the Derriford and Seaton Area Action Plan (AAP). The consultation ran for a six-week period from 6 February until 23 March 2009.

Background

1.2 The vision for Derriford and Seaton, as set out in Plymouth's adopted Core Strategy, is as follows:

The vision for Derriford and Seaton

1.3 To create a thriving, sustainable, mixed-use new urban centre at the heart of the north of Plymouth, which is well connected to surrounding communities and to the city's High Quality Public Transport network.

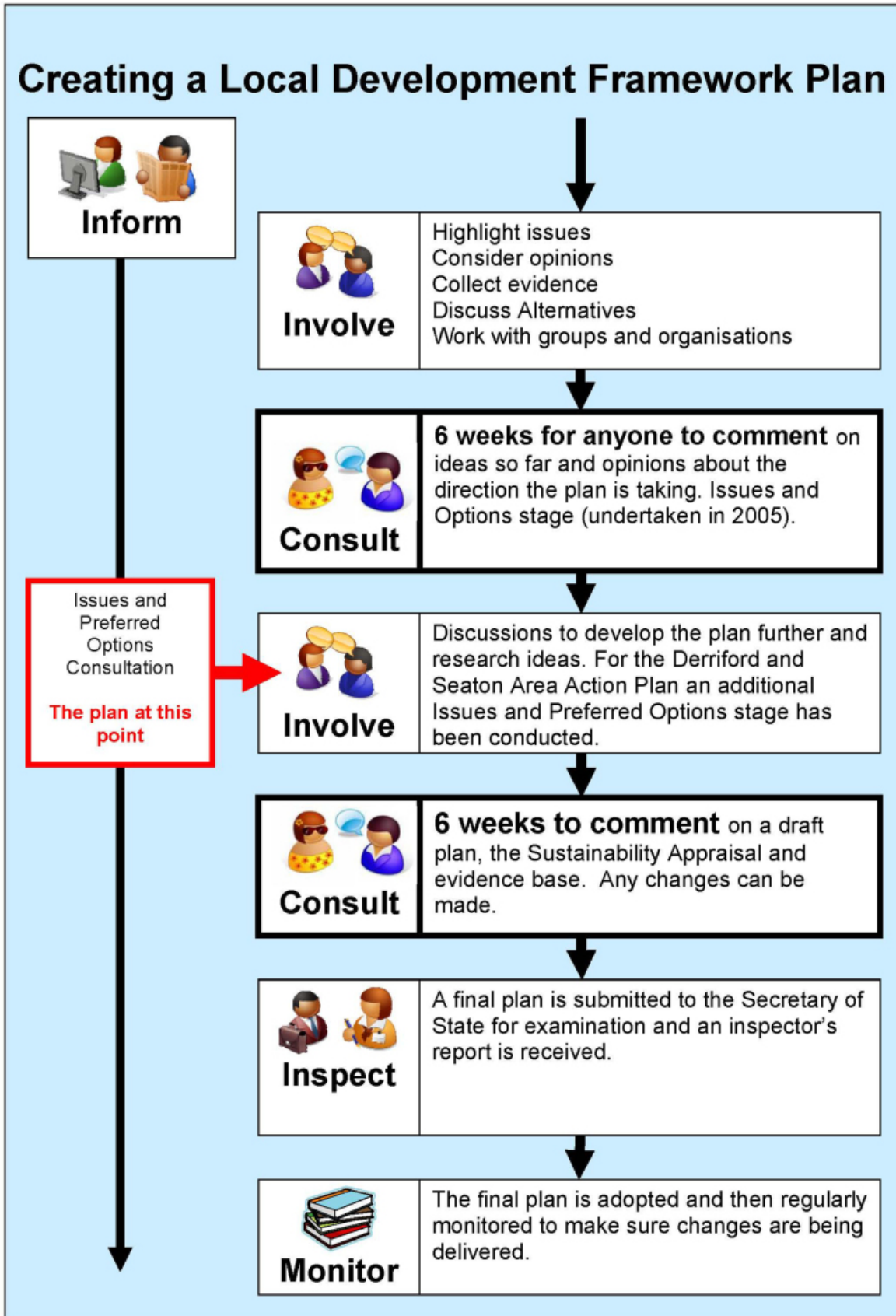
1.4 The Issues and Preferred Options Document is part of the ongoing preparation of the Area Action Plan. The Issues and Options consultation for the Derriford and Seaton Area Action Plan was carried out in March and April 2005 and received 40 comments. A document was produced summarising these responses and can be found on the Council's website:

<http://www.plymouth.gov.uk/derrifordseatonissuesandoptions>

1.5 All comments were given due consideration in the development of the Area Action Plan Issues and Preferred Options Consultation Document and also informed the adopted Core Strategy vision for Derriford and Seaton.

