

Draft Whitby Area Action Plan – Consultation Responses and Recommendations

Appendix 1

ID	Full Name	Organisation Details	Number	Title	Nature Of Response:	Response	Comments
6	Mr Ian Smith	Regional Planner English Heritage, Yorkshire and the Humber Region		Draft Whitby Business Park AAP	Observations	Sustainability Appraisal Table 1 notes the uncertain effects which the development of the Business Park might have upon the landscape setting of Whitby, its Abbey, and the National Park. In terms of the impact upon the landscape, the SA suggests that Policy 4 provides appropriate mitigation. However, Policy 4 only addresses the landscape setting of the Business Park itself and mitigation relating to the landscape setting of Whitby, its Abbey and the National Park are only considered in the supporting text to Policy 4. In order to reduce the degree of uncertainty and to increase the chance of the Business Park being delivered in a way which does not harm these elements, it is important that the Policy, itself, includes specific reference to the need for development to safeguard these elements. The Sustainability Appraisal should be proposing this as a mitigation measure for both Sustainability Appraisal Objective 10 (landscape) and 11 historic environment).	Agree Recommended Re-word mitigation measures to reflect concerns. Amend Policy 4 to include reference to protecting the setting of both Whitby Abbey and the National Park.
96	Mr P Jones	Redcar and Cleveland Council		Draft Whitby Business Park AAP		No Objections	Noted Recommended No alteration to the Plan
7	Mr	Regional Planner		Draft Whitby	Observations	Sustainability Appraisal	Agree

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	Ian Smith	English Heritage, Yorkshire and the Humber Region		Business Park AAP		Appendix 6, Sustainability Appraisal Objective 11. The proposed indicator will not provide any indication of the impact which the Business Park is having upon this Sustainability Appraisal Objective. It would be far better to use an Indicator which considers the impact of the development upon the setting of Whitby Abbey.	Recommended Added a further indicator to the Sustainability Appraisal to reflect concerns
9	Mr James Hayward	Programme Director - Capital Scarborough and NE Yorkshire NHS Trust		Draft Whitby Business Park AAP	Support	Development can only be good for the town and should bring improved prosperity and business opportunities to the locality.	Noted Recommended No alteration to the Plan
37	Rachel Wiggington	Senior Policy Officer North Yorkshire County Council		Draft Whitby Business Park AAP	Support	The draft AAP sets out a potential strategy for the expansion and development of the Business Park. It includes 14 ha of additional employment land, which appears to be in accordance with both authorities' plans. It also includes a site for limited retail expansion, subject to compliance with national retail guidance and a site for a hotel and public house. The draft plan does not raise strategic planning issues for the County Council and we are supportive of the employment aims.	Noted Recommended No alteration to the Plan
40	James Walsh	Government Team (west) Natural England		Draft Whitby Business Park AAP	Support	HRA Screening and Appropriate Assessment Natural England considers that the	Noted Recommended

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						<p>requirements under Policy 7 of the AAP for the use of sustainable modes of travel, and for an overall travel plan, will be sufficient to mitigate for any adverse effect on the integrity of the North Pennine Moors Special Area of Conservation (SAC) and Special Protection Area</p> <p>(SPA) and Fen Bog SAC resulting from increased vehicle movements to and from Whitby Business Park. We also consider that, subject to the addition to section 1.7 of the AAP as recommended in table 1 of the appropriate assessment, there will be a requirement for adequate detailed assessment at</p> <p>planning application stage relating to the effects of both increase in vehicle movements and emissions from new industrial uses.</p> <p>We consider that the mitigation measures set out in table 1 will be sufficient to mitigate any adverse effect from trampling and disturbance to the North York Moors SAC / SPA due to an increased number of people visiting the sites.</p> <p>We therefore agree with the conclusion that the AAP will not give rise to any adverse effects on the integrity of any European sites¹.</p>	No alteration to the Plan
41	James Walsh	Government Team (west)		Draft Whitby Business Park AAP	Support	Sustainability Appraisal Natural England considers that an	Noted Recommended

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		Natural England				appropriate range of sustainability objectives has been used in the sustainability appraisal framework. We also consider the assessment methodology and proposed mitigation measures for significant effects to be appropriate, and we support the proposed ongoing monitoring as the AAP is implemented.	No alteration to the Plan
95	Miss Rachael Bust	Chief Planner/Principal Manager The Coal Authority		Draft Whitby Business Park AAP	Other	No comments at this stage	Noted Recommended No alteration to the Plan
63	Meryl Leung	Environment Agency		Draft Whitby Business Park AAP	Object	<p>Sustainability appraisal</p> <p>We have reviewed the sustainability appraisal report and wish to make the following comments regarding it:</p> <p>1.3 Scoping</p> <p>The first bullet point highlights the need to “conserve and enhance” the natural environment and green infrastructure. This is repeated in 4.4.</p> <p>1.4 Environment</p> <p>Objectives 3, 4 and 5 again cite the conservation and enhancement of ecological assets as a primary aim of the AAP. This is again repeated in 5.3.</p> <p>1.5 Assessment of Draft AAP</p>	<p>Noted</p> <p>Recommended</p> <p>Amend the Sustainability Appraisal where suggested.</p> <p>Section 1 is a summary of the rest of the SA document so acceptable to repeat bullet. No alteration to the Plan.</p> <p>Section 1 is a summary of the rest of the SA document so acceptable to repeat bullet. No alteration to the Plan.</p>

