



ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK  
'A Living Campus and Vibrant Mixed Use Quarter for Wilmslow'



EXECUTIVE SUMMARY ..... 4

1. INTRODUCTION ..... 8

2. THE VISION AND KEY THEMES ..... 12

3. STRATEGIC CONTEXT ..... 16

4. THE ROYAL LONDON SITE ..... 17

5. PLANNING POLICY ..... 20

6. DESIGN AND DEVELOPMENT PRINCIPLES ..... 24

7. THE ILLUSTRATIVE MASTERPLAN ..... 32

8. DELIVERY AND PHASING ..... 40

9. SUMMARY AND NEXT STEPS ..... 41

APPENDIX A - CELPS PROPOSED CHANGES VERSION: JULY 2016

APPENDIX B - PLANNING DOCUMENTATION



# ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK EXECUTIVE SUMMARY

The Royal London campus is a premier employment location in Wilmslow and is home to the Royal London Group (“RLG”), the UK’s largest mutual pension provider. It is Wilmslow’s largest single employment location, accommodating more than 1,200 workers. The allocation of the Royal London campus and its surrounding land for a mix of uses in the adopted Cheshire East Local Plan Strategy (“CELPS”) provides an opportunity to create a new vibrant mixed use quarter for Wilmslow that will retain and attract the highest quality businesses and talent.

This Development Framework reflects the policies of the CELPS and provides an illustrative masterplan for the entire site (“Royal London site”), which will underpin an overarching vision to create a ‘living campus’ in Wilmslow and ultimately build upon the existing strengths of the campus to create an outstanding quality of place and thriving business location where people can live, work and relax.

## THE ROYAL LONDON DEVELOPMENT FRAMEWORK

The Royal London Development Framework provides an illustrative masterplan and set of Key Development Principles that will guide future development at the Royal London site. The land that is subject to this Development Framework is illustrated below and comprises two parcels that are both covered by strategic site Policy LPS54 ‘(Royal London including land west of Alderley Road, Wilmslow)’ of the CELPS. These areas comprise:

1. **Land to the East of Alderley Road** – this element of the site extends to approximately 22.6 hectares and lies between Alderley Road to the west and the West Coast Mainline to the east. The western part of this site is occupied by the current Royal London campus and its associated buildings, car parking and infrastructure. Land to the east of the existing campus, located adjacent to the West Coast Mainline, comprises open land bounded by hedgerows and contains some sporadic individual trees. In August 2016 outline planning permission (Application Reference: 16/2314M) was granted for a high quality B1 office development on 5.73ha of land in the south eastern zone of this part of the site.
2. **Land to the West of Alderley Road** – this land is bounded to the south and west by the established housing area of Fulshaw Park South, to the east by Alderley Road and to the north by low density private housing that is characteristic of the southern residential areas of Wilmslow. The site comprises some 3.7 hectares of open land, which is broadly rectangular in shape and has a gently sloping topography falling from north to south.

The Development Framework has full regard to local and national planning policy and has been prepared in accordance with Policy LPS54. In summary, this Development Framework presents:

1. The purpose of the document and the drivers for change;
2. A vision to create a living campus at the Royal London site, underpinned by five key themes which have shaped the development of an illustrative masterplan;
3. A description of the Royal London site and its surroundings;
4. A summary of the strategic context and planning policy framework;

5. A set of Key Development Principles that will guide the Council’s consideration of future planning applications for the site; and
6. An illustrative masterplan that accommodates the appropriate uses and demonstrates one possible broad spatial arrangement for the site.

The Development Framework has been prepared collaboratively between Cheshire East Council (“CEC”) and a professional team appointed by Royal London Asset Management (“RLAM”). This document has been subject to formal public consultation and is a material consideration for future planning decisions and an important planning tool to guide developers, investors and occupiers.



Royal London Site (Source: Google Earth)

### The Drivers for Change

The entire Royal London site that is subject to this Development Framework is owned by The Royal London Mutual Insurance Society Limited and managed by RLAM. The primary occupier of the site is Royal London Group (“RLG”), alongside a number of small and medium sized (“SME”) businesses. RLG currently occupies the Royal London campus and, as the single largest employer in Wilmslow, accounts for over 1 in 10 jobs in the town.<sup>1</sup> RLG has become a key driver of both the Wilmslow and Cheshire East economies and, in 2016, had more than 1,200 staff and contributed approximately £110m in Gross Value Added (“GVA”) to the local economy.<sup>2</sup>

The Royal London campus has been a major success and the site is now an integral part of the community in Wilmslow. The ongoing success of RLG has led to a commercial decision to vacate their existing premises at the site. This is in part driven by a need to accommodate a growing workforce and partly due to the inadequacies of the main office building within the current campus, known as Royal London House. However, RLG has not yet made a decision on where it will locate its new northern headquarters and the development of a vision to deliver a high quality and thriving business led “living campus” environment is intended to provide a deliverable and attractive option for RLG to remain in Wilmslow. RLAM is committed to delivering a dynamic business environment at the Royal London site that will deliver an outstanding quality of place that is fully aligned with CEC’s strategic initiatives and will create an offer that will generate significant benefits for Wilmslow, future business occupiers and the local community. As such, this document and the illustrative masterplan sets out to provide a positive framework to support wider business and employment opportunities in the town. A summary of the key drivers for change is as follows:

- 1. A change in the planning context.** There has been a fundamental change in the planning context for the site. The adopted CELPS (adopted on 27th July 2017) removed the current RLG campus, together with land to the east and land to the west of Alderley Road, from the Green Belt. It allocates the overall site for mix of uses including offices, residential, recreational and other commercial uses under Policy LPS54. In addition, the Council granted outline planning permission for office development on a 5.73 ha parcel of land to the east of the current campus in August 2016 (Application Number: 16/2314M). A detailed Reserved Matters application has been submitted in July 2017 (Application Number: 17/3747M) for this new office development, which aligns with the parameters of the outline consent and CELPS Policy LPS54. The draft Development Framework and illustrative masterplan is underpinned by this changing planning context for the site and supports an integrated approach to its future development.
- 2. Delivering the needs of the market.** It is important that the opportunities presented by redevelopment of the Royal London campus and further land within the Local Plan allocation are commercially deliverable. This means the masterplan must enable the delivery of the type and quality of accommodation which is attractive to the market and that will deliver the mix, type and quality of uses that will allow Wilmslow’s economy to

thrive. Meeting need and expectation is not only about providing quality employment opportunities and an attractive range of housing however – it is also critical that the site is better connected to facilities, offers a range of amenities and is served by improved transport provision, both in terms of public transport and its accessibility by a range of modes. All of this will create an environment which will help to retain and attract quality businesses and, crucially, their skilled staff in the town.

- 3. The quality of existing assets** RLG’s intended move from Royal London House and Alderley House has led to the opportunity to review the condition, efficiency and adequacy of existing campus buildings against the needs of potential future occupiers and their suitability for alternative uses. As a result of this exercise, it is clear that current premises – particularly Royal London House, Alderley House and Harefield House – are inefficient, unsuitable to meet the needs of modern occupiers and are not easily or viably adaptable for alternative uses. Ultimately, the retention of these buildings does not support the quality of place that would make the Royal London campus a truly dynamic, modern and attractive business location.
- 4. RLG Expansion.** Since its move to Wilmslow, RLG has grown significantly and now has more than 1,200 full and part time staff employed at the site. RLG now requires the scale and quality of office space, as well as the connectivity and amenities, that could accommodate at least 1,500 staff, with the potential for further expansion. As a result of this continued growth in headcount and the obsolescence of existing accommodation, RLG undertaken its own appraisal of what a modern, growing business needs from its business location and premises to continue to thrive. This has led to a commercial decision by RLG to vacate its existing office premises, focused primarily on Royal London House and Alderley House. This has presented RLG with two options, either remain in Wilmslow and build a new office, in line with the adopted CELPS allocation, or to move away from the town. In this regard, RLG retained agents in 2016 and launched a formal search for a new office. It expects to make a decision in 2017 about where to expand. The response from the landowner, RLAM, to the choice which RLG needs to make, has been threefold

1. To promote its ownership through the CELPS process for B1 a mix of uses, in respect of which the adoption of the CELPS has represented an important milestone to RLG;
2. To pursue outline and reserved matters planning consents for a new, modern office up to 17,000 sq. m., which meets the occupier requirements of either RLG or another knowledge-based occupier, thereby keeping open the option of RLG remaining in Wilmslow; and
3. To prepare and present for approval to CEC a wider Development Framework, which is anchored on providing a thriving mixed use environment of the type favoured by most knowledge-based businesses, looking to attract, retain and motivate high quality staff.

These drivers for change have underpinned the development of the illustrative masterplan and informed the quality, type and mix of uses proposed for the site.

<sup>1</sup> The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p2, pp1.10

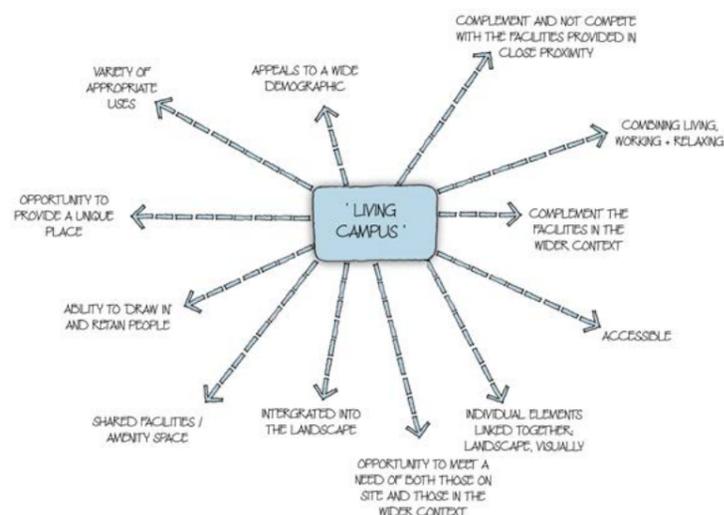
<sup>2</sup> The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p1

# ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK EXECUTIVE SUMMARY

## THE VISION AND KEY THEMES

### The 'Living Campus' Vision

At the heart of the vision for the Royal London site is the aspiration to create a 'Living Campus' that delivers a mix of uses as part of a dynamic business led environment. Crucially, the living campus encapsulates a quality of place and provides a thriving environment for business, which is not only a destination where people go to work, but one with a distinct identity that offers an integrated approach to living, working and relaxing. The living campus will embrace the exceptional landscape strengths of the Royal London site, and offer a unique business environment that is distinctive and different to more conventional employment locations. It will be well connected by a range of transport modes, sustainable and easily accessible to residents, workers and the local community. Ultimately, the living campus will be a location that is able to attract and retain high quality businesses and jobs, drawing on the knowledge economy and providing the type and quality of accommodation that will support the sustainable growth of Wilmslow and Cheshire East.



### Key Themes

To articulate the vision and ensure the living campus and quality of place is translated into a deliverable illustrative masterplan and, ultimately into the future development of the site, a set of five key themes has been developed to inform the Development Framework. These are:

- 1. A thriving location to live, work & relax** - creating a pleasant and inviting business led environment where people can live, work and relax is crucial to the living campus. The living campus should create a distinctive and thriving business location supported by a range of residential, commercial, community, recreational and leisure uses that provide a quality of place that encourages activity throughout the day, accessible not only to the future occupiers of the site, but also the wider community.
- 2. A highly accessible and connected campus** - central to the living campus concept is the need to create a quality of place by enhancing the connectivity and accessibility of the site and to building on its close proximity and relationship with Wilmslow Town Centre and Alderley Edge. The living campus should be accessible via a variety of modes of transport and encourage residents, workers and visitors to utilise sustainable modes where possible
- 3. Creating a quality of place built on landscape and heritage strengths** - a core strength of the current Royal London site and a key differentiator compared to many other employment locations is its mature landscape and heritage setting. Central to the vision is the aspiration to create a 'Quality of Place' through the retention and enhancement of the special setting of the site and by making the landscape assets an integral part of the living campus offer.
- 4. Providing an offer that meets need** - to be deliverable, the site must ensure it promotes the types and quality of uses that meet expectations. This includes meeting the expectations and requirements of the market; of future occupiers and residents of the development and of the local community.

- 5. Adopting a collaborative approach** - a vision and illustrative masterplan has been developed which aligns with the adopted Local Plan policy framework and also integrates the existing outline planning consent for new office development on the site.

The five overarching themes that underpin the living campus are intended to work in harmony to guide the development a thriving business environment that will deliver an exceptional quality of place. The quality of place that these key themes and their underlying objectives will create in Wilmslow should be one that CEC, RLAM, future business occupiers and residents and the local community can be truly proud of.

## THE ILLUSTRATIVE MASTERPLAN

For Wilmslow to thrive, it needs a well-balanced, sustainable local economy. For this to be viable, the town needs to attract growing, knowledge-based businesses and skilled high quality staff that will support its economic growth. The Royal London site, as a premier business destination in Wilmslow, must create the conditions that attract and retain the very best B1 office occupiers and knowledge based businesses. The living campus' principal objective is to create a dynamic business led environment that is supported by a diverse mix of uses and supporting amenities. Creating the mix and diversity of uses that appeals to modern B1 office users will create the conditions that will allow new business to thrive.

An illustrative masterplan has been prepared to support the living campus vision and to demonstrate how the Royal London site can develop a dynamic business location and an outstanding quality of place. The illustrative masterplan articulates the key opportunities, design considerations and appropriate mix of land uses within the Royal London site. The illustrative masterplan provides a broad spatial arrangement which responds to the site constraints and shows one possible form of development for the Royal London campus.

The overall concept of the illustrative masterplan is to create a new focal point for the living campus within the mixed use "heart" of the site. At the centre of the mixed use heart is a redeveloped Royal London House, which links the site to the new consented office development to the east, the redevelopment opportunity at Alderley House to the south and the mixed use heritage opportunity around Fulshaw Hall and Coach House to the north. The illustrative masterplan has been developed as a series of development plots around the mixed use heart which are connected via new pedestrian and cycle linkages, thereby reinforcing the existing landscape infrastructure of the site. These linkages are further enhanced by new connections to the Wilmslow Town Centre, Wilmslow Railway Station and destinations such as Alderley Edge to the south of the site.

The illustrative masterplan shows one possible form of development for the site that is deliverable, viable and achievable. The range of land uses proposed within the illustrative masterplan for the Royal London site is intended to deliver the type of development that sustains the living campus principally as a thriving business environment, with a mix of complementary





Illustrative Masterplan - Principal Use Zones

uses and amenities where people can work, both formally and informally, as well as relax and live. For this to be delivered it must be commercially attractive and subsequent planning applications need to be underpinned by careful consideration of the site's opportunities and constraints

The core component of the illustrative masterplan as a dynamic new business environment will be the office accommodation consented in 2016, which provided outline planning permission for up to 17,000m<sup>2</sup> of floorspace on the land to the east of the existing campus. A Reserved Matters application for this site has been submitted in July 2017 and the delivery of this office will form the initial phase of the 24,000m<sup>2</sup> of B1 floorspace proposed set out in the CELPS under Policy LPS54. The illustrative masterplan provides for a later phase of office development to be delivered outside the area for which outline planning consent has been granted. This envisages up to 7,000m<sup>2</sup> of additional B1 floorspace, which would be in line with the overall CELPS allocation. There also would be further opportunities for provision of new B1 office floorspace, subject to demand and a sustainable development programme.

A major scheme such as is shown on the illustrative masterplan will inevitably be delivered over a number of years in line with market forces. The successful and sustainable development of the site will be complex and need to consider the site's sensitive heritage and landscape assets, the scale of proposed B1 office development and the mix of complementary uses that is required. As a consequence of this complexity, it may be necessary in the early delivery phases to accommodate short term, temporary uses on land which is identified for other, longer term uses. Phasing proposals will need to take this into account when considering practical development issues such as appropriate access and routing for construction traffic (initially for the 2016 consented office development) as well as potentially the provision of temporary car parking, to ensure adequate on site spaces are retained for occupiers if existing areas of car parking are lost due to new development taking place.

