

Do you support these benefits for Heywood?
If so please tell us.

A link road that takes traffic away from existing homes and improves the living conditions for many residents in south Heywood	✓
More good quality housing that supports the regeneration of the town and provision of local facilities, and makes Heywood a more attractive and popular place to live	✓
Proposals that make Heywood much more accessible and, with more employment land, a great location for business	✓
More and better jobs that create a more prosperous town	✓
An attractive and well designed gateway development that protects the amenity and quality of life of existing residents and improves the image of the whole town	✓

How can I find out more?

You can look at the full Publication Draft Core Strategy and its supporting documents:

- on-line at www.rochdale.gov.uk/yourviews
- at The Phoenix Centre and Heywood library, or
- at the Planning Reception, Floor 1, Telegraph House Baillie Street, Rochdale

Or see our exhibition at:

The Phoenix Centre, Heywood, 15 November – 26 November (open 8.00 am to 8.00pm Mon – Fri) where you can see the Core Strategy and its supporting documents.

The exhibition will be staffed on 24 November between 1.00pm and 8.00pm for anyone who wants guidance on the documentation and how to submit their comments.

Or you can talk to us on our helpline on 01706 924210

How can I have my say?

If you want your views to be considered you must put your comments in writing, preferably on a representation form, to reach us by the end of 23 December 2010.

Please use a separate representation form for each policy, or part of the plan, you wish to object to or support.

You can download a form at:

www.rochdale.gov.uk/yourviews and E-mail it to us at ldf.consultation@rochdale.gov.uk

Or get a form from any library or information point and send it to us at Strategic Planning Service Rochdale Borough Council, Telegraph House, OL16 1JH

The next steps

A few weeks after the consultation has ended we will submit the Core Strategy to the government along with your comments. They will appoint an independent Planning Inspector to consider the plan and your comments at an Examination in Public (EIP) in 2011, and then decide if the Core Strategy is 'sound'.

If you want this information in large print, Braille, audio or in another language call 01706 924210.



What's proposed and why?

How do I get more information?

What'll be the impact?

How can I have my say?

More and better homes and jobs planned for Heywood

The Council has some major proposals for south Heywood that could bring lots of benefits to the whole of the town, such as:

- More and better jobs
- More high quality executive housing
- Better access to employment areas
- Less traffic going through the town
- A more prosperous town, with a better image and better future.

So far we have had opposition from many Hopwood residents, but a mixed response from elsewhere, when we consulted on this last year.

The proposals form part of our Publication Draft Core Strategy - this is the plan that sets out the Council's strategy for the development of the borough over the next 15 years. We will submit it to the government early next year for a Planning Inspector to decide if the proposals are 'sound'.

This is YOUR chance to tell us, and the Planning Inspector, what YOU think of our plans.

To find out what we propose and to get the answers to some of your big questions about south Heywood - see over.

There are many other proposals for Heywood and the rest of the borough. See the back page for how to find out more and how to have your say.

You have until the 23 December 2010 to tell us what you think

South Heywood - What's proposed, why, and what's the impact?

The plan shown is broadly 'indicative' of what is possible. It is not the final scheme and details may change.

The Core Strategy proposes the principle of an 'economic growth corridor' between Pilsworth Road and J19 of the M62. It shows a broad location for the limited release of land from the Green Belt for development. It does not allocate sites or show a new boundary for the Green Belt.

We will publish more details in a draft Allocations Development Plan Document (DPD) in 2012. Developers will follow this with a planning application. You will be able to comment on both of these.

Green Belt amended (policy G4)

- Release of about 50-55 hectares of agricultural land from the Green Belt

Why?

- Insufficient deliverable supply of land for housing and employment in the urban area

What's the impact?

- The Green Belt gap between Heywood and Middleton at its narrowest point stays the same
- Although about 12% of the Green Belt will go its strategic role will be kept
- The agricultural land is not high quality nationally and its loss can be justified
- An ecology study has shown the land has limited ecological value
- Semi rural character of the wider area will be retained
- No further Green Belt release is proposed up to 2026

Improve Hareshill Road

- Widen Hareshill Road to 7.3m and resurface

Why?

- So that it's suitable for additional HGV traffic

What's the impact?

- No demolition of homes required but owners could sell by agreement if they wish

More and better jobs (policy E3)

- Provide about 30 hectares of land for distribution, manufacturing and commercial development

Why?

- Studies have shown a need for more employment land in the borough
- The supply of land for warehouse development on Kingsway is now reducing
- It's an attractive location for business with good access to the M62/M60/M66

What's the impact?

- Increase choice, range and quality of jobs for Heywood and Middleton residents
- Around a 1000 extra jobs created for local people
- It will help attract and retain more, younger and prosperous residents and increase the prosperity of the town

More quality homes (policy C2)

- Build around 520 high quality family and larger executive homes with attractive open space and landscaping
- No employment development in these areas
- Additional school places and other services will be provided as required

Why?

- To increase the number of homes built in the borough and reverse population decline in Heywood
- To widen housing choice in the town to help attract and retain more high income residents
- To help fund and deliver the wider scheme

What's the impact?

- Some residents open views will be lost but the amenity of existing homes will be protected
- It will further promote Hopwood as desirable residential location

A new link road (policy T1)

- Build a single carriageway link road between Hareshill Road and J19 of the M62 to provide better access to the Pilsworth Road area to support employment development in that area
- It will not be a dual carriageway. It will be designed to discourage traffic short cutting between the M66 and M62. There will be screening to protect housing from noise.
- It could be built in the next 5 years as part of the proposed housing development.

Why?

- There's already a lot of traffic from major employment on Pilsworth Road and Hareshill Road
- To come and go east from Pilsworth Road onto the M62 traffic has to go by the M66, this adds 5 miles to each trip
- Residents have complained about traffic, particularly HGVs, short cutting through Heywood

What's the impact? It is forecast to:

- Not carry as much traffic as Middleton Road does at the moment
- Remove at least 20% of traffic from Middleton Road and Coronation Avenue
- Serve the local area and be designed not to encourage more through traffic
- Make more effective use of J19 to reduce HGV miles and minimise fuel consumption and emissions
- Overall reduce air and noise pollution close to existing housing. The road and development design will screen new and existing housing from the link road and the M62.

A local shop (policy E1)

- Provide a small to medium sized local food shop

Why?

- To meet local convenience shopping needs
- No shops in the immediate area

What's the impact?

- It's size will be restricted so it doesn't attract customers from a wider area or harm the town centre

More sustainable transport (policies T1 & T2)

- Provide bus services along the link road
- Possible new station for East Lancs Railway passenger services
- Travel Plans and other measures for large employers

Why?

- Provide alternative transport to private cars

What's the impact?

- Reduce the environmental impact of road traffic