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						<p>The second bullet point refers to the likely significant negative impacts on ecology as a result of highway improvements. This is in stark contrast with the stated aims of the AAP.</p> <p>5.3 Sustainability objectives for the environment</p> <p>We would like to take this opportunity to amend the wording of objective number 6. At present the objective reads</p> <p>“ To protect and enhance water, soil and air quality through reducing pollution”.</p> <p>We suggest the inclusion of the following text;</p> <p>“To protect and enhance water, soil and air quality through reducing pollution and remediating existing pollution.”</p> <p>This would be in line with paragraph 121 of the National Planning Policy Framework.</p> <p>6.2 -6.6 Assessment</p> <p>No reference is made to any impact (either positive or negative) on ecology, or the ecological objectives of Scarborough Core Strategy or North York Moors Core Strategy. This should be rectified.</p> <p>6.11 Assessment of Draft AAP Objectives in Sustainability Appraisal</p>	<p>This is addressed through the mitigation measures in section 6.23. No alteration to the Plan.</p> <p>Amend sustainability objective in Sustainability Appraisal accordingly.</p> <p>This is an account of previous Sustainability Appraisals and is therefore factual. EA was consulted on these SAs. No alteration to Plan.</p>

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						<p>The first bullet point again highlights that the highway improvements have the potential to negatively impact ecology and therefore affect the achievement of the AAP objectives. Careful highway design is highlighted as a potential mitigation option, but no mention is made about methods for enhancement of ecology, which is a key objective. This is again repeated in 6.19 and 6.22, without reference to enhancement as a key objective.</p> <p>Table 2 – Proposed Mitigation Measures</p> <p>With regard to the first measures, for 3, 4, 6, 9 and 10; the proposed text for the design brief does not fully address the objectives set. Taking into account the ecology of the site is not sufficient. Objective 3 specifically highlights the need to enhance ecology through the scheme. This should be reflected in the guidance for the design brief.</p>	<p>Expand mitigation in SA to refer to enhancements and amend supporting text to Policy 6 to refer to ecology enhancements in the Design Brief.</p> <p>This will be addressed through the amendment above/</p>
2	Mr Ian Smith	Regional Planner English Heritage, Yorkshire and the Humber Region	3	Spatial Vision and Objectives	Support	Welcome the intention that the development should respect its setting within the National Park by requiring high standard of design for all new development.	Noted Recommended No alteration to the Plan
54	Meryl Leung	Environment Agency	3	Spatial Vision and Objectives	Object	Objective 3 which identifies “where there are problems with the capacity of infrastructure serving the site, in particular drainage”, there is no mention of plans or strategies produced on the business park relating to flood risk.	The North East Yorkshire Strategic Flood Risk Assessment does not show any drainage or flooding issues at Whitby Business Park or reports of past flooding and this is

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						The Floods Directive identifies a number of local objectives which should be undertaken and therefore under objective 3, we would expect to see documents such as the Strategic Flood Risk Assessment (SFRA), Preliminary Flood Risk Assessment (PFRA), flood risk management strategies, surface water management plans etc, supporting this objective. It is unclear within the wording of this objective what the “existing problems” are; therefore clarification on this would be helpful to the users of the AAP.	already referenced in para 9.5 of the document. Investigation of individual sites could highlight specific problems – amend para 9.5 of Plan to include reference to this.;
67	Town Clerk	Town Clerk Whitby Town Council	4	Developing the Business Park	Support with conditions	Overall in favour with strong visual safeguards on the approach. See attached document to read full comments of Whitby Town Council.	Noted Recommended No alteration to the Plan
3	Mr Ian Smith	Regional Planner English Heritage, Yorkshire and the Humber Region	5	Business and Industrial Land	Observations	We support the requirement that new buildings within Site 1 should be low in height to retain long-distance views and the setting of Whitby Abbey. However, the siting of any buildings on this site would also need to be taken into consideration. Paragraph 5.15, second bullet-point amend to read:- “.. are low in height and scale and appropriately sited in order to ... etc”	Agree Recommended Amend paragraph 5.15 site guidance for sites 1 and 2 to reflect comments.
4	Mr Ian	Regional Planner English Heritage, Yorkshire and the	5	Business and Industrial Land	Observations	Any long-distance views of the Abbey across Site 1 are also likely to entail looking over Site 2 as well. Consequently, the consideration set out in the second	Agree Recommended

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	Smith	Humber Region				bullet-point of Paragraph 5.15 also needs to be attached to the guidance for Site 2.	Amend Site 2 bullet points to reflect comments
27	Mr Peter Hayne	Regional Town Planning Manager Arqiva Services Ltd	5	Business and Industrial Land	Observations	<p>Paragraph 5.16 advises that Site 2 guidance includes:</p> <ul style="list-style-type: none"> • Access to the telecommunications mast must be maintained; • High buildings may interfere with efficiency of transmissions from the telecommunications mast so will not be considered appropriate within close proximity of the mast site. <p>The impact of new development (tall structures) on wireless communications services is well documented in the guidance provided in 2009 by OFCOM called 'Tall structures and their impact on broadcast and other wireless services' - a copy attached. This guidance sets out the potential for radio interference due to tall structures which can include buildings or other structures such as wind turbines. This is a very complicated matter and it is not clear how the impact of new tall development on the broadcast site might be properly assessed by the local planning authority and guided in the AAP. It is not just tall development 'in close proximity' to the broadcast mast that can affect services. Tall buildings and structures further away, but sited in such a way that they impact on important fixed wireless links (which might deliver for instance programme material to be rebroadcast from the site), can also</p>	<p>Recommended</p> <p>Concerns discussed with Arqiva - relate to the possible development of tall buildings or structures that could interfere with transmission from the mast next to Whitby Seafoods. The mast is a relay site so receives incoming signal and re transmits – anything that interferes with the signal would cause a problem. Can't be specific about height at which buildings would start to cause a problem – there may be antennae positioned below the top and these would also need to be taken into consideration. Not just buildings that could cause a problem – cranes and other structures associated with construction could cause difficulties. Turbines and micro turbines could also cause problems with the mast. Amend guidance for site 2 to indicate that discussion with the mast operator will be needed to ensure that proposed buildings and other structures do not interfere with transmission from the mast.</p>