**SUMMARY**

This Development Framework provides a platform to deliver the vision for a 'living campus' that is a dynamic business led environment. This vision envisages a vibrant, high quality mixed use development in an exceptional landscape setting, where people can live, work and relax. It will integrate the requirements of modern office occupiers with a distinctive place offering quality housing, leisure and recreation opportunities and commercial facilities all in a well-managed environment with plentiful green spaces, where people can live and spend their leisure time. This will be achieved by providing excellent access to a range of amenities both within the site and in nearby Wilmslow town centre, to which the site will be better connected with enhanced transport linkages.

To support the vision, the Royal London site will need to provide the type, scale and range of uses that will support the development of a living campus. In summary, this Development Framework and illustrative

masterplan will enable the delivery of:

1. New high quality office space that will support the growth of the knowledge economy, provide accommodation of a type and quality that will attract and retain major investment to Wilmslow, and support the vision to create a dynamic and modern business location.
2. High quality housing and other forms of residential development that will underpin the live/work aspirations of a living campus and provide the type and quality of homes to meet the needs of Wilmslow and the Borough.
3. A wide range of amenities including a hotel and restaurant to support future occupiers of the living campus and provide attractive facilities for the local community.
4. Plentiful green infrastructure and biodiversity links within an established high quality, landscape setting.
5. Long term effective use of Listed Buildings including Fulshaw Hall and the Coach House.
6. Access to high quality open spaces and new recreation provision.
7. A high level of connectivity and accessibility, including improved bus services and enhanced pedestrian/cycle links to Wilmslow Town Centre, Wilmslow Station and the wider area.

**NEXT STEPS**

The Royal London Development Framework was considered by the Council's Portfolio Holder for Housing and Planning at a meeting on 19<sup>th</sup> June 2017, where a decision was made to approve the document for 6 week period of public consultation, which ran from Friday 23<sup>rd</sup> June to Friday 4<sup>th</sup> August.

The purpose of this consultation was to seek the views of the local community and other key stakeholders on the guidance contained in the Development Framework. The comments received have been fully considered by the Council and necessary revisions in light of these comments have been made to the Development Framework. A Consultation Report which accompanies the Development Framework provides a summary of the consultation undertaken, a review of the comments submitted and the Council's response to each area of feedback received. A revised document was brought before the Council's Cabinet for final approval and endorsement in October 2017. The document is now a material consideration in the determination of any future planning applications made at the Royal London site.

Both RLAM and CEC are committed to working in full collaboration with key stakeholders and the local community as future detailed proposals for the Royal London site are brought forward.



Illustrative Masterplan Response

## **1. INTRODUCTION**

---

**This Development Framework presents an illustrative masterplan and overarching vision for the future development of the Royal London site in Wilmslow. It responds to the policies of the Cheshire East Local Plan Strategy (“CELPS”) and underpins the vision to create a ‘living campus’ in Wilmslow, which will develop the site into a thriving business location and integrated mixed use campus where people can live, work and relax. This section sets out the purpose of the Development Framework, the reasons why an integrated masterplan is required to create an outstanding quality of place and the next steps in the Development Framework process.**

---

### **PURPOSE OF THE ROYAL LONDON DEVELOPMENT FRAMEWORK**

This Development Framework provides an illustrative masterplan and set of Development Principles that will guide future development at the Royal London site. It relates to two parcels of land respectively, to the east and the west of Alderley Road, that fall within strategic site Policy ‘LPS54 (Royal London including land west of Alderley Road, Wilmslow)’ of the CELPS. A plan of the Royal London site, as referred to in this Development Framework, is illustrated on the facing page.

This document has full regard to local and national planning policy and has been prepared in accordance with Policy LPS54. In summary, this Development Framework presents:

1. The purpose of the document and the drivers for change;
2. A vision to create a living campus at the Royal London site, underpinned by five key themes which have shaped the development of an illustrative masterplan;
3. A description of the Royal London site and its surroundings;
4. A summary of the strategic context and planning policy framework;
5. A set of Key Development Principles that will guide the Council’s consideration of future planning applications for the site; and
6. An illustrative masterplan that accommodates the appropriate uses and presents one possible broad spatial arrangement for the site.

The Development Framework has been prepared collaboratively between Cheshire East Council (“CEC”) and a professional team appointed by Royal London Asset Management (“RLAM”). This document will be subject to formal public consultation and, if endorsed by CEC, will become a material consideration for future planning decisions and an important planning tool to guide developers, investors and occupiers.



Royal London Site (Source: Google Earth)

# 1. INTRODUCTION

### WHY A HOLISTIC MASTERPLAN IS REQUIRED: THE DRIVERS FOR CHANGE

The entire Royal London site that is subject to this Development Framework is owned by the Royal London Mutual Insurance Society Limited and managed by RLAM. The primary occupier of the site is Royal London Group (“RLG”), alongside a number of small and medium sized (“SME”) businesses. RLG currently occupies the campus and, as the single largest employer in Wilmslow, accounts for over 1 in 10 jobs in the town<sup>3</sup>. RLG has become a key driver of both the Wilmslow and Cheshire East economies and, in 2016, had more than 1,200 staff and contributed approximately £110m in Gross Value Added (“GVA”) to the local economy<sup>4</sup>.

The ongoing success of RLG has led to a commercial decision to vacate their existing premises at the site. This is in part driven by a need to accommodate a growing workforce and partly due to the inadequacies of the main office building within the current campus, known as Royal London House. The company is committed to providing its staff with the quality of place that is required to deliver a modern and high quality business environment. However, RLG has not yet made a decision on where it will locate its new northern headquarters. The development of a vision to deliver a high quality “living campus” environment is intended to provide a deliverable and attractive option for RLG to remain in Wilmslow. RLAM is committed to delivering a dynamic business environment at the Royal London site that will deliver an outstanding quality of place that is fully aligned with CEC’s strategic initiatives and will create an offer that will generate significant benefits for future Wilmslow, future business occupiers and the local community. As such, this document and the illustrative masterplan sets out to provide a positive framework to support wider business and employment opportunities in the town. A summary of the key drivers for change is as follows:

#### 1. The Planning Context

There has been a fundamental change in the planning context for the site. The adopted CELPS (adopted on 27th July 2017) removed the current RLG campus, together with land to the east and land to the west of Alderley Road, from the Green Belt. It allocates the overall site for mix of uses including offices, residential, recreational and other commercial uses under Policy LPS54. In addition, the Council granted outline planning permission for office development on a 5.73 ha parcel of land to the east of the current campus in August 2016 (Application Number: 16/2314M). A detailed Reserved Matters application has been submitted in July 2017 (Application Number: 17/3747M) for this new office development, which aligns with the parameters of the outline consent and CELPS Policy LPS54.

The draft Development Framework and illustrative masterplan is underpinned by this changing planning context for the site. It supports an integrated approach to its future development, consistent with the new policy background and reflecting the latest planning permission on the land.

#### 2. Delivering the Needs of the Market

It is important that the opportunities presented by redevelopment of the Royal London campus and further land within the Local Plan allocation are commercially deliverable. This means the masterplan must enable the delivery of the type and quality of accommodation which is attractive to the market and that will deliver the mix, type and quality of uses that will allow Wilmslow’s economy to thrive. Meeting need and expectation is not only about providing quality employment opportunities and an attractive range of housing however – it is also critical that the site is better connected to facilities, offers a range of amenities and is served by improved transport provision, both in terms of public transport and its accessibility by a range of modes. All of this will create an environment which will help to retain and attract quality businesses and, crucially, their skilled staff in the town. This is a key issue in relation to Royal London as Wilmslow’s biggest employer and by taking a comprehensive approach to the site, one which this Development Framework seeks positively to address

#### 3. Responding to the Quality of Existing Assets

RLG’s intended move from Royal London House and Alderley House has led to the opportunity to review the condition, efficiency and adequacy of existing campus buildings against the needs of potential future occupiers and their suitability for alternative uses. As a result of this exercise, it is clear that current premises – particularly Royal London House, Alderley House and Harefield House – are inefficient, unsuitable to meet the needs of modern occupiers and are not easily or viably adaptable for alternative uses. Ultimately, the retention of these buildings does not support the quality of place that would make the Royal London campus a truly dynamic, modern and attractive business location. A summary of these buildings is as follows:

- **Royal London House** - Royal London House is a bespoke built office building constructed in 1987. In relation to current occupier requirements it is inefficient and not easily adaptable with a poor gross to net floor area ratio. Adapting Royal London House would require very significant investment to meet the needs of a modern business. Significant feasibility and viability testing has been undertaken by RLAM that has considered a range of possible options for Royal London House, including refurbishment and remodelling. This exercise has concluded that, at present, options for the reuse of Royal London House are inefficient and not commercially viable and, as such, redevelopment represents the most appropriate way forward. In addition, RLG as the occupier

has undertaken its own detailed assessment of the functionality, suitability and condition of Royal London House and has concluded that refurbishment whilst remaining in occupation is not a viable option.

- **Alderley House** - Alderley House is a 2 storey office building that does not provide the type or quality of office space now sought by modern businesses and which is required to attract and retain staff. Alderley House has no architectural merit or interest and represents an opportunity to replace an ageing and inflexible property with a new purpose designed building of much higher quality.
- **Harefield House** - Harefield House has been converted for office use and is occupied by a small number of SME’s, a gymnasium which is used by RLG’s staff and as a meeting place for RLG staff community groups. At present, the building is fragmented, has an inefficient layout and would be difficult to remodel to provide modern office space or to adapt for alternative uses.

Having regard to the above, the Development Framework and illustrative masterplan has considered opportunities for redevelopment of these buildings to fully maximise the potential of the existing developed (brownfield) parts of the site in ways which will be attractive to the market and hence commercially viable and deliverable, as well as consistent with adopted Policy LPS54 of the CELPS

#### 4. RLG Expansion

Since its move to Wilmslow, RLG has grown significantly and now has more than 1,200 full and part time staff employed at the site. The growth of Royal London at the site has been a major success and the company is now an integral part of the community in Wilmslow. However, RLG now requires the scale and quality of office space, as well as the connectivity and amenities, that could accommodate at least 1,500 staff, with the potential for further expansion.

As a result of this continued growth in headcount and the obsolescence of existing accommodation, RLG undertaken its own appraisal of what a modern, growing business needs from its business location and premises to continue to thrive. This has led to a commercial decision by RLG to vacate its existing office premises, focused primarily on Royal London House and Alderley House. This has presented RLG with two options, either remain in Wilmslow and build a new office, in line with the adopted CELPS allocation, or to move away from the town. In this regard, RLG retained agents in 2016 and launched a formal search for a new office. It expects to make a decision in 2017 about where to expand. The response from the landowner, RLAM, to the choice which RLG needs to make, has been threefold:

<sup>3</sup> The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p2, pp1.10

<sup>4</sup> The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p1

- a). To promote its ownership through the CELPS process for B1 a mix of uses, in respect of which adoption of the CELPS has represented an important milestone to RLG;
- b). To obtain outline and reserved matters planning consents for a new, modern office up to 17,000 sq. m., which meets the occupier requirements of either RLG or another knowledge-based occupier, thereby keeping open the option of RLG remaining in Wilmslow; and
- c). To prepare and present for approval to CEC a wider Development Framework, which is anchored on providing a thriving mixed use environment of the type favoured by most knowledge-based businesses, looking to attract, retain and motivate high quality staff.

In summary, the masterplan and vision for the future comprehensive development of the site will provide the certainty of a high quality, deliverable and sustainable development to support RLG's decision making process, as well as ensuring an attractive location to attract and retain other knowledge based businesses to the town.

#### NEXT STEPS AND PROCESS

The Royal London Development Framework was considered by the Council's Portfolio Holder for Housing and Planning at a meeting on 19<sup>th</sup> June 2017, where a decision was made to approve the document for 6 week period of public consultation, which ran from Friday 23<sup>rd</sup> June to Friday 4<sup>th</sup> August.

The purpose of this consultation was to seek the views of the local community and other key stakeholders on the guidance contained in the Development Framework. The comments received have been fully considered by the Council and necessary revisions in light of these comments have been made to the Development Framework. A Consultation Report which accompanies the Development Framework provides a summary of the consultation undertaken, a review of the comments submitted and the Council's response to each area of feedback received. A revised document was brought before the Council's Cabinet for final approval and endorsement in October 2017. The document is now a material consideration in the determination of any future planning applications made at the Royal London site.



Royal London House



Alderley House



Harefield House



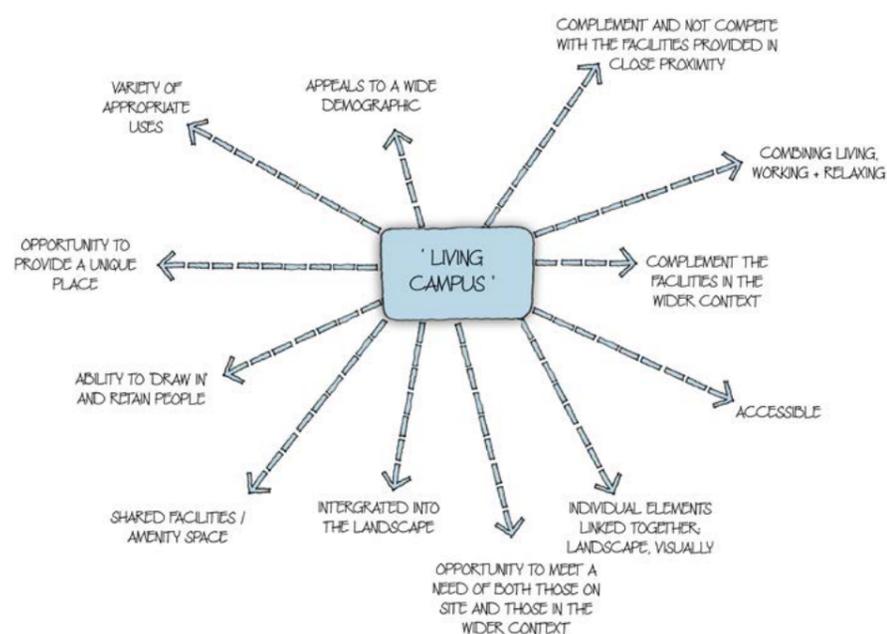
Fulshaw Hall (Right) Coach House (Left)

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK 2. THE VISION AND KEY THEMES

Royal London provides an exceptional opportunity to build on the existing strengths of the site as a dynamic business location. Its strategic position, mature landscape setting and the scale of the opportunity available provides great scope to develop a high quality of place in a mixed use campus that can help to retain and attract key knowledge based businesses in Wilmslow. This section sets out an overarching vision for the site. It articulates the key themes that underpin this vision and which have driven the illustrative masterplan, which is supported by a set of Key Development Principles to guide future development on the site.

### THE 'LIVING CAMPUS' VISION

At the heart of the vision for the Royal London site is the aspiration to create a **'Living Campus'** that delivers a mix of uses as part of a dynamic business led environment. Crucially, the living campus encapsulates a quality of place and provides a thriving environment for business, which is not only a destination where people go to work, but one with a distinct identity that offers an integrated approach to living, working and relaxing. The living campus will embrace the exceptional landscape strengths of the Royal London site, and offer a unique business environment that is distinctive and different to more conventional employment locations. It will be well connected by a range of transport modes, sustainable and easily accessible to residents, workers and the local community. Ultimately, the living campus will be a location that is able to attract and retain high quality businesses and jobs, drawing on the knowledge economy and providing the type and quality of accommodation that will support the sustainable growth of Wilmslow and Cheshire East.