1.6 The following flow chart sets out the process for developing a Local Development Framework plan and highlights the stage we are at in the preparation of the Derriford and Seaton Area Action Plan.

Chapter 2 Creating a Local Development Framework Plan



Chapter 3 Derriford and Seaton Issues and Preferred Options Consultation

3.1 The consultation provided people with the opportunity to consider and make comments on the ideas the Council has suggested for the Derriford and Seaton area.

3.2 These ideas were presented in the Issues and Preferred Options Consultation Document, which discussed the key issues the AAP will need to address and the principles that will be used to formulate the plan.

3.3 The consultation was carried out in accordance with the Council's Statement of Community Involvement to enable people to take an active part in the Development Plan process. The consultation was publicised by:

- widely advertising the plan and consultation events in the local newspaper, on the radio, via the Council's website, in newsletters and at Council Offices and libraries,
- distributing leaflets outlining the consultation document. These were available at all consultation events and various displays throughout the six-week consultation period,
- displaying a promotional banner at Derriford Roundabout with the aim of raising awareness of the consultations to people travelling through the busy junction,
- publishing an article in the Tamar Business Park Newsletter and sending a notification email to all staff at Derriford Hospital. This process helped to raise awareness of the consultation events and encouraged local involvement.

Consultation Events

3.4 The Council set up numerous drop-in consultation events around Plymouth throughout February and March 2009, with the aim of engaging with and encouraging the general public to make comments and ask questions. Planning Officers were available to raise awareness of the Issues and Preferred Options Document and to assist people in making comments. Maps and diagrams were displayed at all of the events, whilst leaflets and comment forms were available for people to take away. The consultation events are summarised below:

Thornbury Primary School

An exhibition was held at Thornbury Primary School parents evening, where people could browse at their leisure and make comments.

A workshop with Marjons trainee teachers

Planning Officers gave a tour of the Millbay area to demonstrate an existing area of regeneration. A discussion was then held where students were encouraged to consider the regeneration possibilities in Derriford and Seaton and to make comments.

ELM Community Centre – 12 February 2009, 10am - 2pm

The ELM Community Centre was identified as a facility well used by the local community of Estover, Leigham and Mainstone and was therefore a good venue for engaging with residents.

Plymouth Garden Centre – 13 February 2009, 10am - 2pm

This was also considered a good venue as the Plymouth Garden Centre was identified as an accessible venue for Crownhill residents.

Estover Primary School – 13 February 2009, 2.45pm- 4pm

This consultation coincided with the end of the school day and was aimed at capturing comments from people collecting school children.

The George Park and Ride – 14 February 2009

This consultation event was held on a Saturday and was useful in obtaining comments from the many people passing through the George Junction Park and Ride. It also attracted local residents from Glenholt and Widewell.

Marjons, Derriford and Car Park at ASDA, Estover – 11 March 2009

The consultation was held at Marjons between 10am and 12pm in order to acquire comments from various people visiting the site. It then relocated to the car park at ASDA superstore between 12.30pm and 4pm with the aim of capturing comments from local people.

Tesco's Car Park, Roborough – 12 March 2009, 10am – 4pm

The consultation was aimed at local people as well as people who visit the area.

B&Q Car Park, Derriford – 13 March 2009, 10am – 4pm

The consultation was aimed at local people as well as people who visit the area.

Permanent Displays

Permanent exhibitions and displays were available throughout the six-week consultation period at the Civic Centre and Windsor House. Information was available to take away, while maps and diagrams were presented on display boards and remained at the venues throughout the consultation.

Chapter 4 Issues and Preferred Options formal responses

4.1 The table below shows that 122 formal comments were received from consultation throughout the Derriford and Seaton Issues and Preferred Options stage. Of these, 28% of the comments were in support of the Area Action Plan and the ideas that it presented. There were conversely 55 formal comments expressing concern with the ideas presented in the Area Action Plan. Three or four main themes accounted for a high percentage of these comments and these are discussed later.