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						seriously impact on the operation of the broadcast facility. Hence, we consider that this matter needs greater consideration. We would be willing to offer guidance and assistance on how development in the Business Park might be arranged or designed to overcome potential interference on this very important broadcast facility. Any such guidance could be attached as an Appendix to the AAP or within Supplementary Planning Guidance.	
56	Meryl Leung	Environment Agency	5	Business and Industrial Land	Object	<p>5.15 Site 1 guidance</p> <p>We would like the 5th bullet point to include the following words coloured red:</p> <p>“Due to the presence of a watercourse on the site, careful management will be needed to ensure that any development is not detrimental to water quality or the ecology of the watercourse in line with Water Framework Directive; and”</p>	<p>Agree</p> <p>Recommended</p> <p>Amend wording to reflect comments</p>
58	Meryl Leung	Environment Agency	5	Business and Industrial Land	Object	<p>5.16 Site 2 guidance</p> <p>We recommend that the following bullet point is added to the list:</p> <ul style="list-style-type: none"> Any development that is adjacent to the watercourse should be designed to ensure that access to the watercourse is retained for maintenance purposes. The provision of a biodiversity/recreation buffer strip of defined minimum distance 	<p>Agree</p> <p>Recommended</p> <p>Amend wording of guidance for site 2 to reflect comments</p>

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						will be needed to accompany proposals to ensure the developer is aware of availability of developable land.	
59	Meryl Leung	Environment Agency	5	Business and Industrial Land	Object	<p>5.17 Site 3 guidance</p> <p>We recommend that the following bullet point is added to the list:</p> <ul style="list-style-type: none"> Any development that is adjacent to the watercourse should be designed to ensure that access to the watercourse is retained for maintenance purposes. The provision of a biodiversity/recreation buffer strip of defined minimum distance will be needed to accompany proposals to ensure the developer is aware of availability of developable land. 	<p>Agree</p> <p>Recommended</p> <p>Amend wording of guidance for site 3 to reflect comments.</p>
21	Ms Joyce Stangoe		Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Support with conditions	Maintain B1, B2 & B8 businesses only, including child care/gym facilities.	<p>Agree</p> <p>Policy 1 would control and allow this.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
25	Ms Joyce Stangoe		Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Observations	<p>Want to see a mix of businesses encouraged, could relocate Spital Bridge waste recycling centre here to clean up present site. Specialist/luxury food businesses should be encouraged, again to bring jobs requiring lower skill bases, as well as possible engineering/maintenance businesses to assist mining/green power businesses.</p>	<p>Area Action Plan does not prevent the relocation of the Spital Bridge waste recycling centre to the business park or any of the uses proposed. By allocating more serviced land this would make this possible.</p> <p>Recommended</p>

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26	Ms Joyce Stangoe		Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Observations	Could Fishing School be relocated, and make it more of a training centre for all marine/wind farm/mining activities, especially safety aspects.	As above the allocation of extra land could facilitate this kind of use. Recommended No alteration to the Plan
32	Mr Harry Collett	Chairman Whitby and District Tourism Association	Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Observations	Any increase in the size of the Business Park will mean additional vehicles, inc HGVs, on an already busy stretch of road. Improved road safety measures are needed to cope with this additional traffic and so reduce the risk to pupils at the 2 nearby schools.	Modelling has been undertaken at the 3 entrance points to the park with the additional traffic from the potential development sites, background traffic added and even in future years the 3 right turn lanes were found to operate within capacity, therefore no need to upgrade to any of the junctions to a roundabout. More recently the modelling at Cholmley Way was re-visited following the introduction of traffic signals at the new Sainsbury's access and the modelling indicated there was still sufficient capacity. Recommended No alteration to the Plan
65	Town Clerk	Town Clerk Whitby Town Council	Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Observations	Maintain B1, B2 & B8 business uses only, including child care/gym facilities. Specialist/luxury food businesses should be encouraged as well as possible engineering/maintenance businesses to assist mining/green power businesses. Industrial units on the business park	Area Action Plan would allow these kinds of uses. Any new industrial units would be required to meet car parking standards. Site specific location of industrial units would be dealt with at detailed application

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						should be as far away as possible from the 2 schools and have additional parking for any new units.	stage. Recommended No alteration to the Plan
79	Mr Chris H Holmes	Parish Clerk Wykeham Parish Council	Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Support	Support the expansion of the Business Park in the direction set out in the Action Plan providing that long distance views, particularly from the east, are not adversely affected.	Support is welcomed. The site guidance notes and detailed design guide will reflect the need to protect views of the Abbey. Recommended No alteration to the Plan
80	Anonymous		Policy 1	Allocation of Additional Employment Land (Use Classes B1, B2 and B8)	Observations	Supports the expansion of the Business Park but believes there should be greater flexibility on the types of uses. It particular there should be encouragement of IT based businesses.	Support is welcomed. IT based businesses would not be prohibited from the park and improvements to broadband connections may encourage these. Recommended No alteration to the Plan
48	Mr Alan Trousdale		6	Retail	Object	With Reference to Section 6 Retail. We believe the spread of any future retail development should be limited to prevent the impact of land prices on expanding or new businesses. We don't however agree that defining an area now is the most beneficial approach to this. The only thing this achieves is a guaranteed increase in land prices for the defined areas land owners and the needless destruction of perfectly usable existing industrial	Comments are noted. Recommended No alteration to the Plan

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						<p>buildings as we saw with the demolition of the modern Europower facility and SPC UK.</p> <p>In section 6.6 of the AAP it states the most suitable location for future retail is along Stainsacre Lane, can the National Parks Authority and SBC see into the future? (Unless they are already acting on behalf of prospective retailers or land owners.) Suitable for who? A Macdonalds Drive Through, an Adult Superstore.... I dont think so! Foregone conclusions would not be fair on existing businesses to restrict their horizons because their building was in the wrong 'designated area'. A business who currently has an ancillary retail section may find in 5 years that they need to concentrate over 50% of its activities in retail to stay in business taking it over its ancillary designation. It seems to us mortals that a plan-led approach wouldn't stand for much anyway as has happened with the extensive planning policy 'condition-removals' for Sainsbury's and Homebase.</p>	
64	Mr Graham Connell	Senior Planner Colliers International	6	Retail	Support	<p>General support for the assessment and preferred option. It has become evident from the planning permissions granted and development undertaken that this location is capable of making a contribution to meeting retail requirements which cannot be accommodated in the town centre.</p> <p>The preferred approach of identifying specific opportunities is appropriate in</p>	<p>Comments are noted.</p> <p>Recommended</p> <p>No alteration to the Plan</p>