### THE LIVING CAMPUS: KEY THEMES

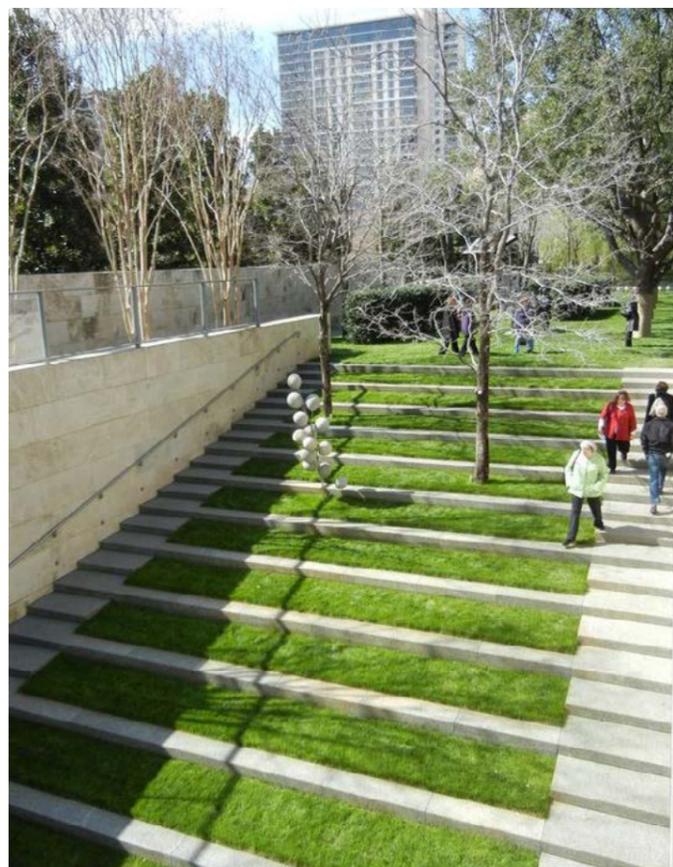
To articulate the vision and ensure the living campus and quality of place is translated into a deliverable illustrative masterplan and, ultimately into the future development of the site, a set of **five key themes** have been developed to inform the Development Framework. These are:

#### 1. A Thriving Location to Live, Work & Relax

At the heart of the living campus vision is the ambition to create a pleasant and inviting business led environment where people can live, work and relax. The living campus should create a distinctive and modern business location supported by a mix of residential, commercial, community, recreational and leisure uses that provide a quality of place that encourages activity throughout the day, accessible not only to the future occupiers of the site, but also the wider community. The key objectives of this theme are:

- To build on the strengths of the Royal London site as a premier business location and **develop the living campus into a thriving location for business.**
- To create **a strong identity, a quality of place and a brand** that differentiates the living campus from other residential and office locations.
- To provide **open spaces, amenities and shared uses** that build on the landscape strengths of the site and provide a quality of place where residents, workers and visitors can exercise and relax.
- To provide **connectivity between uses** to ensure that the living campus works as a holistic development rather than a cluster of isolated development parcels
- To provide an **open and accessible site that provides a range of amenities and community uses** that can be used by the residents of Wilmslow.
- To provide a campus that **promotes personal wellbeing** by making lifestyle and fitness integral to the living campus offer, offering a range of amenities to encourage participation by future users of the site and the local community
- To create a **comprehensive offer that helps businesses to attract and retain staff** and which appeals to a wide demographic.



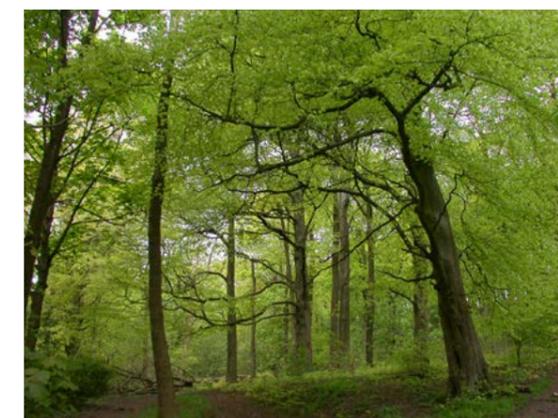
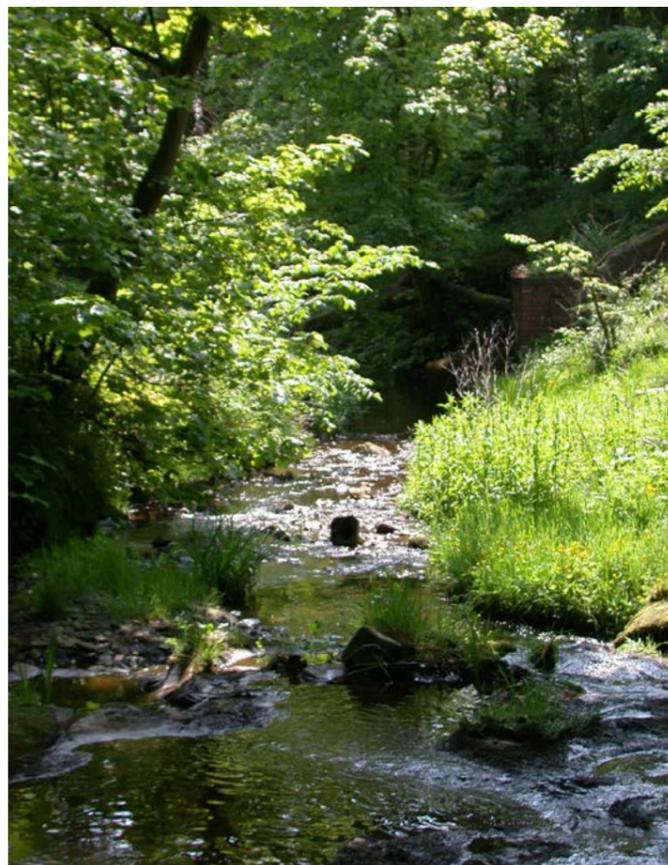


**2. A Highly Accessible and Connected Campus**

Central to the living campus concept is the need to promote a quality of place by enhancing the connectivity and accessibility of the site and building on its close proximity and relationship with Wilmslow Town Centre and Alderley Edge. The living campus should be accessible via a variety of modes of transport and encourage residents, workers and visitors to utilise sustainable modes where possible. The key objectives of this theme are:

- a) To **enhance bus services**, providing improved public bus services which will directly serve key elements of the living campus.
- b) To **improve pedestrian links** to Wilmslow Rail Station and the Town Centre, including the excellent range of facilities it offers.
- c) To **improve cycle connectivity** including enhanced links to Wilmslow Rail Station and Town Centre.
- d) To **incorporate green infrastructure** that promotes a quality of place and encourages internal connectivity; offering greatly enhanced pedestrian permeability and accessibility through the 'living heart' of the campus.
- e) To **ensure that there is safe vehicular access** to the site **and adequate car parking** to accommodate future occupiers.

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK 2. THE VISION AND KEY THEMES



### 3. Creating A Quality of Place Built on Landscape and Heritage Strengths

A core strength of the current Royal London site and a key differentiator compared to many other employment locations is its mature landscape and heritage setting. Central to the vision is creating a 'Quality of Place' by retaining and enhancing the special setting of the site by making the landscape assets an integral part of the living campus offer. The key objectives of this theme are:

- a) To **create a true 'Quality of Place'** that supports interconnectivity between the built and natural environment.
- b) To **protect and preserve important landscape and heritage assets** and their wider setting, to safeguard those parts of the site that are cherished and valued.
- c) To **enhance the existing landscape setting** and integrate these strengths into the wider site offer, placing green infrastructure at the heart of the vision.
- d) To better **utilise heritage assets**, and in particular the Listed Fulshaw Hall and Coach House <sup>5</sup>, in order to ensure their long-term beneficial use and help create an attractive destination for occupiers and visitors, including the local community.

<sup>5</sup> The statutory listing of these buildings is 'Fulshaw Hall and the Staff Restaurant (30m North of Fulshaw Hall)' - the Staff Restaurant is better known as the 'Coach House' and is referred to as such in this document. There is another building which is also known as the Coach House, which is not listed, approximately 50m to the north west of these buildings.

**4. Providing an Offer that Meets Need**

To be deliverable, the site must ensure it promotes the types and quality of uses that meet expectations. This includes meeting the expectations and requirements of the market; of future occupiers and residents of the development and of the local community. The key objectives of this theme are:

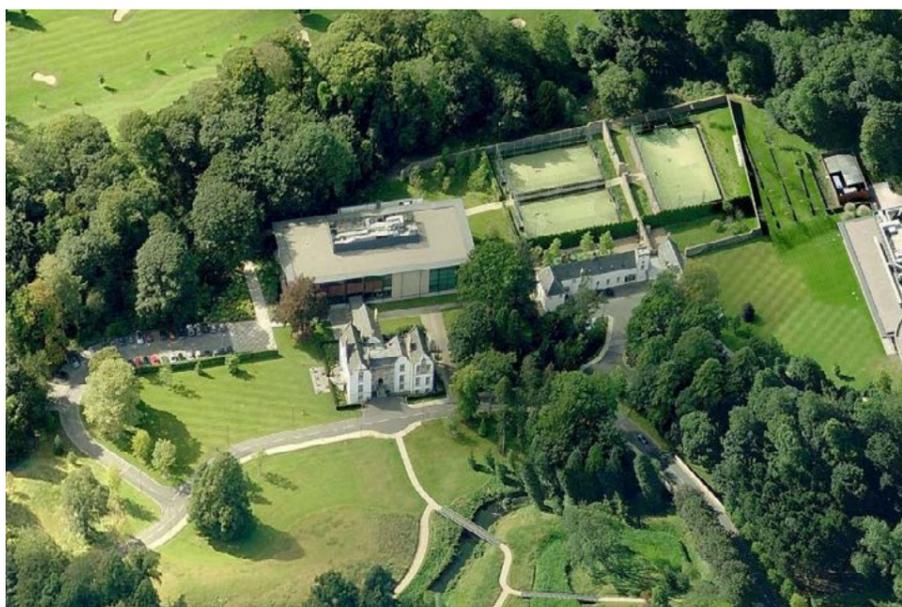
- a) To **provide high quality, knowledge based employment space** that is flexible, modern and commercially attractive.
- b) To **provide the type and quality of homes** that will meet the needs of Wilmslow and the Borough.
- c) To **provide the type, quality and mix of amenities** that meet the needs and aspirations of future occupiers, residents and the local community.
- d) To deliver a high quality scheme that meets the needs of the knowledge economy by **creating the conditions that will retain and attract successful businesses and talent**.
- e) To create an integrated living campus that **promotes a distinctive sense of place**.
- f) To provide a variety of **uses that complement and support rather than compete with the wider offer** in Wilmslow.

**5. Adopting a Collaborative Approach**

A vision and illustrative masterplan has been developed which aligns with the adopted Local Plan policy framework and also integrates the existing outline planning consent for new office development on the site. The key objectives of this theme are:

- a) To ensure that the masterplan and development of the campus **accords with Policy LPS54 of the adopted CELPS**.
- b) To ensure that any development of the campus is **sensitive and responsive to the needs of local residents**.
- c) To **engage with the wider local community** and to feed into the preparation of the forthcoming Neighbourhood Plan for Wilmslow.
- d) **To ensure the masterplan responds appropriately to the views of other stakeholders** in relation to technical matters.
- e) To reflect in the masterplan, the extant **outline planning permission to develop a high quality** office building and to support the Reserved Matters application that will bring forward this development (which was submitted in July 2017).
- f) To **explore opportunities to encourage the resourcing of local labour and supply chain option** in order to support the local economy.
- g) To promote a development that is **commercially viable and deliverable** in order to ensure that the CELPS allocation of the site (Policy LPS54) can be genuinely realised

The five overarching themes that underpin the living campus are intended to work in harmony to guide the development of thriving business environment that will deliver an exceptional quality of place. The quality of place that these key themes and their underlying objectives will create in Wilmslow should be one that CEC, RLAM, future business occupiers and residents and the local community can be truly proud of.



## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

### 3. STRATEGIC CONTEXT

The northern part of Cheshire East is an area with significant economic and growth potential. It benefits from strong links to key population centres and transport hubs, including Manchester City Centre and Manchester Airport. Wilmslow has a population of 23,900<sup>6</sup> people and acts as a gateway between Cheshire East and Greater Manchester; providing an opportunity to build on existing strengths in the professional services and knowledge based industries and delivering the type of employment space, housing and amenities that can support the sustainable growth of Cheshire East. The Royal London site is a major asset to Wilmslow and its future growth and development as a premier business location will be an important component in fulfilling the economic potential of the Borough.

#### REGIONAL AND SUB-REGIONAL CONTEXT

Wilmslow occupies a strategically important location and is a key link between Greater Manchester and the Constellation Partnership area (formerly the Northern Gateway Development Zone), which encompasses Cheshire East and the north of Staffordshire. The vision for the Constellation Partnership is to deliver significant new homes and jobs across the Partnership's area by 2040, building on success that is "underpinned by a skilled population, a high value multi-university fed knowledge economy, a dynamic business environment based around a range of growth sectors"<sup>7</sup>.

The Cheshire and Warrington Local Enterprise Partnership ("LEP") is also playing a central role as an enabler of new opportunities and a driver of the growth of the sub regional economy. The LEP's Strategic and Economic Plan for Cheshire and Warrington seeks to deliver a significant level of housing and employment growth, supporting a combined region which is home to an additional 100,000 residents, 75,000 new jobs and 70,000 new homes by 2030<sup>8</sup>.

There is a significant wealth of strategic policy at the regional and sub-regional levels that supports the future growth of Wilmslow and Cheshire East. This Development Framework complements these key strategic policy objectives and will help create the conditions that will attract and retain businesses and their skilled staff in Wilmslow, as well as enabling the provision of new homes consistent with national policy priorities.

<sup>6</sup> Adopted CEC Local Plan Strategy, July 2017, page 29, paragraph 2.74

<sup>7</sup> A Collaboration for Growth and Prosperity, p1

<sup>8</sup> Cheshire and Warrington Matters: A Strategic and Economic Plan for Cheshire and Warrington (2014), p6

<sup>9</sup> Alignment of Economic, Employment and Housing Strategy, June 2015, page 46, paragraph 5.15

<sup>10</sup> The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p1

<sup>11</sup> Adopted CEC Local Plan Strategy, July 2017, page 29

<sup>12</sup> Adopted CEC Local Plan Strategy, July 2017, page 360, paragraph 15.629

#### SUPPORTING THE GROWTH OF WILMSLOW

Wilmslow benefits from excellent locational qualities, local amenities and a highly skilled workforce. The town has developed a reputation as a premier location for high value sectors, notably the professional and financial services sector (including RLG); scientific and technical activities and the technical sector<sup>9</sup>.

Together, these account for 37% of all employment or 4,000 jobs in Wilmslow, more than double the national average (15%). RLG is a major driver and contributor to the sectors, accounting for more than 1 in 10 jobs (providing more than 1,200 full and part time jobs) in Wilmslow and contributing a GVA of £110m to the local economy<sup>10</sup>. As such, Wilmslow is fully embedded in strategic policy as a key service centre and important employment location with excellent access to the Greater Manchester economy.

Wilmslow is extremely well placed to meet the potential demand from companies in sectors that have high growth and investment prospects and the town has the potential to take advantage of accelerated economic development. A number of strategic factors drive Wilmslow's attractiveness as an office and business location including its transport links, amenity offer, skilled population, quality housing and proximity to Manchester, the airport and the motorway network. These strategic advantages support growth potential, both in terms of inward investment and expansion of existing local businesses, creating a demand for the types of employment and residential accommodation that will attract and retain both business and people

CELPS strategic policy formally identifies Wilmslow as a Key Service Centre with an expanding knowledge based industry<sup>11</sup>. It also recognises that the Royal London site "presents an opportunity to deliver a high quality, sustainable, mixed use development to contribute to the identified housing needs of Wilmslow, as well as contributing to the provision of the Borough's knowledge-based industry and open space provision<sup>12</sup>".