Summary of formal responses to the Derriford and Seaton Area Action Plan Issues and Preferred Options consultation

Number of comments expressing concern	54	44%
Number expressing support	34	28%
Number of general comments	30	25%
Number of comments not related to the AAP	4	3%
Total	122	100%

4.2 Below are summaries of some of the comments received. You can read all comments received, in full, on the consultation portal:

<http://plymouth.limehouse.co.uk/portal/>

Summary of comments in support of the proposed ideas:

4.3 The College of St Mark and St John welcome the proposed role of the College within the Area Action Plan, supporting the enhancement of educational facilities and recognising the need for new and improved student accommodation. The College also support measures to improve accessibility and permeability within the area where this does not prejudice the ability of the University Campus to operate.

4.4 Government Office for the South West (GOSW) praise the Area Action Plan for being generally clear and concise and that the content is in line with, and builds upon Plymouth's Core Strategy. GOSW welcome and support the progress made on developing the Area Action Plan as another positive step in the delivery of Plymouth's Local Development Framework. The document appears to be underpinned by relevant evidence and as with previous Area Action Plans the Sustainability Appraisal has been used effectively.

4.5 City College Plymouth support the vision outlined within this document and in particular, welcome the aspiration to create a sustainable mixed-use urban centre. The College particularly support the diversification of uses in this area, the provision of improved public transport and pedestrian/cyclist links, with the creation of a high

quality safe and accessible environment. City College also support the objective to enhance further education facilities, provide more leisure and recreational facilities, as well as the enhancement of employment opportunities.

4.6 NHS Plymouth support the Council's principle objective to create a feeling of place in Derriford and Seaton and the creation of a primary and a number of secondary district centres, that will provide natural focus points for the new communities.

4.7 Plymouth South West Co-operative Society (PSWC) support the overarching aims of the Derriford and Seaton Area Action Plan.

4.8 Plymouth Chamber of Commerce and Industry support the overall vision for Derriford and Seaton as set out in the consultation document. The Chamber support each of the four objectives set out, namely the new focus for northern Plymouth and the sub-region, creating a sustainable new strategic centre and the building of sustainable new residential led communities. The Chamber also considers the improvements to the airport as vital to the future of Plymouth's economy.

4.9 PruPIM is broadly supportive of the development of Derriford as a sustainable neighbourhood with associated retail provision.

4.10 The South West Regional Secretariat believe the issues and objectives identified reflect the strategic objectives for Plymouth contained in Regional Planning Guidance 10 and the draft and emerging Regional Spatial Strategy (RSS). They also welcome the opportunities to expand and utilise the educational and health facilities and associated employment opportunities. The Secretariat welcome the coverage given to Plymouth Airport which is consistent with policy RTS 6 in the emerging RSS.

4.11 The South West Regional Development Agency (SWRDA) welcome the initiatives shown in the Area Action Plan towards planning design and delivering low carbon sustainable communities. In particular, the SWRDA note the potential for the Derriford and Seaton new neighbourhoods to provide exemplar new communities through the incorporation of sustainable construction and renewable energy technologies, as well as exceptional public transport links. Specifically in relation to the Tamar Science Park and PIMTP, SWRDA support the approach set out in the Area Action Plan, including the designation of land for residential use within PIMTP, which will serve to complement the Derriford and Seaton new communities.

4.12 The vision for Derriford and Seaton is supported by the Hawkins Trust who particularly support the recognition of the PIMTP's role as a sub-regional employment location, building upon Plymouth's Local Economic Strategy.

Summary of comments expressing concern with the proposed ideas:

4.13 B&Q strongly object to the location of a new district centre identified by retail Option A in the consultation document. B&Q argue the existing store provides a comprehensive range of DIY goods for local people. Furthermore, B&Q suggest there appears to be no thorough and sound assessment as to the suitability/viability

to redevelop the existing site under Option A and similarly, there appears to be no assessment in relation to accommodating displaced businesses such as B&Q elsewhere within the City.