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						<p>ensuring that any further retail development contributes to establishing a sustainable pattern of development, encouraging and facilitating multi-purpose shopping trips: the identified land provides this opportunity.</p> <p>It is recognised that as an out of centre location, specific proposals should be supported by analysis as required by the National Planning Policy Framework (NPPF) and in due course, by the emerging Local Plan.</p> <p>While Paragraphs 6.9-6.12 provide important context, as any proposal will need to meet NPPF test requirements, it is not considered that any further prescription is appropriate or required.</p>	
86	Mrs Wynne Jones		6.7	Paragraph	Object	Objects to this paragraph as it refers to a 2007 study which is pre-recession and is therefore out of date.	<p>Accept Comment</p> <p>Recommended</p> <p>Remove reference to 2007 Study.</p>
19	Ms Joyce Stangoe		Policy 2	Retail Development	Object	Do not recommend any further retail units as this will draw business away from the Town Centre, against Government policy, also losing more and more shops to on-line shopping.	<p>Comments Noted.</p> <p>Recommended</p> <p>Text in the justification is altered to make clearer that any retail would only ever be allowed if it met the national test and all town centre and edge of centre options had been explored.</p>

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30	Mr Harry Collett	Chairman Whitby and District Tourism Association	Policy 2	Retail Development	Object	The Industrial Estate is becoming a Retail Park, to the detriment of Whitby's town centre shops, and this should be avoided.	Comments Noted. Recommended Text in the justification is altered to make clearer that any retail would only ever be allowed if it met the national test and all town centre and edge of centre options had been explored.
38	Mr Paul Dickinson	Tank You	Policy 2	Retail Development	Object	It is my impression that the council now want to push away manufacturing industry from the area with a view to replacing it with an out of town retail park. It is my view that this would have a detrimental effect on small town centre shops and business. The council also needs to be looking into the affect retail will have on the area regarding rubbish. The new Sainsbury's store alone now creates a problem with rubbish that the council seem to be overlooking.	Comments Noted. Issue regarding rubbish is an enforcement issue. Recommended Text in the justification is altered to make clearer that any retail would only ever be allowed if it met the national test and all town centre and edge of centre options had been explored.
68	Town Clerk	Town Clerk Whitby Town Council	Policy 2	Retail Development	Object	Strongly oppose any further retail developments.	Comments Noted. Recommended Text in the justification is altered to make clearer that any retail would only ever be allowed if it met the national test and all town centre and edge of centre options had been explored.
87	Mrs		Policy 2	Retail	Object	Objects to retail at the business park as	Comments Noted.

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	Wynne Jones			Development		this would attract retailers that you would get anywhere and therefore dilute the uniqueness of Whitby's offer.	Recommended Text in the justification is altered to make clearer that any retail would only ever be allowed if it met the national test and all town centre and edge of centre options had been explored.
81	Anonymous		Policy 2	Retail Development	Object	Should allow further retail on the Business Park and not just protect the Town Centre for the sake of it. Considers that if businesses close in the town centre they will be replaced. More retail will provide competition and drive down prices and also provide jobs. Retail can also generate values which would allow planning gain through S106 Agreements for things such as Park and Ride	There is a need to protect the retail offer in the town centre which is why retail will only be allowed if all other areas have been explored as is the requirement of National Policy. Recommended No alteration to the Plan
23	Ms Joyce Stangoe		Policy 3	Public House and Hotel	Object	Do not wish to see a hotel on this Park, SBC decided the Moorlands Hotel was not required (in a fantastic position with parking), therefore do not see any further need, particularly as existing sectors are struggling. All existing hotels, B&B's in easy access locations to this park. I am not against a pub in this area as none in easy access to this area, but would prefer it was not adjacent to the school.	This is an issue of need, there is no evidence to suggest the location of a hotel would be detrimental to other accommodation providers in the town. The proposal for a hotel is to serve the needs of a modern expanding business park. Recommended No alteration to the Plan
31	Mr	Chairman	Policy 3	Public House and Hotel	Object	Any new hotel on the Business Park would be to the detriment of Whitby's	This is an issue of need, there is no evidence to suggest the

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	Harry Collett	Whitby and District Tourism Association				existing guest accommodation, and this should be avoided.	location of a hotel would be detrimental to other accommodation providers in the town. The proposal for a hotel is to serve the needs of a modern expanding business park. Recommended No alteration to the Plan
36	Mr Peter Bulmer		Policy 3	Public House and Hotel	Object	Objects on nuisance grounds (light, air, noise and Visual), depriving local residents of their rights to a healthy, normal lifestyle. A public house or hotel would exacerbate the problems that have already been created by the Highways Depot and Civic Amenity Site by the 24 hour operation. Vehicular access would be excessive as would noise and visual pollution.	Any detailed planning application would deal with issues of amenity of nearby residents. The site has a mature hedge along the road side and is a lower level that the residential properties opposite which should reduce any potential visual impact. Recommended No alteration to the Plan
50	Mr Alan Trousdale		Policy 3	Public House and Hotel	Object	We have mixed views on the proposal of a Hotel and Public House, we do think a restaurant (perhaps licensed to serve alcohol only with food) servicing the industrial estate for breakfast, lunch and evening meals would be a benefit and be a bonus for prospective new business. Would the placement of a public house directly adjoining a primary school site be a socially acceptable proposal? Would the Cholmley Way - A171 junction be able to cope with the additional traffic	Comments are noted. Traffic modelling at Cholmley Way was re-visited following the introduction of traffic signals at the new Sainsbury's access and the modelling indicated there was still sufficient capacity including the proposals for a hotel/public house and expansion of the industrial estate.