#### SUMMARY

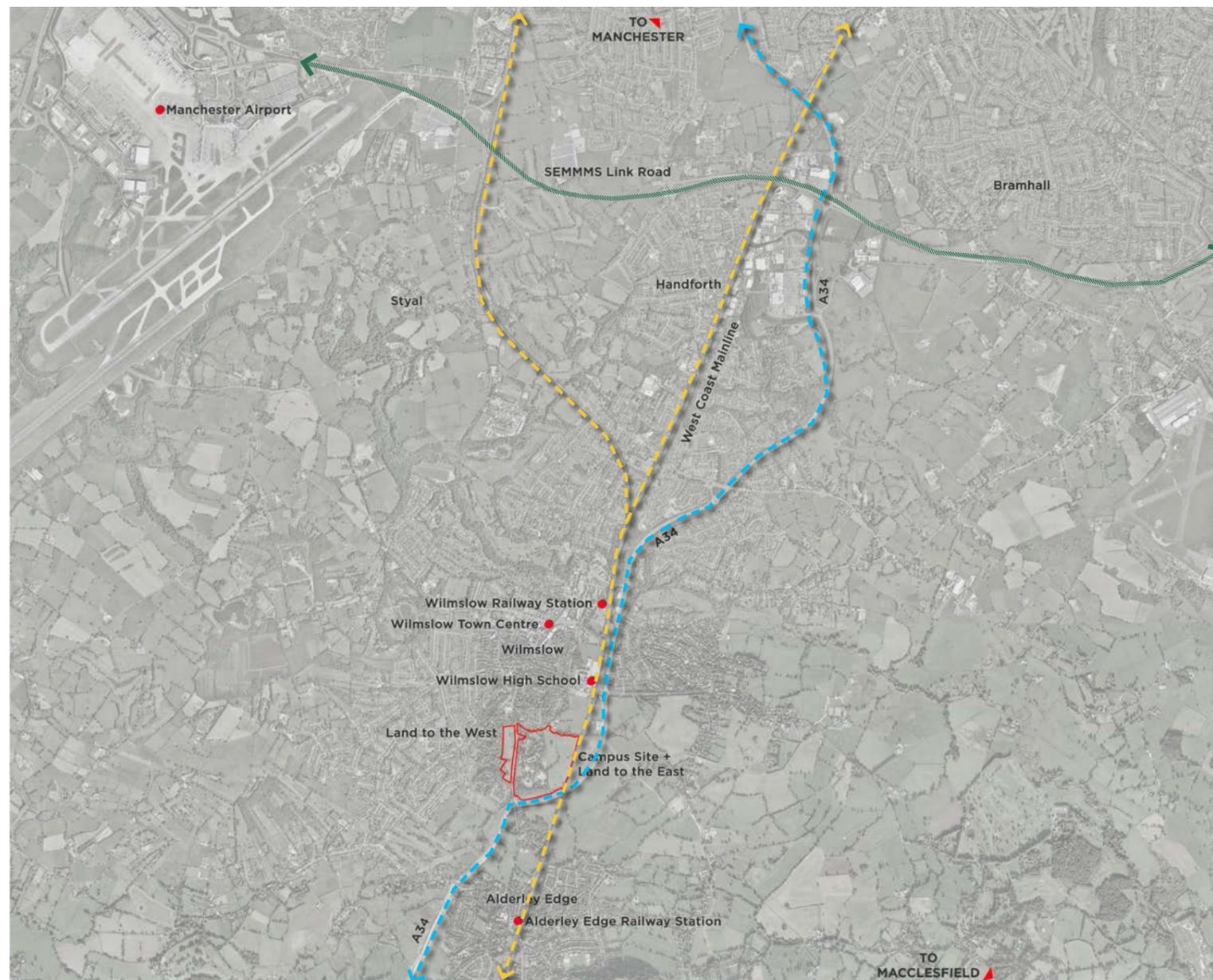
The Royal London site is very well located in Wilmslow and benefits from key links to Manchester City Centre, the Airport and the wider Greater Manchester conurbation. The Royal London site is identified as an important strategic driver of the local knowledge economy and a key employer in Wilmslow. It is also planned as the provider of an important component of the future supply of new homes in the town. The development of the site therefore provides a significant opportunity to develop the employment strengths of the site and retain and attract the types of business and highly skilled workers that will support the strategic priorities of Wilmslow and Cheshire East.

The following section comprises a short description of the Royal London site which is subject to this Development Framework.



Front Covers of Alignment of Economic Employment and Housing Strategy, Cheshire and Warrington LEP, Northern Gateway Development Zone / The Constellation Partnership and Cheshire East Local Plan Strategy

The Royal London site is located to the south of Wilmslow town centre and is currently home to Wilmslow's largest employer, RLG. The site sits within an attractive and mature landscaped setting and provides an exceptional opportunity to create a "living campus" that builds on its existing strengths and supports the growing knowledge economy in Wilmslow and the northern part of the Borough.



Wider Site Location Plan (Source: Google Earth)

The Royal London site is managed by RLAM, which is a wholly owned asset management subsidiary of the RLG that was established in 1988. RLG is the UK's largest mutual life and pensions company and has been an integral part of the fabric of British society for more than 150 years. As a mutual insurer, RLG is owned entirely by its policyholders.

RLG is currently the primary occupier of site having acquired the Refuge Assurance Company (which was headquartered at the site) in 2000. Originally, the site was known as 'The Fulshaw Estate' and was the former home of the Finney Family, who purchased the estate in 1682. During the Second World War, the site and its premises was requisitioned by the War Office and used for the training of Special Operations Executive agents. Prior to RLG's occupation and the development of the current Royal London House by the Refuge Assurance Company in 1987, the site was used as offices by ICI<sup>13</sup>.

RLG has become Wilmslow's largest employer and the campus has become an important contributor to both Wilmslow and the Cheshire East economy. The campus is also occupied by a number of smaller SME businesses that capitalise on the site's location and the presence of RLG in Wilmslow.

#### THE SITE

The Royal London site lies approximately 1km to the south of Wilmslow Town Centre and approximately 1.8km to the north of Alderley Edge. It has excellent access to the strategic highway network lying adjacent to the A34 Pendleton Way (the Wilmslow bypass) and connected to a local road network which provides good links to Manchester, Manchester Airport and the M56 (via the A538).

The site is fairly well served by public transport with bus stops conveniently located along Alderley Road and routes providing regular services to Wilmslow, Manchester and Macclesfield. Wilmslow Railway Station is located within walking distance of the site, situated approximately 1.5km north, and serves a range of destinations on the West Coast Mainline, providing access to Manchester in under 30 minutes and London in less than 2 hours.

The site that is subject to this Development Framework and illustrative masterplan comprises two parcels of land both of which fall within Strategic Site Policy LPS54 of the CELPS. The extent of the land is shown edged red on the plan presented on the plan here, which illustrates the site within its strategic context. It comprises two main areas which are briefly described on the following pages.

<sup>13</sup> The Wilmslow Website - <http://www.wilmslow.org.uk/wilmslow/wfulshaw.html>

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

# 4. THE ROYAL LONDON SITE

### 1. Land to the East of Alderley Road

The eastern element of the site extends to approximately 22.6 hectares and lies between Alderley Road to the west and the West Coast Mainline to the east. To the north is Wilmslow High School and established residential areas at Whitehall Close and Harefield Drive. To the south is the Pendleton Way/A34 Bypass which forms a strong physical boundary between the site and open countryside further to the south.

The western extent of this area is occupied by the current Royal London campus including its associated buildings, car parking and infrastructure. This part of the site sits within a mature and well enclosed landscape setting and includes a number of mature tree groups covered by Tree Preservation Orders (“TPOs”) which give the site its sylvan character.

The site has a number of interconnected watercourses, including Whitehall Brook (classified as a “main river”) which is located on the southern boundary of site, an unnamed ordinary water course located at the northern boundary of the land to the east of Alderley Road and an unnamed culverted water course that runs through the Royal London campus.

Currently, the site is accessed at two points from Alderley Road which is lined (on both sides) in this vicinity by mature hedgerows and trees which form an important part of the local character and which act as a screen to the site.

The current Royal London campus contains a mix of buildings of varying ages, styles and quality including:

- **Royal London House** – a bespoke, irregular shaped 9,750 sq. m. office building constructed in 1987 and is the main offices currently occupied by the RLG;
- **Alderley House** – an ageing two storey office building providing approximately 2,400 sq. m. of floorspace which is occupied by both RLG (in part) and a number of SME’s;
- **Harefield House** – this building is unlisted and provides approximately 230 sq. m. of space situated between Royal London House and Alderley House, which is utilised by small number of SMEs, as a gymnasium for RLG’s staff and as a meeting place for RLG staff community groups;
- **Fulshaw Hall and the Coach House<sup>14</sup>** – comprising two Grade II listed buildings (which were built in 1684 and 1890 respectively) which provide small scale office space for SMEs;
- **Lodges** - three existing lodges front onto Alderley Road, which are known as Harefield Lodge North, Harefield Lodge South and Fulshaw Lodge South. These lodges currently provide limited office space for smaller commercial businesses; and
- **Car parking** – there are a number of existing areas of surface car parking serving the office uses, including a two-level decked car park located between Alderley House and Royal London House and an open surface level car park to the immediate east of the campus buildings. Existing parking on the site comprises approximately 870 spaces in total.

Land to the east of the existing campus, located adjacent to the West Coast Mainline comprises open land bounded by hedgerows and contains some sporadic individual trees. The topography of this area falls from its highest point in the south west to the lowest in the north eastern corner. To the immediate north of this land is Wilmslow High School’s playing fields and established residential areas forming part of Wilmslow’s urban area.

On 9th August 2016 outline planning permission (Application Reference: 16/2314M) was granted for a new office development on 5.73 ha of land at the south eastern part of the site. The planning consent approves up to 17,000 sq. m. of new office space alongside 1,100 car parking spaces, access improvements, new pedestrian and cycle routes and the enhancement of existing landscaping. A detailed Reserved Matters application has been submitted in July 2017 (Application Number: 17/3747M) for this new office development, which aligns with the parameters of the outline consent and CELPS Policy LPS54. These planning consents will provide a catalyst for the future development of the Royal London site.

### 2. Land to the west of Alderley Road

Land to the east of the existing campus, located adjacent to the West Coast Mainline comprises open land bounded by hedgerows and contains some sporadic individual trees. The topography of this area falls from its highest point in the south west to the lowest in the north eastern corner. To the immediate north of this land is Wilmslow High School’s playing fields and established residential areas forming part of Wilmslow’s urban area.

There are no public rights of way, watercourses or built form within this land. Land to the west of Alderley Road is characterised by mature trees and hedgerows along Alderley Road and some mature trees within the body of the site, mainly in its southern extent.

<sup>14</sup> The statutory listing of these buildings is ‘Fulshaw Hall and the Staff Restaurant (30m North of Fulshaw Hall)’ – the Staff Restaurant is better known as the ‘Coach House’ and is referred to as such in this document. There is another building which is also known as the Coach House, which is not listed, approximately 50m to the north west of these buildings.

# ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

## 4. THE ROYAL LONDON SITE



**Key**

- Study Area
- Existing Ponds + Watercourses
- 01 Fulshaw Hall + "Coach House"
- 02 Royal London House
- 03 Existing Lodges
- 04 Existing Decked Carpark
- 05 Harefield House
- 06 Alderley House
- 07 Whitehall Brook
- 08 Existing Carpark



**Key**

- Site Boundary
- Land Ownership Boundary
- Pedestrian/Cycle Link
- Employment Use (Use Class B1) including carparking, landscaping + associated infrastructure. Building height to a maximum of +95,000AOD
- Area for ecological mitigation
- Area for landscape buffer within employment use
- Access  
Please refer to CBO access plans for further detail
- Existing vegetation retained
- Existing vegetation removed

Site Features

Outline Planning Consent Area

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

### 5. PLANNING POLICY

This section provides a summary of the key relevant planning policies that will be considered in the development of the Royal London site. It is not intended as a comprehensive account of all relevant planning policy and should be read in combination with the detailed requirements set out in the adopted Cheshire East Local Plan Strategy (“CELPS”) and other relevant planning guidance.

The relevant adopted Development Plan for the site currently comprises the adopted CELPS and the “saved” policies of the Macclesfield Borough Local Plan<sup>15</sup>. On the adoption of the CELPS on 27<sup>th</sup> July 2017, the new Local Plan formally replaced a number of policies in Macclesfield Borough Local Plan as it affects this site. Accordingly, the Development Framework focuses on the key policies in the CELPS as they apply to the site.

In addition to the CELPS there are a number of formal and informal Supplementary Planning Documents which provide more detail and which are likely to be material in determining applications on this site. These include:

- Supplementary Planning Guidance Note ‘Development in Established Residential Areas: Fulshaw Park’ (2004);
- Section 106 (Planning) Agreements Supplementary Planning Guidance (2004);
- The Cheshire East Borough Design Guide Supplementary Planning Document (2016); and
- The Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (as amended).

The following section identifies the key CELPS policies of relevance to the Royal London Strategic Site.



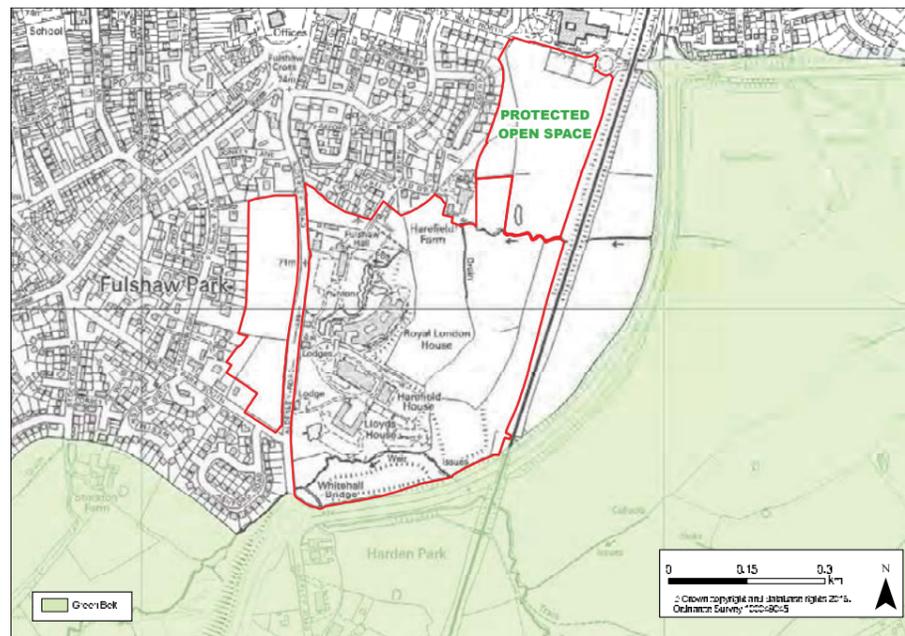
Front Cover of Cheshire East Local Plan Strategy and the National Planning Policy Framework

<sup>15</sup> The Macclesfield Borough Local Plan, adopted on 8th January 2004

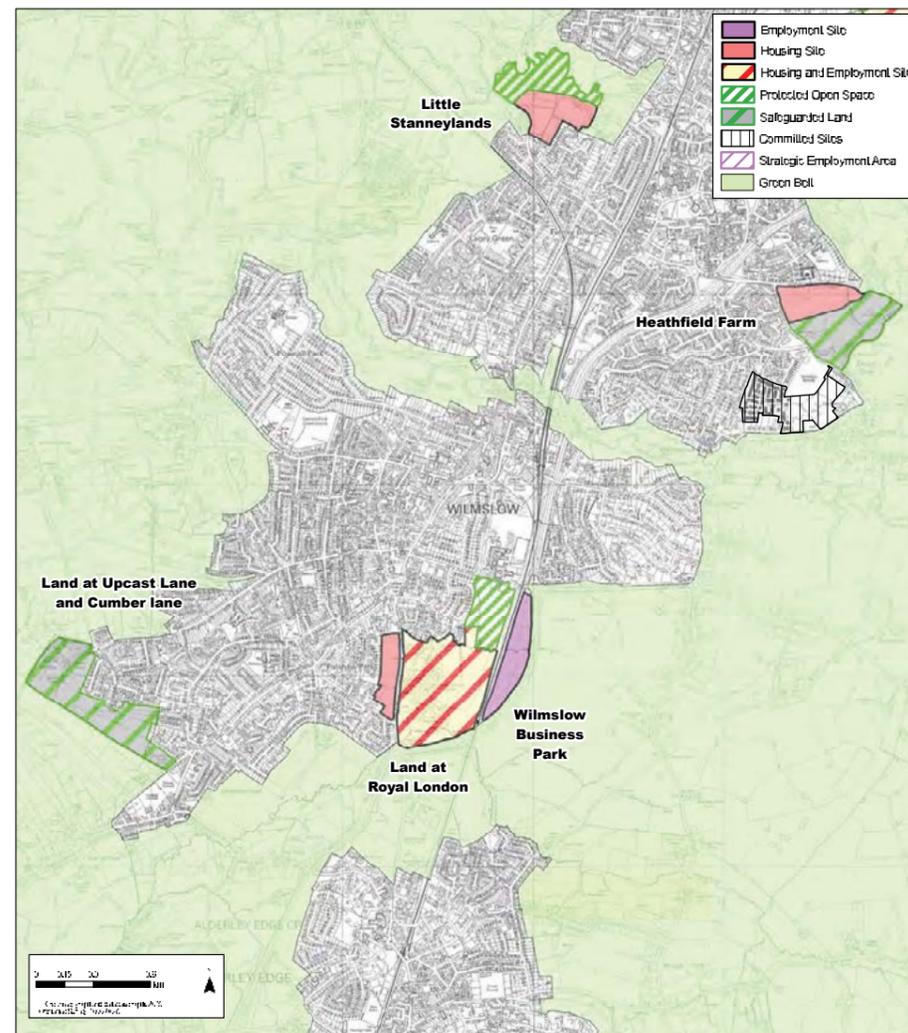
**LAND USE: POLICY LPS54**

The CELPS allocates the entire Royal London site and further land covered by this Development Framework for mixed use development. This is set out in Strategic Site Policy LPS54: 'Royal London and land the west of Alderley Road, Wilmslow'. A full copy of Policy LPS54 is reproduced at Appendix A to this Development Framework.