4.14 The Environment Agency believe the proposed expansion to the airport is in direct conflict with the Sustainability Appraisal objectives and there is little to demonstrate highways capacity can be managed in a holistic and integrated plan, and as a result, the production of a comprehensive transport strategy for Derriford is essential to soundness. The Environment Agency also recommends the production of a Surface Water Management Plan as much of the located area in the plan falls within a catchment designated as a critical drainage area.

4.15 Government Office for the South West (GOSW) has concerns over the district centre having the “potential to grow once it is demonstrated that it will not undermine the City Centre’s shopping role”. GOSW suggest the document will need to set out a robust strategy and criteria for assessing proposals to ensure the vitality, viability and pre-eminent role of the City Centre is not undermined. The role of Derriford as a “sub-regional employment location” is supported, however GOSW are not clear about (and would be concerned about) whether the plan is also envisaging a sub regional role in relation to the district shopping centre. According to GOSW, paragraph 4.2 refers to a new urban centre becoming a “sub-regional destination”, and would appear to go slightly further than the vision for Derriford contained in the approved Core Strategy.

4.16 GOSW are concerned that as the new district centre is described as “substantial”, the level of convenience and comparison shopping floorspace that is anticipated for the centre is not included within the document. The evidence regarding the demand/need for a new District Centre of the scale and type indicated will need to be robust. GOSW would expect to see more detail on each chosen option in the next version of the plan.

4.17 GOSW acknowledge that radical transport interventions and measures will be needed to make this plan work; however they are very concerned the Sustainability Appraisal states that “A comprehensive transport strategy for Derriford needs to be developed as a high priority. Its absence is the single biggest weakness in the Area Action Plan’s ability to deliver sustainable development”. Given the great importance of transport and movement issues to the Derriford Area Action Plan, this area needs to be urgently prioritised for additional work.

4.18 Lone Eagle Properties Ltd support the idea of the creation of a new countryside park, but are concerned the over ambitious identification of green areas to be incorporated within the park could lead to significant management liabilities to the extent that the area is never properly maintained and managed.

4.19 Plymouth and South West Co-operative Society (PSWC) believe clarity is needed on the role of the district centre. PSWC state the district centre should not conflict with the strategic objectives for the City Centre, as set out in the Core Strategy and emerging City Centre Area Action Plan. The Derriford Area Action Plan should

clearly state the retail element of the district centre is to be of a scale to serve the local neighbourhoods only and not be of a type or scale likely to have an adverse effect on the City Centre or threaten its long-term health, role or function.

4.20 Plymouth Chamber of Commerce and Industry state that given the A386 is the major arterial route into the City from the north and there are no opportunities to deliver an alternative route or bring about a substantial mode shift in the immediate future, the concept of a single district centre primarily on one side or the other of the A386 is questionable. According to the Chamber, proposals need to be reviewed to ensure a genuinely accessible new district centre is provided. The Chamber are also concerned about the proposal to significantly limit the amount of car parking provided with all new developments without a parallel plan to provide efficient, convenient and frequent alternative public transport facilities.

4.21 In light of significant changes in the economic climate, Plymouth Civic Society believe it to be irresponsible to continue with old plans as if nothing has happened. They state that even the Sustainability Appraisal was drafted during an economic boom and therefore, is based on misleading assumptions and they believe it to be irresponsible to bring forward such proposals for radical change without explaining how the transport implications will be dealt with.

4.22 The Hawkins Trust is concerned that the Preferred Options document should have specifically identified the future transport infrastructure proposals and this missing element has a major implication on the consideration of planning applications coming forward at this time.

Summary of general comments relating to the Area Action Plan:

4.23 Wm Morrison Supermarkets Plc (Morrisons) note that a new district centre is proposed for the Area Action Plan area and this will be anchored by a new food store. As part of the evidence base, Cushman and Wakefield prepared a report concluding the food store should have a gross floorspace of around 4,650 sq.m and a sales area of 2,250 sq.m. Given the finite retail capacity in the catchment of the district centre, Morrisons considers that these floorspace figures should be treated as 'ceiling figures' and there is no case for a materially larger store to be provided within the district centre.

4.24 The Highways Agency do not object to the principle of creating a thriving sustainable urban centre in North Plymouth, provided that a high quality public transport network is established that brings substantial benefits to the local and strategic road networks. However, the Agency needs to be satisfied that proposals represent a commercially sustainable solution in the long term and a financially deliverable solution in the short to medium term. This includes proposals for public and private sector funding of infrastructure and services.