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						<p>generated by a pub? simply, no!, access would have to be directly from the A171 perhaps in the form of a roundabout encompassing the Eskdale Road Estate?</p> <p>If a Hotel were to be built, overlooking the towns recycling centre, a truck depot and industrial site, would the businesses on the business park be in fear of future complaints about 24 hour noise, or smells.</p> <p>Does the town require another hotel when capacity for accommodation has recently been increased by the newly built Raithwaite Hall, Raithwaite Keep, The New Angel Hotel and several new B&B's and Guest Houses</p>	<p>Recommended</p> <p>No alteration to the Plan</p>
69	Town Clerk	Town Clerk Whitby Town Council	Policy 3	Public House and Hotel	Object	<p>Serious concerns about the need for a hotel and the proposed location. There is no need for any further hotels as existing ones are struggling. Not against the public house, but there are concerns about its suggested location near schools. Suggest a better location would be behind Bothams.</p>	<p>The proposal for a hotel is to serve the needs of a modern expanding business park and has been identified by the businesses on the site as a facility that is currently lacking. It is acknowledged that the hotel could be used by visitors but it is being proposed primarily as a facility for the businesses on the site and their customers.</p> <p>If the public house were to be located behind Bothams it would be less likely to serve the local community and have a greater impact in landscape terms.</p>

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							<p>Recommended</p> <p>No alteration to the Plan</p>
88	Mrs Wynne Jones		Policy 3	Public House and Hotel	Object	Objects to the siting of a hotel at the business park as it could affect the hotel businesses of the town.	<p>This is an issue of need, there is no evidence to suggest the location of a hotel would be detrimental to other accommodation providers in the town. The proposal for a hotel is to serve the needs of a modern expanding business park.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
82	Anonymous		Policy 3	Public House and Hotel	Support	Supports the idea of a hotel and public house.	<p>Comments are noted.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
5	Mr Ian Smith	Regional Planner English Heritage, Yorkshire and the Humber Region	Policy 4		Observations	The Sustainability Appraisal notes that there is some uncertainty about the impact which the Business Park might have upon the landscape setting of Whitby, the National Park, and the setting of Whitby Abbey. Whilst Policy 4 includes reference to the landscape of the National Park, no mention is made in the Policy itself to either the setting of the town or the setting of the Abbey. The need for the development of this area to be delivered in a manner which safeguards the landscape setting of Whitby and its Abbey are important considerations and should	<p>Accept comments.</p> <p>Recommended</p> <p>Amend policy wording as suggested. Policy 4 add the following:- “ Proposals should ensure that they do not harm the historic setting of Whitby or its Abbey or the setting of the National Park.</p>

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						be included in this Policy.	
15	Ms Joyce Stangoe		Policy 4		Observations	Keep signage to a minimum, but put clear signage map at entrance, and ensure updated/is updateable.	Comments are noted. Signage will be addressed as part of the detailed 'Design Brief'. Recommended No alteration to the Plan
18	Ms Joyce Stangoe		Policy 4		Observations	Ensure buildings remain low level, and in keeping with existing development, to give a cohesive look to estate. This road is a main entrance to Whitby with good views of the Abbey; this must not be affected by poor design/screening of this Business Park.	Comments are noted and views of the Abbey will be protected by references in the site guidance and amendment to wording in Policy 4. Recommended Amendment to wording in Policy 4
70	Town Clerk	Town Clerk Whitby Town Council	Policy 4		Observations	Ensure buildings remain low level, and in keeping with existing development, to give a cohesive look to the estate. The road is a main entrance to Whitby with good views of the abbey; this must not be affected by poor design/screening of the Business Park. Keep signage to a minimum, but put clear signage map at the entrance which is kept up to date.	Comments are noted and views of the Abbey will be protected by references in the site guidance and amendment to wording in Policy 4. Signage will be addressed as part of the detailed 'Design Brief'. Recommended No alteration to the Plan
83	Anonymou s		Policy 4		Observations	Tends to agree with the idea of low lying buildings but suggests that higher	Comments are noted and detailed design would be

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						elements in a building or structure could be acceptable if designed well.	addressed as part of the application process. Recommended No alteration to the Plan
44	James Walsh	Government Team (west) Natural England	Policy 5		Support	Natural England welcomes reference to reinforcing the green infrastructure network and enhancements for priority habitats and species in Objective 4 and Policy 5 of the AAP. In particular, we are pleased to note the proposals for a circular walk around the site periphery, enhanced planting around the boundaries of the site, and permissive footpaths in and around the site as set out in sections 7.10, 7.11 and 8.17. We support the recommendation for ecological surveys to accompany planning applications, as stated in section 7.13.	Comments are noted. Recommended No alteration to the Plan
71	Town Clerk	Town Clerk Whitby Town Council	Policy 5		Observations	Trees are required.	Comment noted and landscaping will be dealt with in the detailed 'Design Brief' Recommended No alteration to the Plan
1	Mr T.M. Greer	Company Director	Policy 6	Highways Improvements	Support	Suggests a link between Fairfield Way and Enterprise Way to make it easier for deliveries and customers.	Comment noted. A link is referred to in paragraph 8.12 but not shown on the Proposals Map. Recommended Denote an indicative link on the

ID	Full Name	Organisation Details	Number	Title	Nature Of Response:	Response	Comments
							Proposals Map
39	Mr Paul Dickinson	Tank You	Policy 6	Highways Improvements	Object	<p>Cholmley Way has always since date of construction been used for access only to this area of the industrial estate, where outside parking is essential to the business in which it serves, and can due to its width only cope with a limited amount of traffic. opening up of this road at the bottom and making into a main feed road to the whole of the industrial estate (or retail park as you would seem now to prefer it to become) would be a big mistake and make it very hard for small business, like myself trading here for over 15 years to survive in such an environment.</p>	<p>Comments noted.</p> <p>Recommended</p> <p>A link between Cholmley Way and Fairfield Way by a one way road from the existing end of Cholmley Way incorporating a footpath and cycleway, or alternatively just a cycleway and footpath. Reflected in text and on Policies Map</p>
46	Mr Alan Trousdale		Policy 6	Highways Improvements	Object	<p>Our biggest concern is that if Cholmley Way was to become a main road for traffic entering and leaving Whitby Business Park that major disruption would be caused to businesses on Cholmley Way as well as to vehicular traffic. Unlike Fairfield Way and Enterprise Way, Cholmley Way is a cramped single corridor and does not benefit from the same modern design with ample parking and lots of space. We strongly urge you to reconsider making Cholmley Way a through road and to consult with us and other business on Cholmley Way before making any decision which may severely impact our businesses. Cholmley Way was not designed for heavy 2 way wagon traffic.</p> <p>Cholmley Way is a narrow road where the</p>	<p>Comments noted. The alternative route for the link road has been discounted on grounds of cost. A roundabout would be unacceptable in highways terms due to the proximity of the traffic lights at the entrance to Sainsbury's.</p> <p>Recommended</p> <p>A link between Cholmely Way and Fairfield Way by a one way road from the existing end of Cholmely Way incorporating a footpath and cycleway, or alternatively just a cycleway and footpath. Reflected in text and on Policies Map</p>