Policy LPS54 identifies the Royal London site as a key opportunity which will facilitate the growth and expansion of a major employment site. The site is described as performing "an essential role" and as "vital in providing future employment opportunities in Wilmslow".



CELPS Policy LPS54 Policy Map



CELPS Wilmslow Town Map

**Potential Uses for the Royal London Campus**

Policy LPS54 identifies a range of potential land uses for this site. These land uses, together with the Development Principles set out in the policy, have informed the illustrative masterplan which underpins this Development Framework. Policy LPS54 seeks the development the Royal London site together with other land (in separate ownership) to the north through:

1. The retention of the existing Royal London Campus unless buildings become surplus to the requirements of existing occupiers, in which case the Council will consider their suitability for reuse or redevelopment for a range of alternative uses;
2. The delivery of around 175 dwellings (around 80 on land to the east of the existing campus, around 20 to the north of the existing campus and around 75 on land west of Alderley Road);
3. The provision of 5 ha of employment land for up to around 24,000 square metres of B1 employment space and a hotel;
4. Incorporation of Green Infrastructure and the provision of public open space at the southern end of the land west of Alderley Road;
5. Retention and extension of the existing Wilmslow High School playing fields for educational use in the area marked as protected open space on the map. This may include additional buildings for education use provided they do not harm the integrity of the open space overall;
6. Provision of at least 1 ha of land set aside for use as school playing fields within the land to the east of the existing campus, in addition to the areas marked as protected open space on the map, and an appropriate level of amenity open space and children's play space; and
7. Pedestrian and cycle links and associated infrastructure.

Creating a mix of integrated uses that support the core employment and residential users of the site will be critical to realise the living campus vision. As such, an illustrative masterplan for the site has been developed to consider a range of complementary uses that support this vision, to deliver the objectives of Policy LPS54 and to secure the active redevelopment of existing buildings for a range of alternative uses. These are complementary to the core objectives of Policy LPS54 and include:<sup>16</sup>

- Convenience retail/commercial and food and drink uses (including restaurant and coffee shop uses) to provide accessible on site amenities and to support the living campus concept.
- Potential care home or retirement living uses.
- Community uses that support the needs of the living campus, such as a crèche or day nursery, where it is identified that amenities that are required by the wider community or by future occupiers/residents of the site
- Leisure and active indoor and outdoor uses such as a gymnasium and outdoor leisure amenity such as jogging trails, fitness tracks, allotments and formal sports provision.

<sup>16</sup> Note that this is not intended to be an exhaustive list and other uses may be considered on their individual merits.

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

# 5. PLANNING POLICY

### HIGHWAYS AND ACCESS

CELPS Policy SD1 (Sustainable Development in Cheshire East) requires that development proposals demonstrate they deliver safe vehicular access and egress arrangements and do not prejudice the movement of traffic on surrounding roads or have an adverse impact on neighbouring uses. In order to achieve this, the surrounding highway network needs to be able to accommodate any traffic growth associated with development of the Royal London site. Policy SD1 also requires sufficient car parking to be provided in accordance with adopted highway standards.

Policy CO1 (Sustainable Travel and Transport) requires development to meet the objectives of policy SD1 and supports new developments that are (or can be made) well connected and accessible. In particular, Policy CO1 encourages the development of improved pedestrian and cycle facilities and the enhancement of public transport integration, facilities, capacity and service levels. Policy LPS54 relating specifically to the Royal London site also seeks to ensure pedestrian and cycle links to the site are provided and that access to the local area (including Wilmslow Railway Station) is improved.

Policy CO4 (Travel Plans and Transport Assessments) requires all major development proposals that are likely to generate significant additional journeys to be accompanied by a Transport Assessment and, where appropriate, a Travel Plan. Any detailed proposals for the site would also need to be accompanied by a Parking Strategy that clearly sets out how future parking needs would be met.

The development of this site must ensure that sustainable modes of transport; including cycling, pedestrian access and improved public transport connections are integrated into the development of the living campus. As planning proposals are developed for the site, detailed transport and parking assessments will be required to enable an assessment of the impact of development proposals and identify mitigation measures where appropriate.

### LANDSCAPE

The landscape setting of the site is a significant asset that must be retained and where possible enhanced as the site is developed. Policy SE4 (The Landscape) requires developments to conserve landscape character and quality and should, where possible, enhance and effectively manage the historic, natural and man-made landscape features that contribute to local distinctiveness of both rural and urban landscapes. Development should incorporate landscaping which reflects the character of the area in order to promote local distinctiveness, avoid the loss of habitats and protect the historical and ecological qualities of the area.

Policy SE5 (Trees, Hedgerows and Woodland) seeks to prevent the loss of, or threat to, trees, hedgerows or woodlands that provide a significant contribution to the amenity, biodiversity, landscape character or the historic character of the surrounding area. Where such adverse impacts are unavoidable, the impact of development proposals must satisfactorily demonstrate a significant net environmental gain by appropriate mitigation, compensation or offsetting. The development of detailed proposals for the site should ensure that the impact on protected and those identified as valuable trees is assessed as part of a detailed Tree Survey.

Site specific Policy LPS54 also seeks to retain and enhance features of amenity value where feasible, including the mature wooded area to the west of the site, the brook and ponds that are present on site and the tree lined frontage to Alderley Road.

The landscape setting of the Royal London site is paramount to its character as an attractive place to live, work and relax and will be fundamental to the sense of place that is a core element of the living campus concept. Development proposals for the site will therefore be required to respect and integrate this landscape setting into any scheme, so as to preserve its character and ensure that key landscape and arboricultural assets are protected, and where possible enhanced, in line with policy.

### NATURAL ENVIRONMENT

In addition to the landscape setting of the Royal London site, there are elements of the natural environment and existing habitats which should be preserved as the site develops. Policy SE3 (Biodiversity and Geodiversity) requires areas of high biodiversity and geodiversity value to be protected and enhanced. Development proposals for the site must aim to contribute positively to the conservation and enhancement of biodiversity and geodiversity, respecting existing habitats present on the site and securing the ecological enhancement measures agreed as part of the 2016 outline consent for office development (planning consent Application Reference: 16/2314M).

Policy SE6 (Green Infrastructure) seeks to deliver a good quality and accessible network of green spaces for people to enjoy, providing for healthy recreation and biodiversity and a range of social, economic and health benefits. Policy CS26 specifically requires the incorporation of green infrastructure and appropriate landscaping at the Royal London site as well as the provision of open space at the southern extent of land to the west of Alderley Road.

Policy SE13 (Flood Risk and Water Management) requires development to manage flood risk and water quality appropriately. Parts of the site are within areas at risk of flooding and, as such, as the site comes forward for new development the appropriate policy requirements must be met to ensure that any flood risk is fully assessed at the outset and then managed and mitigated where appropriate. In line with Policy LPS54, any planning applications for development on land which is at risk of flooding will be required to be supported by an appropriate Flood Risk Assessment (“FRA”) to demonstrate that development proposals will not increase flood risk on site or elsewhere and opportunities to reduce the risk of flooding are sought, taking into account the impacts of Climate Change in line with the Cheshire East Strategic Flood Risk Assessment (“SFRA”). Development on areas that may be at risk of flooding will be required to include or contribute to flood mitigation, compensation and / or protection measures, where necessary, to manage flood risk associated with or caused by the development in line with Policy SE13 of the CELPS.

Policy SE12 requires that all development is located and designed so as to conserve and enhance the natural environment. All development should be located and designed so as not to result in a harmful or cumulative impact upon air quality, surface water and groundwater, noise, smell, dust, vibration, soil contamination, light pollution or any other pollution which would unacceptably affect the natural and built environment, or detrimentally affect amenity or cause harm.

The site is adjacent to or within areas of inert landfill associated with the construction of the A34 bypass and, as such, any limited risk associated with this would need to be assessed at the planning application stage. Policy SE12 requires that where development proposals may affect or be affected by contamination or land instability, developers provide a report which investigates the extent of the contamination or stability issues and the possible affect it may have on the development and its future users, as well as the natural and built environment. Policy LPS54 requires submission of a Phase 1 Preliminary Risk Assessment for contaminated land to understand any risk associated with on-site landfill. These are both matters to be addressed at the time of a planning application(s).

Policies SE8 (Renewable and Low Carbon Energy) and SE9 (Energy Efficient Development) seek to reduce pollution and aid a transition to a low carbon future. These policies encourage the development of renewable and low carbon energy schemes and the principles of the Energy Hierarchy including seeking to achieve a rating under schemes such as BREEAM (for non-residential developments), CEEQUAL (for public-realm development) and Building for Life. Opportunities to improve energy efficiency by means of building type, orientation, detailed design and layout would need to be considered in any proposals for the Royal London site.

Planning, through the CELPS, has a key role in addressing the impacts of climate change in terms of both mitigation and adaptation. Policy SD2 (Sustainable Development Principles) of the CELPS seeks to ensure that development is resilient to climate change by using appropriate design, construction, insulation, layout and orientation. Policy SE1 (Design) also seeks to introduce passive environmental design principles and climate change adaptation features into the orientation of buildings and spaces and through detailed design

## HERITAGE

The Royal London site contains Grade II Listed Buildings which sit within a heritage and landscape setting. It is important that the development of the site respects these Listed Buildings which comprise Fulshaw Hall and Coach House. Policy SE7 (The Historic Environment) requires the character, quality and diversity of the historic environment to be conserved and enhanced. Development at the Royal London site should seek to avoid harm to heritage assets and make a positive contribution to the character of Cheshire East's historic and built environment, including the setting of assets and where appropriate, the wider historic environment.

As detailed proposals for the site come forward, a Heritage Assessment will be required as part of any planning application, to ensure heritage assets and their settings are appropriately considered. It is important that any development within the vicinity of heritage assets should be designed to ensure adequate protection of the heritage setting; and that the significance of heritage features is appropriately protected in accordance with the requirements of Policy SE7.

## DESIGN AND AMENITY

CELPS Policy SE1 (Design) requires development proposals to make a positive contribution to their surroundings by developing a sense of place, managing design quality, ensuring sustainable design and liveability/workability, and designing in safety. Larger scale and more complex developments are encouraged to undertake a Design Review, for example through Places Matter<sup>17</sup>, and to adapt proposals accordingly.

Policy SD2 (Sustainable Development Principles) requires developments to contribute positively to an area's character and identity; including scale, choice of materials, external design, massing, green infrastructure and the relationship to neighbouring properties, the street scene and the wider neighbourhood. Proposals are also required to respect and, where possible, enhance the landscape character of the area and to respect the significance of heritage assets and their wider setting. For proposals for new employment, Policy SD2 expects that they will create an attractive and successful place to work, with minimum impact on the surrounding area, and to maximise opportunities for access and deliveries by a range of forms of sustainable transport.

Policy LPS54, relating to the Royal London site requires any development of the site to deliver high quality design and appropriate landscaping / green infrastructure, in order to preserve the character of the area and ensure an acceptable relationship between residential and employment uses. The policy also requires a design response that respects the site's location as a key entrance into Wilmslow and which addresses the setting of Listed Buildings on the site.

Proposals should also consider the guidance provided in the Cheshire East Design Guide Supplementary Planning Document (2016), which provide developers and design teams with a framework of advice to aid design evolution. Key design principles to consider include working with the grain of the site, urban design, street design, green infrastructure, landscape design, sustainable design principles and quality of life. Land proposed for housing to the west of Alderley Road should seek to reflect the guidance contained in Fulshaw Park Supplementary Planning Guidance Note (2004).

It is clear that the policy framework and associated guidance requires development proposals to demonstrate a commitment to a good quality of design, materials, finishes and detailing and provide good quality hard and soft landscaping.

## RECREATION AND LEISURE

There is an opportunity, through development of the Royal London site, to improve leisure and recreation facilities for future site occupiers and the local community. Policy LPS54 seeks to ensure that at least 1 hectare of land is set aside on land to the east of the campus for use as school playing fields. There may be potential for these playing fields, or other recreational facilities which are provided, to be used as a leisure amenity to support business occupiers of the site and the wider community.

Policy SC1 (Leisure and Recreation) supports the provision of better leisure, community and recreation facilities where there is a need for such facilities. Policy SC2 (Indoor and Outdoor Sports Facilities) also supports new sports facilities where they are accessible and appropriate in scale and type.

Recreation and leisure provision at the Royal London site will form an important component of the living campus and will help to create a mix of uses where people can truly live, work and relax.

## AFFORDABLE HOUSING

Local planning guidance on affordable housing, including Policy SC5 (Affordable Homes) of the CELPS, seeks to secure 30% of any new dwellings as 'affordable', subject to viability. Site specific Policy LPS54 also requires affordable housing at the Royal London site in line with Policy SC5. Policy SC4 (Residential Mix) of the CELPS also seeks to ensure that new residential development maintains, provides or contributes to a mix of housing tenures, types and sizes to help support the creation of mixed, balanced and inclusive communities; including meeting the needs of older people.

## S106 REQUIREMENTS AND COMMUNITY INFRASTRUCTURE LEVY (CIL)

Proposals for any new development will be expected to make appropriate contributions, via a Section 106 Agreement or by means of the Cheshire East Community Infrastructure Levy (if applicable). Such contributions will help offset the impacts of the proposed development on physical, social, community, and environmental infrastructure. In accordance with the CIL Regulations contributions will only be sought where they are necessary to make any development acceptable in planning terms, directly related to the development, and fairly and reasonably related in both scale and kind.

Any planning application should be supported by suggested draft Heads of Terms for a S106 Agreement. Further guidance on the contributions likely to be sought can be found in the Council's Supplementary Planning Guidance on S106 Agreements and through pre application discussions.

<sup>17</sup> Places Matter! is a north west architecture and built environment centre offering a constructive, impartial and expert advice via a Design Review Service. (<http://www.placesmatter.co.uk/>)

---

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

# 6. DESIGN AND DEVELOPMENT PRINCIPLES

---

**This section sets out the key design and development principles that have informed the illustrative masterplan and that should be used to shape the future development of the site. These key principles have been developed with full regard to the site characteristics, the character of the local area and the guidance contained in national and local planning policy. They are underpinned by a robust suite of technical assessments that provide a thorough assessment of the site constraints and opportunities.**

---

### KEY PRINCIPLE 1: LAND USES TO SUPPORT A 'LIVING CAMPUS'

*Development of the Royal London site should provide a range of land uses that support the 'living campus' as a thriving location for business and delivers an integrated, vibrant mixed use development where people can live, work and enjoy their leisure time both through the daytime and into the evening. Development should reflect the land uses in CELPS Policy LPS54 and also provide a mix of complementary uses that will be attractive to the market and deliver the mix, type and quality of amenities that typify the requirements of a modern office occupier.*

For Wilmslow to thrive, it needs a well-balanced, sustainable local economy. For this to be viable, the town needs to attract growing, knowledge-based businesses and skilled high quality staff that will support its economic growth. The Royal London site, as a premier business destination in Wilmslow, must create the conditions that attract and retain the very best B1 office occupiers and knowledge based businesses.

The living campus' principal objective is to create a dynamic business led environment that is supported by a diverse mix of uses and supporting amenities. Creating the mix and diversity of uses that appeals to modern B1 office users will create the conditions that will allow new business to thrive. The mix of land uses proposed for the site has been carefully considered to create an attractive offer for new business, which will ultimately help to attract and retain high quality businesses and staff.

Creating an attractive mix of uses to support the Royal London site is especially relevant given its edge-of-town location. The living campus will create 'urban' elements, enabling it to compete with other locations by ensuring that it provides a more sustainable mix of uses, without losing the distinctive landscaped setting that the site enjoys.