4.25 The South West Regional Secretariat suggest the evidence base behind the emerging RSS can be considered as a material consideration and will carry greater weight the closer to publication the RSS gets.

4.26 Research undertaken by DTZ Consulting and Research on behalf of the South West Regional Development Agency has identified a potential shortfall of employment land available for development, coupled with high demand for office space. It is therefore important that the Area Action Plan secures appropriate employment opportunities including those associated with the Tamar Science Park, PIMTP and improvements to the hospital.

4.27 City College Plymouth is keen to encourage inward investment into the area and consider that it is particularly important to deliver high quality employment floorspace within Plymouth's sub-region to strengthen the link between higher education facilities and local businesses.

4.28 Plymouth Chamber of Commerce and Industry stress that priority must be given to developments within the City Centre Area Action Plan over any developments proposed at Derriford.

Issues and Preferred Options bulletin board responses

4.29 In addition to the formal consultation responses, Plymouth City Council set up an online bulletin board to encourage people to make informal comments expressing their desires for the future of the Derriford and Seaton area. This is an innovative consultation method that was implemented following the success it had during the City Centre and University Area Action Plan consultation.

4.30 The bulletin board was active during the consultation period and enabled different groups of people to provide open and informal responses, rather than making a formal representation. From our experience, the bulletin board provides an opportunity to obtain more opinionated and personal comments from the public, in addition to the formal representations received by organisations and developers.

4.31 Some of the key issues posted on the bulletin board are shown below:



Chapter 5 Summary of key points made during consultation

5.1 As a result of the consultation, a number of key themes have become apparent and these are summarised below:

- The benefits associated with creating a new focus in northern Plymouth.
- The impact of Derriford's district centre on proposals within the City Centre Area Action Plan.
- The importance of transport solutions in Derriford and the associated impacts upon the wider city highway network.
- The advantages of delivering a mixed-use urban centre that provides new employment opportunities.

Chapter 6 The next steps

6.1 The next part of the process in developing the plan is for it to proceed to submission stage. The Council is in the process of producing the draft Area Action Plan in light of all the comments received. This will be published for a six-week consultation period between February and March 2010. It will be known as the 'pre-submission' document and will be consulted upon, prior to its submission to the Government.

6.2 During the production of the Area Action Plan, the Council will informally engage with stakeholders, local traders and interested people over proposed sites that may be included in the draft Area Action Plan.

6.3 All representations received will be considered at an Independent Examination to be conducted by a Planning Inspector, which may include a public hearing. The Inspector will test the 'soundness' of the plan and his or her report will be binding on the Council.

Appendix 1

Organisations that made formal representations

- B&Q Plc
- City College Plymouth
- College of St Mark and St John
- Dawnan Ltd
- Derriford East Birdcage Residents Association
- Environment Agency
- Government Office for the South West
- Henderson Global Investors
- Lone Eagle Properties Ltd
- NHS Trust Plymouth (Plymouth PCT)
- Plymouth and South West Co-operative Society
- Plymouth Chamber of Commerce and Industry
- Plymouth City Airport Ltd
- Plymouth Civic Society
- Plymouth Teaching Primary Care Trust
- Prudential Property Investment Managers Ltd
- Seaton Area Residents Association
- South West Regional Development Agency
- South West Regional Secretariat
- Tamar Science Park
- The Coal Authority
- The Hawkins Trust
- The Highways Agency
- Wharfside Developments Ltd
- Wm Morrisons

Appendix 2

The Council received 11 comment cards during the Derriford and Seaton Area Action Plan consultation. These comment cards are summarised in the table below, please note that this is a summary table and does not show all the options available on the comment card.

What is your Age?		Total
18		9%
18-29		36%
30-49		28%
50-64		18%
65 or over		9%
No Comment		0%
What is your gender?		
Male		64%
Female		36%
No Comment		0%
What is your Ethnic Origin?		
White British		91%
Chinese		0%
No Comment		9%
Are you a person with a disability?		
Yes		91%
No		9%
No Comment		0%
How would you describe your faith, belief or religion?		
Christian		36%
Atheist		0%
None		36%
No Comment		28%

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