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						<p>businesses that occupy it have no real dedicated areas for parking for staff or customers and loading. Cholmley Way already struggles with traffic capacity and is unsuitable for two way traffic especially the increase in heavy goods vehicles, coaches and wagons that would use the road. Below you will see a picture of an average day (taken today) near the bottom of Cholmley Way, this is just cars and does not show any of the delivery wagons that frequently use the road and have to park at roadside to load and unload.</p> <p>A far more sensible option would be to join the end of the new road past the NYCC depot and Recycling centre as this road was purposely built for 2 way wagon traffic and has zero interaction with parked cars or pedestrians, it would create a perimeter road for the business park. This could be in conclusion with an improved entrance to the new road via a roundabout on the A171 to encompass the Eskdale estate road junction, it would make the whole junction series on that stretch of the A171 safer and less congested.</p>	
52	Mr Alan Trousdale		Policy 6	Highways Improvements	Object	<p>Why is there no proposal to join Enterprise Way with Fairfield Way, these 2 roads would benefit the most from being joined? If joined as well as joining the NYCC depot road it would create a unified perimeter road through the Estate and offer greater access to buses etc.</p>	<p>There is a proposal to join Enterprise Way and Fairfield Way but it was omitted from the Proposals Map.</p> <p>Recommended</p> <p>Denote an indicative link on the</p>

ID	Full Name	Organisation Details	Number	Title	Nature Of Response:	Response	Comments
							Proposals Map
53	Mr Alan Trousdale		Policy 6	Highways Improvements	Observations	The landowners receiving money for the addition of amenities to their land should not only have to repay some of this money when land is developed but should also be made to make sure that at least a proportion of the site will be made available for freehold sale to entice new large investment or current business expansion and also for the construction of small new business start up units with a sensible lease or sale value, a fair exchange for making what is purely agricultural grass land into valuable estate	Comment Noted. This is more of a management issue than something that can be addressed through the Plan Recommended No alteration to the Plan
72	Town Clerk	Town Clerk Whitby Town Council	Policy 6	Highways Improvements	Object	Strong views that the road network within the site needs to be interconnected and the number of accesses onto the A171 are reduced to 2 from 4.	Modelling has been undertaken at the 3 entrance points to the park with the additional traffic from the potential development sites, background traffic added and even in future years the 3 right turn lanes were found to operate within capacity, therefore no need to upgrade to any of the junctions to a roundabout. Recommended No alteration to the Plan
90	Mr Graham Whittle	Director Whitby Seafoods Ltd	Policy 6	Highways Improvements	Object	The Highways Authority concern about the roads not linking up is unfounded. As Far as he is concerned there is virtually no interaction between firms located on different access roads.	Comments noted. Recommended A link between Cholmely Way

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						Scarborough Borough Council staff has repeatedly stated that cul de sac roads are a deterrent to thieves, so therefore linking the roads would remove/lessen the deterrent.	and Fairfield Way by a one way road from the existing end of Cholmely Way incorporating a footpath and cycleway, or alternatively just a cycleway and footpath. Reflected in text and on Policies Map
13	Ms Joyce Stangoe		Policy 7		Observations	Review public transport availability and positioning of bus stops/entrances to park to prevent blocking main road.	Comment noted but not aware of any issues of buses blocking main road. Recommended No alteration to the Plan
14	Ms Joyce Stangoe		Policy 7		Observations	Look at including cycle track/footpath around park, with a conservation/green corridor, and adequate screening.	Comment Noted – new footpath and cycleways are proposed in the Plan. Recommended No alteration to the Plan
33	Mr Harry Collett	Chairman Whitby and District Tourism Association	Policy 7		Observations	The network of footways and cycle routes should be improved to and within the Business Park.	The Area Action Plan only covers the area defined on the Plan so has limited ability to influence things outside that area but supports improvement of footpath and cycle ways within the Park. Recommended No alteration to the Plan
45	James Walsh	Government Team (west)	Policy 7		Support	We also welcome reference to sustainable travel in Policy 7, sustainable design and construction in Objective 5,	Comments are noted and can be addressed in the 'Design Brief'.

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		Natural England				and sustainable drainage in Policy 9. We advise that the use of green and brown roofs should be encouraged for new developments on the site where they can be incorporated into the building design.	Recommended No alteration to the Plan
47	Mr Alan Trousdale		Policy 7		Observations	To fall in line with the action plan we think a good idea would be to join the bottom of the existing Cholmley Way but for pedestrian and cycle use only, a well lit small 2 lane tarmacked path with lighting and bridge over the beck would create a safe corridor away from any vehicles for the workers who use that route. This could be incorporated with a new recreational area on the grass behind Esk Valley Coaches on Fairfield Way.	Comment noted. Recommended A link between Cholmley Way and Fairfield Way by a one way road from the existing end of Cholmley Way incorporating a footpath and cycleway, or alternatively just a cycleway and footpath. Reflected in text and on Policies Map
73	Town Clerk	Town Clerk Whitby Town Council	Policy 7		Observations	Improved footpaths and cycle-ways should be provided throughout the site, all well connected to Whitby and beyond. Review public transport availability and positioning of bus stops/entrances to park to prevent blocking the main road.	The Area Action Plan only covers the area defined on the Plan so has limited ability to influence things outside that area but supports improvement of footpath and cycle ways within the Park. Recommended No alteration to the Plan
12	Ms Joyce Stangoe		Policy 8		Observations	Ensure suitable access and turning points for all business including existing businesses, and try to ensure sufficient off-street parking is made available to keep free flowing traffic into the future.	Any new roads would have to be built to adoptable standards. Any new developments would have to meet the car parking standards. Recommended