The range of land uses proposed will support a high quality, sustainable, mixed use development that supports the Royal London Campus as a premier business location. These land uses include<sup>18</sup>:

- B1 office floorspace;
- Residential development, comprising a mix of density and types of new homes including potentially care home/retirement living accommodation ;
- Hotel;
- Restaurant(s);
- Convenience retail to support the living campus concept;
- Ancillary uses such as food and beverage outlets and a coffee shop/meeting hub;
- Community facilities such as a gym and nursery/crèche;
- Open space sports/fitness facilities such as jogging trails, outdoor gym equipment, allotments/community gardening areas as well as land set aside for new playing fields;
- Outdoor event space;
- Car parking to meet the needs of residents, workers and visitors; and
- Areas of public realm/greenspace where people can meet informally and relax.

---

<sup>18</sup> Please note that this is not intended to be an exhaustive list and other uses may be considered on their individual merits.



- Key**
- Existing Green Infrastructure
  - Consented Green Infrastructure
  - Open Fields / Green Space
  - Business Use
  - Heritage
  - Residential

Landscape Character Plan

**KEY PRINCIPLE 2: RETENTION OF HIGH QUALITY LANDSCAPE SETTING**

Development of the site should protect and where possible enhance the key landscape assets and the landscape setting within which the existing Royal London campus and the wider site sits. These assets include the existing green corridor along Alderley Road, mature woodland to the south and west (of land to the east of Alderley Road); the landscape setting of Listed Buildings (Fulshaw Hall and the Coach House) and high quality trees (including those subject to Tree Preservation Orders) that have been identified as part of a detailed tree survey. New development should sympathetically integrate with the existing landscape character of the site and support the long term maintenance and management of key landscape features.

The landscape value of the site and surrounding areas has been assessed by DEP Landscape Architecture Ltd (“DEP”). The site does not lie within a protected landscape area and there are no landscape designations within or in the immediate vicinity of the site. The existing vegetation and trees at the field boundaries and edges of the site make a positive contribution towards the setting and visual amenity of the site and should be integrated into any future development proposals. If appropriate, future planning applications would be accompanied by a Landscape and Visual Impact Assessment (“LVIA”) to ensure that the key landscape characteristics of the site are assessed and appropriately retained/ enhanced.

An analysis of existing landscape features has identified key landscape character areas within the site. This includes the heritage character area to the north of the site (incorporating Fulshaw Hall and the Coach House) and the existing business character within the Royal London campus. The masterplan and future planning applications in relation to the site should consider the setting and character of development parcels across the site when considering the type, scale and mix of uses; and the impact these uses may have on landscape character.

An Arboriculture Survey has been undertaken by arboricultural consultants Tyler Grange. There are a number of TPOs present on the site which have been assessed by CEC and Tyler Grange. This has confirmed the presence of these TPOs, under a Tree Preservation Order that was put in place on the 23rd January 1975. Due to the age of this TPO, many trees have already been removed and any trees planted since 1975 are not protected. There are also other multiple trees and clusters of trees across the site. These range in quality from trees of high quality and value (Category A), trees of medium quality and value (Category B), trees of low quality and value (Category C) and trees that are recommended for removal (Category U).

Future planning applications for the site should be accompanied by an Arboricultural Impact Assessment, where required, to understand to impact of any development proposals on existing trees and to identify any required mitigation.

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

### 6. DESIGN AND DEVELOPMENT PRINCIPLES

#### KEY PRINCIPLE 3: ENHANCED GREEN INFRASTRUCTURE AND OPEN SPACE

Development of the site should incorporate a network of new and existing green infrastructure that will reflect the important landscape characteristics of the site and link together proposed land uses. New green infrastructure should support a network of open spaces that provide connectivity and support permeability within the living campus. This should include high quality landscaping, new public realm and informal meeting spaces between existing and proposed employment uses and an area of new public open space as part of the development of land to the west of Alderley Road.

The development of the site should build upon the existing internal and external connections and incorporate green areas between uses to embed the principles of green infrastructure into any future development proposals. High quality existing trees, should be retained wherever possible and positively managed to support the existing important landscape character that they provide. This includes trees along the Alderley Road boundary (west and east sides) as well as areas of woodland to the south of the existing campus site. Landscaping and planting should be encouraged to further contribute to improving landscape character, such as a strengthened green frontage to the west of Alderley Road.

Future proposals for the site should consider the opportunity to create a network of green infrastructure that supports the development and use of outdoor fitness and leisure uses, such as fitness trails, jogging circuits and outdoor gym equipment/fitness hubs. Proposals should also support internal permeability across the site and green infrastructure connectivity between the site's primary uses and the wider area. Proposals should consider the use of green infrastructure, shared spaces and the public realm in the context of the living campus concept; seeking to promote a coherent landscape and movement strategy across the site. Any planning application for the site should address the future maintenance of landscape features and public areas.



Green Infrastructure Opportunities

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK 6. DESIGN AND DEVELOPMENT PRINCIPLES



Existing Access Plan

### KEY PRINCIPLE 4: HIGHWAYS, VEHICLE ACCESS AND CAR PARKING

Development of the site must ensure that safe and suitable vehicular access can be achieved and that there is no residual “severe adverse impact” on the surrounding highways network<sup>19</sup>. An appropriate level of car parking should be provided in accordance with the outline planning consent and the Council’s Car Parking Standards.

Traffic analysis has been undertaken by CBO Transport to inform the illustrative masterplan and to understand the potential impacts of the uses proposed on surrounding public highways. Currently vehicular access to the Royal London campus is provided via two accesses from Alderley Road. The primary access is via an all movements signal controlled junction to the south of Royal London House. The second access is a priority junction located to the south of the primary access. This second access provides an entrance to car parking to the south of Alderley House, but is an “exit only” option for other Royal London campus buildings. The extant planning permission for office development on land to the east of the campus includes a requirement for works to improve the signal controlled access through the widening of the Royal London Campus approach, as well as other measures to improve traffic flows on Alderley Road.

Any further development of the site (beyond the consented office scheme) utilising these access points may need to deliver additional highway mitigation works (on and off site) in order to provide appropriate access solutions. Future planning applications will need to be accompanied by a detailed Transport Assessment and appropriate mitigation measures identified and secured.

An opportunity exists to create a new all movements access on land to the north of Fulshaw Hall (as indicated opposite and on the indicative masterplan). This has good potential to provide a third access to the campus site as well as scope to deliver penetration by public transport services through the development, by providing a direct route re-joining Alderley Road via one of the existing southern access points. A new access to the north may also provide an appropriate (temporary) entry point for site construction traffic enabling the existing Alderley Road campus accesses to operate unimpeded during the build period.

Land to the west of Alderley Road which is allocated for residential development should be served by a new priority junction along the Alderley Road frontage; an approximate position is shown on the illustrative masterplan.

The site should also provide an appropriate level of car parking to meet future need. Uses that come forward in the future as part of the masterplan should provide parking in accordance with the Council’s current Car Parking Standards.

<sup>19</sup> This is the test set out at paragraph 32 of the National Planning Policy Framework in relation to highway impacts of development.

# ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

## 6. DESIGN AND DEVELOPMENT PRINCIPLES

### KEY PRINCIPLE 5: CONNECTIVITY AND SUSTAINABILITY

Development of the site should include a comprehensive movement strategy that ensures accessibility by a range of sustainable modes of transport including public bus, walking and cycling. Any scheme should include improved pedestrian and cycle links to Wilmslow Town Centre and railway station and support the aspirations and sustainable travel initiatives which seek to connect CEC's North East Corridor.

The area surrounding the site has good accessibility for pedestrians, with high quality footways provided on both sides of Alderley Road and a controlled crossing on Alderley Road. To the south, there are controlled pedestrian crossings provided at the roundabout on the A34 Pendleton Way and A34 Melrose Way to link to Alderley Edge, which are connected to Alderley Edge to the immediate south of the A34 bypass by Strategic Footpath FP46 (Wilmslow) and Strategic Footpath FP47 (Alderley Edge). To the north, existing footways continue into Wilmslow town centre. Harefield Drive has good quality footways and links to Holly Road South, providing direct links from the site to the town centre, railway station and further north into the Bollin Valley Way recreational route.

Advisory cycle lanes are provided along Alderley Road in both directions between the Royal London campus signal junction and the Alderley Road / B5086 Knutsford Road / Bedells Lane roundabout. There is also a short section of advisory cycle lane on the northbound side of Alderley Road between the Alderley Road / A34 Pendleton Way / A34 Melrose Way roundabout. In addition, a new combined cycleway / footway would be provided on the east side of Alderley Road between the A34 roundabout and the southern Royal London access as part of the measures required under the consented office scheme (Application Number: 16/2314M), which will improve cycle and pedestrian connectivity along Alderley Road between Wilmslow and Alderley Edge.

Future development proposals should ensure that existing pedestrian/cycle links are enhanced both within the site and to the wider area to maximise the advantages of the sites proximity to the wide range of facilities within Wilmslow town centre and the railway station.

The opportunity that exists to create a new all movements access on land to the north of Fulshaw Hall provides the scope to deliver a bus route through the campus by providing a direct route, re-joining Alderley Road via one of the existing southern access points. An on-site bus stop or stops would improve accessibility and directly serve the office and residential elements of the development, providing a more efficient way of serving the site by bus than the existing Alderley Road corridor (which has an existing bus service, the No. 130, which runs between Manchester and Macclesfield). There is an opportunity for the Royal London site to capitalise on proposals which seek to connect key locations in Cheshire's North East, that could provide shuttle bus services that connect destinations across Cheshire's North East "Science Corridor", which covers the area between Knutsford and Macclesfield and extends northwards including the A34 corridor to Wilmslow / Handforth, as well as the A538 corridor to the Airport

Future planning applications at the Royal London site should, through the appropriate mechanisms, fully investigate the potential implementation of this bus route and bus service diversions.

### KEY PRINCIPLE 6: PROTECTING AND ENHANCING ECOLOGY AND BIODIVERSITY ASSETS

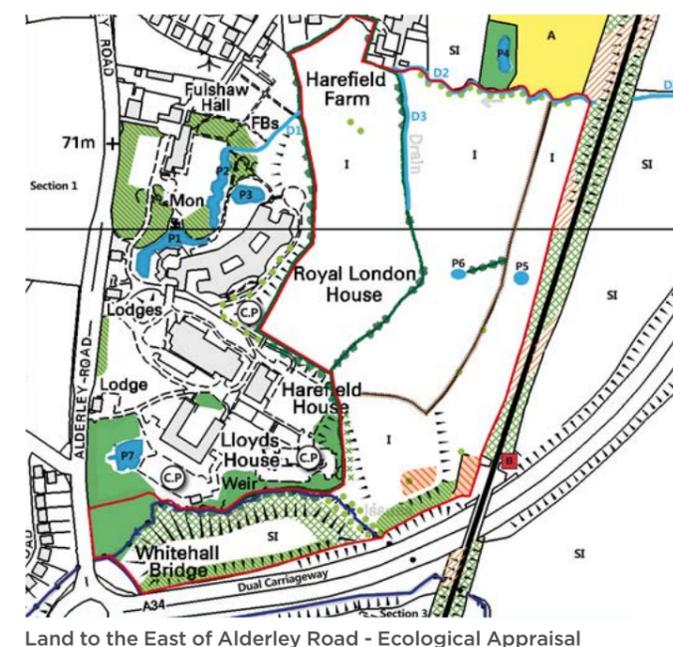
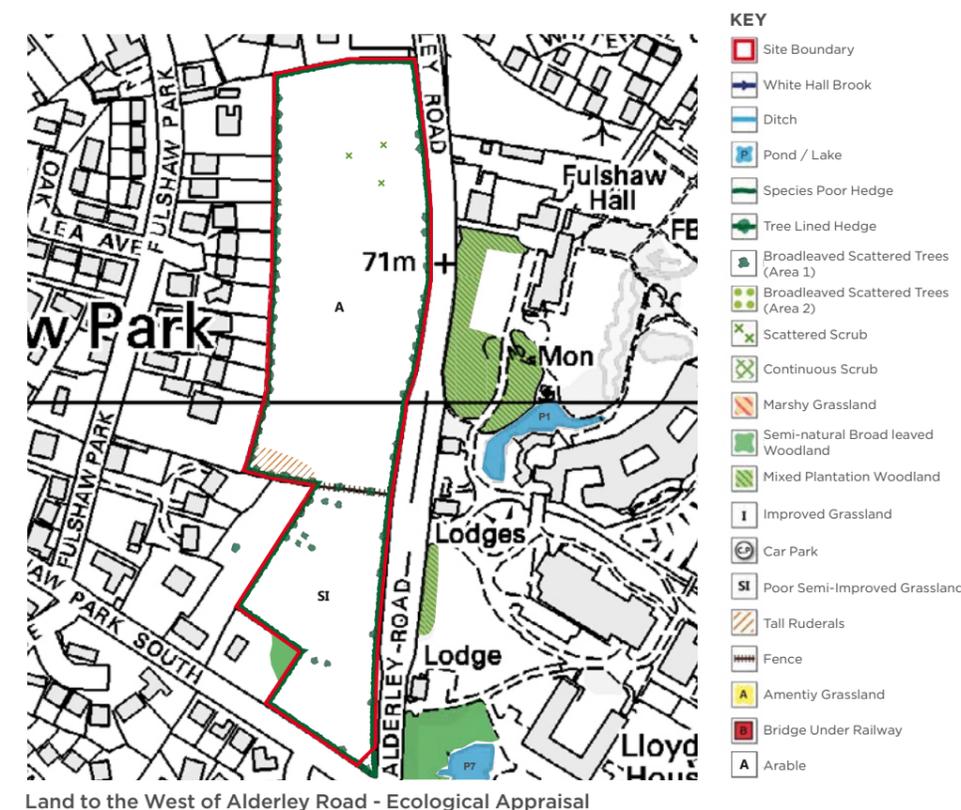
Key ecological features on the site should be protected, managed and where possible enhanced as part of any development proposals. Detailed ecological surveys have been undertaken and habitat features, such as woodland, should be sensitively integrated with built development and the future green infrastructure across the living campus.

A Phase 1 Habitat Survey including protected species surveys has been undertaken by ecological consultants Tyler Grange to assess the existing ecological status of the site, which has found no significant ecological issues that would preclude the future development of the site. The existing habitats comprise improved and semi-improved grasslands, arable, broadleaved and mixed plantation woodland, hedgerows, scrub, marshy grassland, amenity grassland, hedgerows, ponds and ditches.

Surveys were conducted for Great Crested Newts ("GCN"), badgers, bats, birds and reptiles. No GCN were identified. Bat species including common pipistrelle, soprano pipistrelle and few myotis species were found to be using hedgerows and boundary features for commuting and foraging. The site also has trees that are mature and large enough to support bat roosts.

Two bird species of amber conservation status (dunnock and kestrel) were recorded within the site and one species of red conservation (bullfinch) was heard to be singing on the site. There was no evidence of reptiles on the site.

Any development proposals should seek to retain important tree groups, where possible, and provide green infrastructure throughout the site. Ecological mitigation identified as part of the existing outline consent for offices on land to the east of the campus, as well as new areas of habitat comprising ponds and woodland planting, should be provided to enhance the ecological value of the site and mitigate potential losses. Where required, future planning applications should be accompanied by further Habitat Surveys to assess the potential for species and to identify any mitigation required as a result of development proposals.





Fulshaw Hall (top) and the Coach House (Bottom)

#### KEY PRINCIPLE 7: PRESERVING HERITAGE ASSETS

The two Listed Buildings (Fulshaw Hall and the Coach House<sup>20</sup>) and their respective settings should be preserved and where possible enhanced as part of the development of the site. Proposals for new uses for these buildings which secures their ongoing maintenance and ensures a viable long term use will be supported.

A heritage and archaeological appraisal has been carried out by Orion Heritage. This assessed the archaeological potential of the site and the potential for any development impact on heritage assets.

The site has low potential for archaeological remains from prehistoric and Roman times. The majority of the site also has low potential for archaeological remains for medieval and post medieval dates apart from an area at the south western edge of the site close to the A34 roundabout that has moderate/high potential for medieval and post medieval remains associated with a non-designated Medieval moated site. There has been no evidence encountered within the appraisal that suggested remains of national importance are likely to be present at the site.