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							No alteration to the Plan
74	Town Clerk	Town Clerk Whitby Town Council	Policy 8		Observations	Parking is a problem on the business park. Sufficient off-street parking should be provided to ensure free flowing traffic.	Comments are noted. Any new developments would have to meet the car parking standards. Recommended Investigation into providing car parking within the site
93	Mr Graham Whittle	Director Whitby Seafoods Ltd	Policy 8		Observations	Parking on pavements is a serious safety issue for staff walking to work. This has been caused by planning permission being granted for developments without adequate on-site parking.	Comments are noted. Any new developments would have to meet the car parking standards. Recommended Investigation into providing car parking within the site
42	James Walsh	Government Team (west) Natural England	7	Environment and Appearance	Support	Part of the AAP site is located within the North York Moors National Park and the site is located approximately 500m from the North Yorkshire & Cleveland Heritage Coast. However, Natural England considers that if the landscape setting is taken into account in any proposals for the site, as recommended in section 7.1, the AAP is not likely to adversely affect the purpose of the National Park or Heritage Coast designations.	Comments are noted. Recommended No alteration to the Plan
49	Mr Alan Trousdale		7	Environment and Appearance	Observations	The AAP has a contradiction; in Section 7.8 it clearly states Key to the future success is...enhancing the A171 frontage. How can demolishing the unobtrusive former low level offices of GB Oils/W Eves and the brown steel workshops	Comments are noted Recommended No alteration to the Plan

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						<p>tucked behind a tree line be an enhancement compared to the gaudy frontage of a retailer such as Sainsbury's with bright neon orange signs blazing for most of the day and night and a fence laden with scruffy advertising banners flapping about in the wind. The litter displaced from the Sainsbury's site that is caught in the trees and hedges for a mile either way should be enough to discourage further retail development on the entrance to Whitby for starters. A better message for visitors to Whitby would be one demonstrating Whitby's hard working and productive businesses rather than a welcome of "Whitby is starting to look like every other town - nothing special".</p>	
91	Mr Graham Whittle	Director Whitby Seafoods Ltd	7	Environment and Appearance	Observations	<p>The public realm is a disgrace. The state of the business park reflects badly on the community, and on the firms located there. Part of the problem is lack of enforcement of planning conditions.</p>	<p>Comments are noted. The Plan recognises the need for a higher quality and more cohesive environment. The 'Design Guide' will assist with this.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
85	Anonymou s		7	Environment and Appearance	Observations	<p>Suggests a 'landmark artistic sculpture placed at the entrance to Whitby.</p>	<p>Comment noted and can be investigated outside the scope of the Area Action Plan.</p> <p>Recommended</p> <p>No alteration to the Plan</p>

ID	Full Name	Organisation Details	Number	Title	Nature Of Response:	Response	Comments
11	Ms Joyce Stangoe		8	Accessibility	Observations	Review transport requirements on the East side of Whitby in line with increased traffic from 1 or 2 new housing estates planned on the East side, Potash mine traffic, increased traffic from Business Park. The road passed the Business Park is already very busy. This may be better with one way system round the Business Park, with roundabouts at entrance /exit – must connect all parts of Park.. Also relocate entrance to Sainsbury's from Business Park road.	<p>Comments are noted. On average the A171 carries 7500 vehicles per day, of these approx. 480 are HGV, 6% of the total which is fairly representative of an A road. Traffic volumes do change quite dramatically from 5,500 in winter to just under 11,000 for August. However there are single lane A roads that carry in excess of 10,000 vehicles on average. Improved safety measures have been introduced recently, replacing the 40mph with a 30 speed limit, introducing a traffic island at the bus stops and of course Sainsbury's traffic signal entrance, with full pedestrian crossing facilities, will also have brought speeds down along this stretch of the A171.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
84	Anonymous		8.19	Paragraph	Object	Objects to long distance buses being diverted through the business park, should be only designated buses.	<p>Comments are noted but we should be encouraging travel to the business park by other means of transport than the car.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
17	Ms		9	Infrastructure	Observations	Ensure fuel supplies also available but	Comments are noted. – covered

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	Joyce Stangoe					encourage units to generate own power where possible.	in Policy 10 of the Plan. Recommended No alteration to the Plan
34	Mr Harry Collett	Chairman Whitby and District Tourism Association	9	Infrastructure	Observations	Any additional industrial use of water will jeopardise Whitby's domestic water supply, which all comes from the River Esk and is already vulnerable.	Yorkshire Water has confirmed that any development would not jeopardise the domestic water supply. Recommended No alteration to the Plan
35	Mr Harry Collett	Chairman Whitby and District Tourism Association	9	Infrastructure	Observations	Rainwater harvesting and energy reduction / generation measures should be incorporated in any new industrial buildings.	Policy 10 will encourage the incorporation renewable or low carbon energy technologies. Recommended No alteration to the Plan
51	Mr Alan Trousdale		9	Infrastructure	Observations	The business park will never be able to entice new business especially any technology based business without the provision of high speed broadband internet. We currently suffer from the existing network and it make our business less competitive compared to other businesses in areas with access to better facilities and prices.	BT are upgrading the fibre optic infrastructure. Recommended No alteration to the Plan
16	Ms Joyce Stangoe		Policy 9		Observations	Ensure water/effluent/drainage available to encourage recycling/food businesses as need at least some businesses with requirements for unskilled labour.	Yorkshire Water has confirmed that water supply and drainage on the site is adequate. Recommended