There are no Scheduled Monuments, Registered Battlefields, Registered Parks or Gardens located within the site or within 1 km of the boundaries. There is one Conservation Area, the Elm Grove (Alderley Edge) Conservation Area, within 750m of the southernmost boundary of the Royal London site. Fulshaw Hall and the Coach House are Grade II Listed Buildings. There are also two locally listed buildings in close proximity to the western boundary of the site, namely “Rostherne” and “Chorlton House” that lie within the Fulshaw Park housing area.

Where required, a planning application which could impact upon the setting of listed buildings or heritage assets would be accompanied by a detailed Heritage Assessment to understand the significance of any impact and the appropriate mitigation measures which might be required. The results of this should inform development proposals with the aim of avoiding harm to the significance of heritage assets unless that harm is appropriately justified in accordance with Paragraph’s 133 and 134 of the NPPF.

#### KEY PRINCIPLE 8: DESIGN AND CHARACTER

High quality design and place making should deliver a ‘Quality of Place’ that retains and enhances the landscape setting and sylvan character of the site and ensures that the relationship between residential and employment uses is sensitively considered. The high quality design of the development should also respect the site’s location as a gateway to Wilmslow.

The campus site has been developed over many years within a mature landscape setting, which has created distinctive character areas. Any new development requires a sensitive design response in terms of scale, density, mix and visual appearance in order to sensitively integrate new development within its wider site context.

In addition to the consented office development on land to the east of the campus there are parts of the current campus site that lend themselves to redevelopment in the form of high quality contemporary and innovative buildings. In areas proposed for residential uses, such as land to the north of the campus and to the west of Alderley Road, a mix of dwelling types and densities should be considered that encourage an inclusive and mixed community and reflect the character of the surrounding area.

Any development proposals should respect the landscape setting and heritage character of the site in line with the Key Development Principles. New development should build upon and integrate seamlessly with these existing assets, which should form an intrinsic part of the living campus. The Listed buildings at Fulshaw Hall as described in Key Principle 7 should be integral to any future development of the site.

Green infrastructure will be incorporated into the proposals and key existing features such as boundary hedgerows and important trees should be retained, reflecting the site’s location at a key gateway into the town. These features should provide screening and allow relationships between differing land uses to be respected.

<sup>20</sup> The statutory listing of these buildings is ‘Fulshaw Hall and the Staff Restaurant (30m North of Fulshaw Hall)’ – the Staff Restaurant is better known as the ‘Coach House’ and is referred to as such in this document. There is another building which is also known as the Coach House, which is not listed, approximately 50m to the north west of these buildings.

# ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

## 6. DESIGN AND DEVELOPMENT PRINCIPLES

### KEY PRINCIPLE 9: VISUAL AMENITY

Built development on the site should ensure that it does not adversely impact on key views, viewpoints and visual receptors such as surrounding residential areas, key routes and longer distance views to Alderley Edge.

An assessment of the key views into and out of the site has been undertaken by consultants DEP. The site is well screened within its mature landscape setting, with limited views available from public vantage points. There are limited views into the site from existing residential properties, the local highway network and the local Public Rights of Way network. Existing trees around the site boundaries which filter views should be retained, strengthened where possible and managed to provide screening. Further planting of trees should be considered to provide additional screening and to mitigate any adverse effects on visual receptors.

Existing trees around the site boundaries which filter views should be retained, strengthened where possible and managed to provide screening. Further planting of trees should be considered to provide additional screening and to mitigate any adverse effects on visual receptors.

Where it is required, future planning applications for the site should be accompanied by a Landscape and Visual Impact Assessment to ensure that key views and visual receptors are assessed.

### KEY PRINCIPLE 10: SPORTS FACILITIES AND RECREATION

Any development should ensure that 1ha of land is set aside for the development of new playing fields or alternative recreation provision on land to the east of the existing Royal London campus. The site should also provide an appropriate level of children's play space to support new residential development.

The indicative masterplan shows a potential area of the site that could accommodate playing fields or other recreational uses associated with Wilmslow High School as required by CELPS Policy LPS54. New playing fields or recreational uses should be sensitively integrated into the overall development to respect any surrounding and new uses. The siting and location of these recreational uses should remain flexible and should be agreed in collaboration with key stakeholders; including CEC, RLAM and Wilmslow High School.

Joint usage of the new playing fields / recreation provision between the Wilmslow High School, wider community and future occupiers of the Royal London site should be explored as part of any planning application proposals.



Landscape Analysis Plan

**KEY PRINCIPLE 11: OTHER ENVIRONMENTAL CONSIDERATIONS**

The development of the site should ensure that any additional environmental considerations are considered, assessed and where necessary mitigation is implemented prior to any development of the site. This includes flood risk and drainage, noise, air quality and ground conditions.

**Flood Risk and Drainage**

There are a number of water courses within and adjacent to the site. These comprise:

- Whitehall Brook (classified as a main river) which is located to the south of the site.
- the unnamed ordinary water course located along on the northern boundary of the land to the east of Alderley Road - this is referred to as "Fulshaw Estate watercourse" by RLG.
- an unnamed culverted water course that runs through the Royal London campus from the Fulshaw Estate watercourse and outflows to Whitehall Brook.

The Environment Agency flood mapping data identifies that part of the site is located within Flood Zone 2 and 3 associated with Whitehall Brook whilst remainder is within Flood Zone 1 (Low Probability). Maps provided by EA indicates that parts of the site are at risk of flooding from surface water runoff associated with Whitehall Brook and Fulshaw Estate watercourse. The site location is within the Strategic Flood Risk Assessment for Cheshire East. Maps within the SFRA indicate that the existing site is mostly within Flood Zone 1 but does have areas of Flood Zone 2 & 3 (Low, Medium & High Probability) associated with Whitehall Brook.

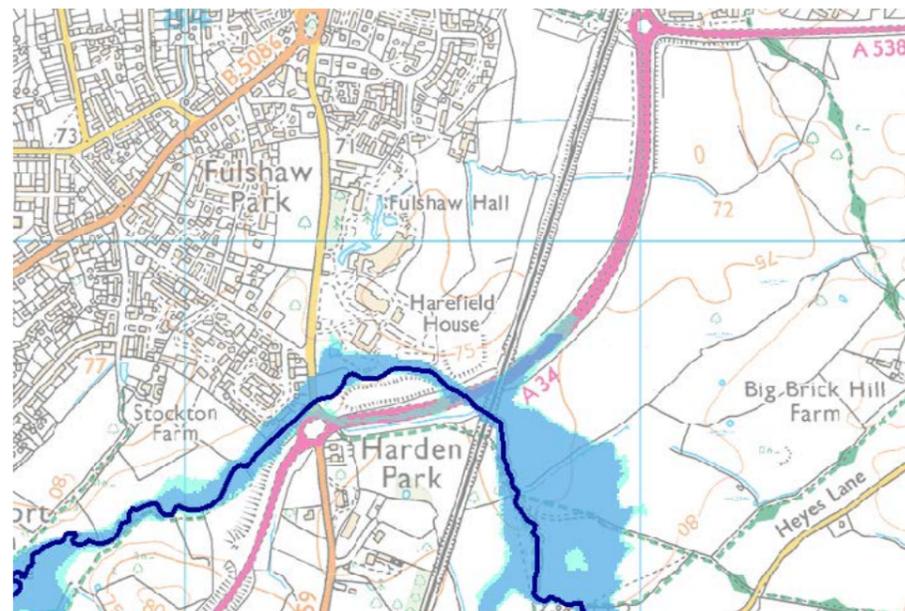
A Flood Risk and drainage exercise has been undertaken by consultants Shepherd Gilmour to assess the existing flood risk status and current drainage regime at the site and inform the masterplan proposals.

Shepherd Gilmour's work has assessed historical flooding in the area, and any potential flood risk to the masterplan development areas from all sources of flood risk including fluvial, pluvial, groundwater, sewers and artificial sources such as canals and reservoirs. The work has been informed by detailed hydrological modelling of Whitehall Brook.

There are areas of flooding within the site associated with Whitehall Brook and Fulshaw Estate watercourse. In addition, the Fulshaw Estate watercourse currently passes through a culvert and outfalls at the ornamental water attenuation feature adjacent to the existing Royal London House. The watercourse then continues through a culvert and outfalls at Whitehall Brook. There is historical evidence that Royal London House canteen has flooded at times of flood event/when the culvert has become blocked.

The illustrative masterplan proposals have been developed taking into account the flooding information. Further detailed flood modelling and detailed Flood Risk Assessment will be undertaken at the planning application stage once detailed proposals are available to ensure flooding off-site is not increased due to the development proposals. A number of engineering and design options would also be delivered such as raising floor levels and re-profiling levels across the site and the use of Sustainable Urban Drainage techniques (where appropriate).

Local flood risk constraints have been identified and appropriate mitigation should be incorporated to protect neighbouring properties and the development proposals, significantly improving and managing the flood risk status of the site.



Environment Agency Flood Map for Planning

**Noise**

A noise impact assessment has been carried out by WSP Parsons Brinckerhoff. Noise measurements were taken at multiple locations within the site. The assessment entailed the setting up of recording apparatus at locations around the site for 24 hour periods to continually record noise levels. The recorded noise levels were then used to create a model to generate daytime and night-time noise contours across the site and surrounding area.

The site noise environment is dominated by trains passing on the West Coast Mainline that borders the eastern area of the site, road traffic from Alderley Road and road traffic from the Wilmslow Bypass.

The results of the sound modelling identified that the site is acceptable for development. In areas where any source of noise may occur, such as residential development within close proximity to the West Coast Mainline on the eastern boundary, mitigation may be required. Mitigation measures such as appropriate window glazing and acoustic fence would be designed into proposals for residential uses on areas of the site close to noise sources.

**Geology and Ground Conditions**

A Phase I Geo-Environmental Site Assessment has been undertaken by E3P. The BGS geological maps indicate that the site is underlain by Wilmslow Sandstone Formation bedrock with a varying drift geology between areas of Alluvium and other areas of Glacial Till.

There are two landfills present within the site's boundary, these are the Whitehall Farm and Alderley Road landfills to the eastern section of the site. These landfills accepted inert waste only. There are further two landfills in the immediate vicinity of the site, this is Wilmslow County High School site to the north and Brick Hill Farm Landfill Site to the east.

There is not considered to be any significant sources of contamination present on site. In the areas of landfill in the east, records indicate that the deposited material comprised inert wastes likely derived from excavations associated with the A34 construction. Due to site characteristics and the high likelihood that the landfills comprise of only inert materials, ground gases (including radon) are not envisaged to pose any risk to the development site.

It is not considered that the ground conditions on site will have any significant impact on the proposed growth aspirations for the site. However, as parts of the site are developed, further ground investigations would be required to fully understand any potential constraints in relation to contamination and ground conditions.

**Air Quality**

A review of DEFRA's Air Quality Management Areas (AQMAs) interactive map show that the site is not located within or close to the vicinity of an AQMA. It is not considered that there are any air quality constraints preventing the development of the site.

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

# 7. THE ILLUSTRATIVE MASTERPLAN

This section seeks to articulate the key opportunities and design considerations that have informed the development of an illustrative masterplan. Within this section we present the design rationale and response to the key design and development principles identified in Section 6. The response to the key design and development principles is underpinned by a robust suite of technical assessments that have identified the site constraints and opportunities.

### KEY OPPORTUNITIES

The existing Royal London site presents an opportunity to create a new, modern, vibrant *'living campus'* within a mature, high quality landscape setting including buildings of historical interest; all of which will combine to create a genuinely interesting and dynamic business led environment where people will be able to live, work and relax. This quality of place will create a thriving business location with a distinct identity within the Borough; making it attractive and accessible to occupiers, residents and the local community.

Following a robust appraisal of the adaptability of Royal London House, Alderley House and Harefield House to accommodate a variety of uses, it has been concluded that they are inefficient and unviable for alternative uses and present potential redevelopment opportunities within the context of the living campus vision for the site.

A plan which illustrates the principal use zones for the site is illustrated across.

### KEY DESIGN CONSIDERATIONS

The two primary design considerations that the illustrative masterplan has considered are:

1. The creation of a unique sense of place at the Royal London site; and
2. The integration of the mix of potential uses and development plots into a coherent site strategy, building upon the key strengths and character areas of the site.

The overall concept of the illustrative masterplan is to create a new focal point of the living campus within the mixed use "heart" of the site. At the centre of the mixed use heart is a redeveloped Royal London House, which links the site to the new consented office development to the east, the redevelopment opportunity at Alderley House to the south and the mixed use heritage area around Fulshaw Hall and the Coach House to the north. The illustrative masterplan has been developed as a series of development plots around the mixed use heart which are connected via new pedestrian and cycle linkages, thereby reinforcing the existing landscape infrastructure of the site. These linkages are further enhanced by new connections to the Wilmslow Town Centre, Wilmslow Railway Station and destinations such as Alderley Edge to the south of the site.



Illustrative Masterplan - Principal Use Zones



**ILLUSTRATIVE MASTERPLAN RESPONSE**

The design considerations have been reviewed against the Key Development Principles through the development of an illustrative masterplan. The following section provides a potential design response to the Key Development Principles and presents an illustrative masterplan that shows one possible form of development for the Royal London site. The illustrative masterplan demonstrates a possible broad spatial distribution of uses, and has been developed to demonstrate that an appropriate mix of uses can be achieved and to promote the concept of a 'living campus'.

**Land Uses to Support a 'Living Campus'**

The range of land uses proposed within the illustrative masterplan for the Royal London site is intended to deliver the type of development that sustains the living campus principally as a thriving business environment, with a mix of complementary uses and amenities where people can work, both formally and informally, as well as relax and live. The potential distribution of land uses is as follows:

**High Quality B1 Office Floorspace**

The core component of the illustrative masterplan as a dynamic new business environment will be the office accommodation consented in 2016. This provided outline planning permission for up to 17,000m<sup>2</sup> of floorspace on the land to the east of the existing campus. Delivery of this office will form the initial phase of up to 24,000m<sup>2</sup> of B1 floorspace identified in the CELPS under Policy LPS54, with a Reserved Matters application which has applied for the full detail of the office consent being submitted in July 2017. The illustrative masterplan provides for a later phase of office development to be delivered outside the area for which outline planning consent has been granted. This envisages up to 7,000m<sup>2</sup> of additional B1 floorspace, which would be in line with the overall CELPS allocation. There would be further opportunities for provision of new B1 office floorspace, subject to demand and a sustainable development programme. The illustrative masterplan shows B1 floorspace in the location of Alderley House. If there is demand for B1 use across this range of assets, then in broad terms there would be an approximate 75% increase in the provision of B1 office accommodation in comparison with the current provision. The proposed mixed use designation of not only the current Royal London House but also the heritage buildings is intended to be able to respond flexibly to market demand, which would include provision B1 business use

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

# 7. THE ILLUSTRATIVE MASTERPLAN

### Residential Development

There are a number of potential residential development plots identified within the illustrative masterplan, which provide the opportunity to deliver the type and quality of homes that will best meet the needs of Wilmslow and the Borough. These plots include:

- Land to the west of Alderley Road;
- Land to the north of the consented B1 office development and to the north east of the existing Royal London campus; and
- The existing Royal London House, the current site of which has the potential for development for residential and/or retirement living/care uses in combination with complementary commercial and/or office uses.

The development of new homes as part of the campus would seek to ensure that a mix of market and affordable housing is brought forward in line with the CELPS affordable housing policy (Policy SC5), as set out in Section 5 of this Development Framework.

### Hotel

As the illustrative masterplan has developed it has become apparent that there exists the opportunity to introduce a new hotel element to the living campus, in line with the provisions of Policy LPS54 of the CELPS. A possible location for a new hotel use is on the site of existing decked car park, which has excellent accessibility to Alderley Road and the strategic road network, and could deliver a new high quality hotel offer to Wilmslow and the Borough

### Complementary Uses

The redevelopment of Royal London House offers the opportunity to introduce ancillary commercial uses such as a small scale convenience retail, restaurant uses and complementary food and drink/coffee uses that would add vibrancy and vitality to the living campus. There is an opportunity to deliver these complementary uses at the heart of the mixed use and mixed use heritage areas of the living campus, which could benefit future occupiers and residents of the site, as well as the local community.