ID	Full Name	Organisation Details	Number	Title	Nature Of Response:	Response	Comments
							No alteration to the Plan
75	Town Clerk	Town Clerk Whitby Town Council	Policy 9		Observations	<p>All parking areas should be permeable.</p> <p>Should ensure water/effluent/drainage is available to encourage recycling/food businesses.</p> <p>Concern over the reliance of the water supply from the River Esk so new buildings should carry out rainwater harvesting for their own use.</p>	<p>Yorkshire Water has confirmed that any development would not jeopardise the domestic water supply.</p> <p>Yorkshire Water has confirmed that water supply and drainage on the site is adequate.</p> <p>Recommended</p> <p>No alteration to the Plan</p>
28	Mr Peter Hayne	Regional Town Planning Manager Arqiva Services Ltd	Policy 10		Observations	<p>Policy 10 (Energy) encourages new development to include a proportion of its energy needs from renewable sources. It is not clear whether this might include micro wind turbines on buildings or stand alone turbines. Again, as detailed in the OFCOM guidance, wind turbines can potentially affect broadcast services and hence we would welcome opportunity to discuss this matter in more detail, so that wind turbines can be properly sited to minimise impact on services or how any impact can be properly mitigated.</p>	<p>Recommended</p> <p>Concerns discussed with Arqiva - relate to the possible development of tall buildings or structures that could interfere with transmission from the mast next to Whitby Seafoods. The mast is a relay site so receives incoming signal and re transmits – anything that interferes with the signal would cause a problem. Can't be specific about height at which buildings would start to cause a problem – there may be antennae positioned below the top and these would also need to be taken into consideration. Not just buildings that could cause a problem – cranes and other structures associated with</p>

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							construction could cause difficulties. Turbines and micro turbines could also cause problems with the mast. Amend guidance for site 2 to indicate that discussion with the mast operator will be needed to ensure that proposed buildings and other structures do not interfere with transmission from the mast.
76	Town Clerk	Town Clerk Whitby Town Council	Policy 10		Observations	Units should be encouraged to generate their own power where possible and new units should produce at least 10% of their own energy needs.	Policy 10 will encourage the incorporation renewable or low carbon energy technologies. Recommended No alteration to the Plan
94	Mr Graham Whittle	Director Whitby Seafoods Ltd	Policy 10		Object	Developments on the Business Park should not have to provide renewable energy requirements greater than those required under normal building regulations.	Policy 10 requires development to meet BREEAM standards. Recommended No alteration to the Plan
78	Town Clerk	Town Clerk Whitby Town Council	10	Implementatio n of the Area Action Plan	Observations	There is need for more investment on wider transportation links to Whitby including rail and improvements to A171. Geological and Archaeological surveys prior to start.	It is outside the remit of the Area Action Plan to influence the wider transportation links. Geological and archaeological surveys if required would be part of the application process. Recommended No alteration to the Plan

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60	Meryl Leung	Environment Agency	Table D.3	Environment Monitoring	Object	Currently there is only one indicator within Appendix D Implementation and Monitoring for the Environment and Appearance chapter of the Plan. This indicator measures whether a design brief and implementation document has been produced by the LPA, rather than whether the developers have complied with the design brief. We would suggest another indicator: See attached response.	Accept. Recommended Amend as suggested.
61	Meryl Leung	Environment Agency	Table D.3	Environment Monitoring	Object	To ensure that Policy 5 is not just an aspiration, there should be another indicator within table D.3 for environmental monitoring to capture the percentage of new developments providing GI/green spaces in the business park (See attached response).	Accept. Recommended Amend as suggested.
62	Meryl Leung	Environment Agency	Table D.3	Environment Monitoring	Object	We would suggest another indicator in table D.5 Infrastructure monitoring to ensure that SuDS are delivered under policy 9: See table in attached response.	Accept. Recommended Amend as suggested.

**Whitby Business Park Area Action Plan
Consultation Event 23 May 2013
Whitby Seafoods Car Park, Whitby Business Park
Summary of Comments from Attendees**

- General support for expanding and improving the Business Park to increase the number of jobs in Whitby. Generally felt that a range of different sized units are needed, from start up units to medium sized and larger premises for businesses that have outgrown their existing premises.
- Couple of existing businesses on the site wanting to expand and one attendee currently working from home interested in a smaller unit on the site.
- Concern that the proposed hotel and pub are in the wrong location between 2 schools and will draw trade and support away from the town centre. Tourism business in the town has been down in the last couple of years. Concerns re impact of hotel and pub on amenities of existing residents on the other side of the A171 – lights, traffic, noise etc. Support from one business at the site for the hotel proposal.
- Need to get public transport right especially the links to the Business Park from the town centre – bus route to Scarborough which passes the site can get very busy with no space on the buses.
- Lots of queries about further retail development on the site – what type of retail units would be permitted and where. General support for having a ‘planned’ approach to retail and identifying a site rather than having to deal with speculative applications which could arise all over the Business Park, but some people didn’t want to see any more retail uses on the site at all other than those ancillary to employment uses. Others felt that market forces should dictate the amount of retail development at the site.
- Agreement that parking is problematic and blocks access for larger vehicles, a car park would be a useful facility for the site.
- Proprietors from a number of businesses on Cholmley Way object to the link road with Fairfield Way on the grounds that the road is too narrow, it would create a rat-run and it would reduce security. They also thought it would increase traffic as all vehicles from the north would enter the estate that way. They suggested that the northern branch of Cholmley Way was more suitable for larger vehicles and if there were to be a link it should come from there.
- An occupier of a unit on Enterprise way suggested there should be a link from Enterprise way to Fairfield Way.
- There was criticism of the lack of public transport serving the Business Park.
- Flooding/drainage issues along the A171, more flooding incidents to domestic properties in the last 2 years.
- More traffic along the A171 since Sainsburys/Homebase stores opened, traffic lights have changed traffic flows though do create gaps in the traffic to pull out of the other junctions.
- Query over site 3 from landowner – what type of uses is it allocated for?