Ancillary community facilities such as a gym or crèche could also be explored to support the living campus, with opportunities to explore these uses at Fulshaw Hall or a redeveloped Harefield House.

### Recreational Uses

Within the illustrative masterplan, the connection of public open spaces has been a key design driver in linking the core elements of the living campus; through the creation of new pedestrian and cycle connections linking each of the principal open spaces identified within the masterplan. In addition, the illustrative masterplan shows the possible location of 1 hectare of land for playing fields or other recreational uses to the north of the site, for use by Wilmslow High School and the future occupiers of the site. The siting of these uses may be subject to change and would be agreed in collaboration with key stakeholders; including CEC, RLAM and Wilmslow High School.

The illustrative masterplan also seeks to integrate the potential for leisure and amenity uses that support the living campus, including active indoor and outdoor uses such as a gymnasium and outdoor leisure amenity such as jogging trails, fitness tracks, allotments and events space

### High Quality Landscape Setting

The illustrative masterplan has been prepared following the detailed landscape assessment of the existing site which considered the key views and visual receptors around the site. Following this assessment, the key landscape character areas were identified as the heritage area, business use areas and open fields to the north and east of the site, and to the west of Alderley Road

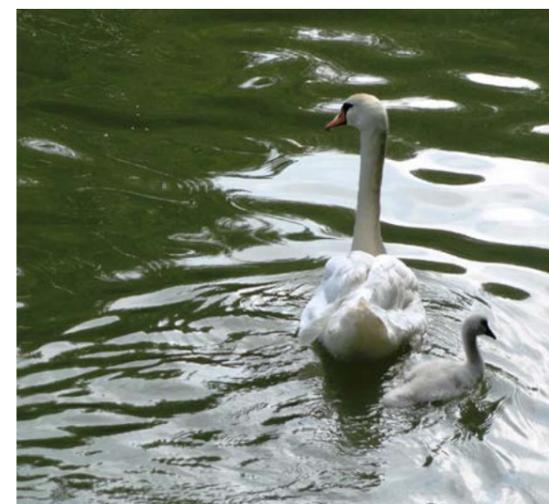
Following the completion of the landscape assessment, a number of key landscape strategies have been implemented in the design of the illustrative masterplan, which seek to retain and where possible enhance the high quality landscape setting of the site. These strategies include:

- Retention and reinforcement of the existing green corridor along Alderley Road.
- Creation of a landscape buffer to existing residential properties to the west and north of the site.
- Creation of a new area of public open space on the southern extent of the land to the west of Alderley Road.
- Creation of a series of landscape enhancement areas within the heart of the living campus.
- Preservation of the landscape and heritage setting of Fulshaw Hall and Coach House at the heart of the scheme.
- Protection of the landscape frontage onto Alderley Road, adjacent to Alderley House.
- Retention of managed woodlands to the east of Alderley Road on the approach to the A34 roundabout.
- Retention of the existing landscape infrastructure across the site including TPO and high quality trees, where possible.

### Enhanced Green Infrastructure, Amenity and Open Space

The illustrative masterplan has been developed to enhance the existing green infrastructure across the site as identified in the series of landscape strategies above. The green infrastructure proposals have been informed by the detailed landscape, arboriculture and ecology surveys.

There are a number of new open spaces which are connected and provide permeability across the living campus through the creation of new pedestrian and cycle routes. These routes offer the opportunity to link into wider connections to the north of the site, including to the Town Centre, the Railway Station and the Bollin Valley Way, and to the south of the site to Alderley Edge and beyond. Possible pedestrian and cycle connections supported by the Illustrative Masterplan offer the potential to link into surrounding strategic footpath networks to the north at Holly Road North (footpath FP63) and to the south of the A34 towards Alderley Edge via Alderley Road (footpaths FP46 and FP47); which provide connectivity to wider strategic footpath network and recreational routes.



The illustrative masterplan has considered a number of uses that will create amenity for users of the living campus. These could include outdoor fitness trails, outdoor gym equipment, event space and places where people can meet and connect. Examples of the types of amenity uses that could be delivered as part of the living campus are illustrated on the following pages.

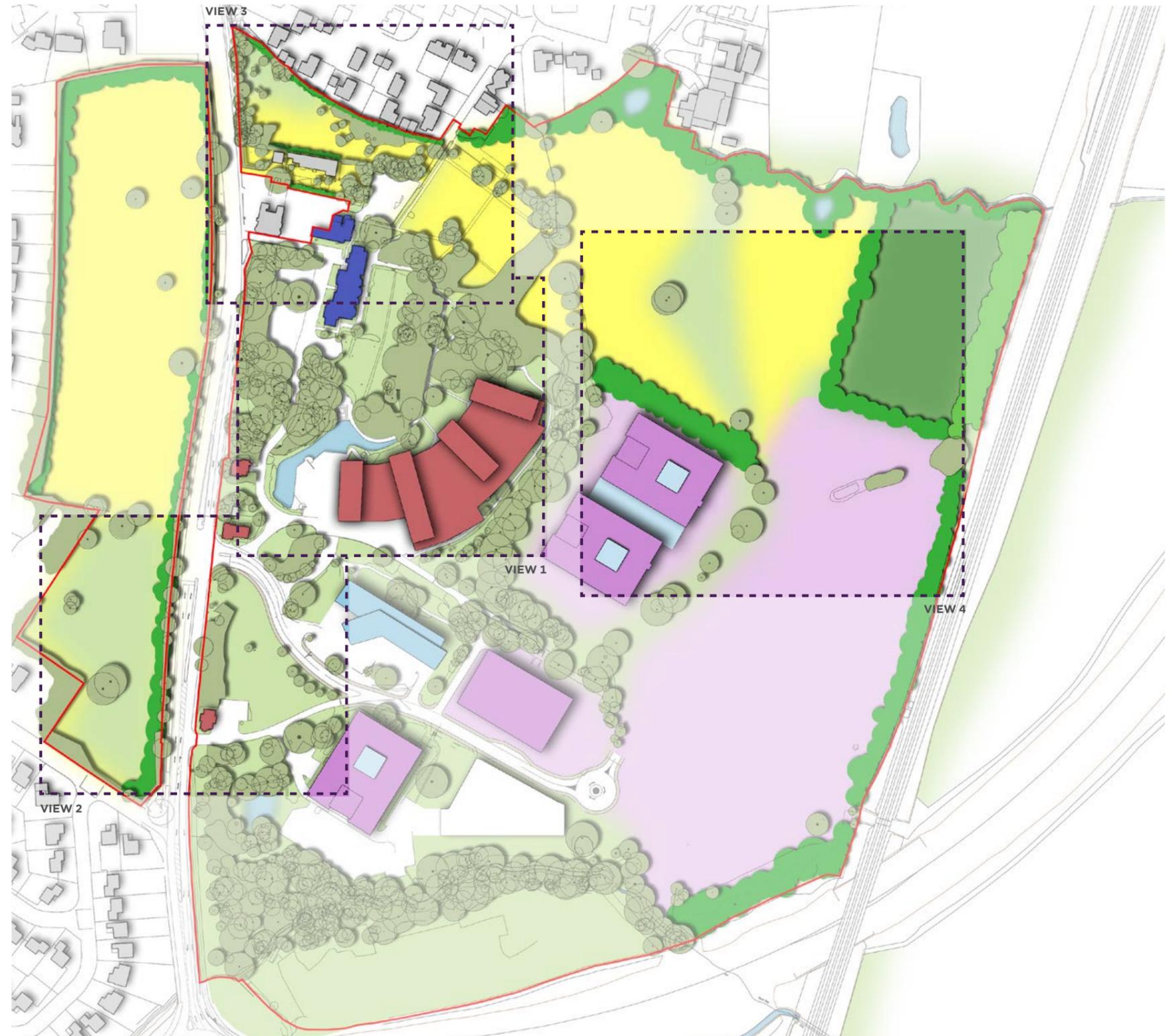
### Ecology and Biodiversity Assets

Following the completion of the detailed ecological surveys described in Section 6, the illustrative masterplan has been developed to incorporate a number of possible strategies associated with protecting, managing and enhancing the key ecological features on the site. These include the following:

- An ecological mitigation area, which was agreed as part of the outline planning consent for the new B1 office building, running along the eastern boundary of the site at the edge of the railway embankment; connecting the habitat of the ponds to the brook along the northern boundary.
- The provision of two new ponds to the north of the site, if an existing pond is lost as a consequence of the construction of the new access road that runs north / south through the site.
- The provision of a landscape buffer between the consented B1 office building and residential development to the north of the site.
- A landscape buffer to the north of Fulshaw Hall and the Coach House.
- The introduction of a landscape buffer to the existing residential properties to the west of Alderley Road and also to the north of the site to the east of Alderley Road.
- The retention of the ponds and watercourses that run through the heart of the site to the Whitehall Brook.

The plan to the right and the images presented on the following two pages illustrate how different parts of the Royal London site could integrate a variety of external amenity uses that would support the living campus concept. Improved external amenity that is interwoven into future uses across the site will:

- Encourage people to relax, meet and connect at the heart of the living campus by introducing a series of public meeting places, events space and formal and informal recreation;
- Provide amenities across the site which encourage activity and wellbeing, utilising the landscape strengths of the site, such as outdoor fitness trails, outdoor gym equipment and play space;
- Support the retention of important landscape assets and protect and enhance important ecological and biodiversity corridors; and
- Enhance the green infrastructure across the site to improve accessibility and connect future open space and amenity uses.



**ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK  
7. THE ILLUSTRATIVE MASTERPLAN**

**VIEW 1**



Amenity within the mixed use heart zone is envisaged as one that not only provides functional aspects which support office workers and local residents but one that enables 'pop-up' events and a destination to connect set against the backdrop of the existing mature landscape setting.

**CASCADE / AMPHITHEATRE**



**FORMAL GARDENS / ALFRESCO DINING**



**MEET & CONNECT**



**POP UP EVENT SPACE**



**ECOLOGICAL CORRIDOR**



**PRIVATE GARDENS / ALLOTMENTS**



**VIEW 2**



Complementary amenity space linked by the existing pedestrian crossing point enable a subtle connection between land to the east and land to west of Alderley Road.

The potential for a welcome lawn upon entry, to land east, helps contrast against the denser managed woodland to the south

**FORMAL / INFORMAL RECREATION SPACE**



**WELCOME LAWN**



**MANAGED WOODLAND**



**FITNESS TRAIL**



VIEW 3



Opportunities exist to allow green connecting routes for pedestrians and cyclists from both within the site area and into the context beyond. These routes are, where possible, to be sensitively integrated within the existing landscape potentially interspersed by more open spaces creating interest and diversity along the route.

PLAY SPACE



CONNECTING ROUTES



VIEW 4



Strengthening existing green infrastructure and enhancing site ecology is an important holistic design principal with wider connecting routes offering the chance to create new ecological corridors.

Site uses, such as residential, offer the opportunity for village / community greens to be developed sited around existing landscape features.

Separately, amenity for B1 office provision, such as informal seating / social areas, can act as a transitional element between buildings and the natural landscape.

ECOLOGICAL CORRIDOR



'VILLAGE GREEN'



OFFICE CARPARKING



EXTERNAL STAFF BBQ AREA



## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK

# 7. THE ILLUSTRATIVE MASTERPLAN

is new access for construction traffic and access to new office uses as the proposed development of the outline planning consent comes forward. This access would also serve future residential phases of the development on the land to the north east the existing campus; and provide the opportunity to provide bus access into the site.

### Connectivity and Sustainability

The illustrative masterplan is underpinned by a comprehensive movement strategy that ensures that the site is accessible by a variety of sustainable modes of transport including public bus, walking and cycling. The masterplan proposes a development that is accessible and will encourage access via sustainable modes of transport. It considers a number of initiatives to improve the connectivity and accessibility of the site including:

- The provision of a new bus route through the site to provide direct access between the site and Wilmslow Town Centre and the railway station.
- Improved pedestrian and cycle links between the living campus, and Wilmslow Town Centre, the Wilmslow Railway Station and the employment land allocation to the immediate east of the West Coast Mainline, as well as and the wider area.
- Enhanced internal connectivity through the 'living heart' of the campus to ensure that land uses are connected and integrated into existing green links.

### Preserving Heritage Assets

The illustrative masterplan has evolved to position Fulshaw Hall and the Coach House as the centre piece of at heart of the key part of the heritage mixed use area of the living campus, being the most significant heritage buildings within the immediate context of the masterplan. The existing landscape setting of Fulshaw Hall and the Coach House has been considered in detail and is of an enclosed character, being well shielded from views into the site by the existing mature landscaping to all sides. The masterplan preserves this setting and also seeks to enhance it through the new public realm that will be introduced at the heart of the living campus once Royal London House is redeveloped. This open space will be central to the masterplan, taking character and identity from the listed building.

### Design and Character

The entire illustrative masterplan is founded on creating high quality design proposals which deliver development that retains and enhances the landscape setting and character of the site, which is of vital importance to the successful creation of a genuinely unique sense of place for the living campus. The relationship between residential and employment uses is of paramount importance across the site, with the masterplan proposing significant landscape buffers between neighbouring residential development and the site, and also between these two uses within the site boundary.



Illustrative Masterplan - Vehicle Routes

## ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK 7. THE ILLUSTRATIVE MASTERPLAN



Illustrative Masterplan - Pedestrian / Cycle Routes

The site is located on the main approach into Wilmslow from the south and, as such, is clearly a significant gateway to the town. The masterplan has ensured that the landscape frontage along Alderley Road is enhanced on the land to the west of Alderley Road and that any new development of the existing campus is located away from Alderley Road, maintaining the open high quality landscape feel of the approach to the site.

### Visual Amenity

As part of the consented outline planning application, the visual impact of the B1 office development was considered in detail from all the key views, viewpoints and visual receptors around the site including the longer distance views from Alderley Edge, and the impact was found to be acceptable.

The illustrative masterplan for the remainder of the site seeks to introduce development into landscape character areas that are generally considered to be enclosed in their character and of a scale that would not exceed the height of the mature trees, which will result in a sensitive development of the site.

### Sports Facilities and Recreation

The masterplan provides 1 hectare of land to be set aside for playing fields and other recreational uses for use by Wilmslow High School and future occupiers of the site. There is an opportunity as part of the masterplan and reserved matters application to consider the joint use between Wilmslow High School and the future occupier of the Royal London site.

## 8. DELIVERY AND PHASING

---

**The illustrative masterplan shows one possible form of development for the site that is deliverable, viable and achievable. It has been provided to demonstrate that an appropriate mix of uses can be achieved and to promote the concept of a living campus that would create an exceptional quality of place and an exciting, vibrant new area for Wilmslow. For this to be delivered it must be commercially attractive and subsequent planning applications need to be underpinned by careful consideration of the site's opportunities and constraints. The masterplan development will be phased with initial priority given to the implementation of the existing outline planning consent for office development, which will deliver the quality and scale of accommodation required by major commercial occupiers and has the potential to provide a fully deliverable option for the relocation of RLG's staff within Wilmslow**

---

### A DELIVERABLE CAMPUS

It is important that the masterplan vision provides a deliverable option that can realise the objectives of CELPS Policy LPS54. Development constraints have been considered in the preparation of the Development Framework and illustrative masterplan and commercial factors (in terms of viability and likely market demand) have also been considered. A major scheme such as is shown on the illustrative masterplan will inevitably be delivered over a number of years in line with market forces.

The successful and sustainable delivery of proposals will be complex and need to consider:

- The need to safeguard mature landscape and heritage assets;
- The scale of proposed B1 office development; and
- The scale, type and mix of complementary mixed uses that is required.

As a consequence of this complexity, it may be necessary in the early delivery phases to accommodate short term, temporary uses on land which is identified for other, longer term uses. Phasing proposals will need to take this into account when considering practical development issues such as appropriate access and routing for construction traffic (initially for the 2016 consented office development) as well as potentially the provision of temporary car parking, to ensure adequate on site spaces are retained for occupiers if existing areas of car parking are lost due to new development taking place.

The overall development will most likely be brought forward in a series of phases (and applications), both residential and commercial. Whilst land to the west of Alderley Road is capable of being realised as a separate phase given that it is a distinct land parcel, it may be appropriate to consider the provision of affordable housing across the site as a whole.

**This Development Framework forms a platform to deliver the vision for a ‘living campus’. This vision envisages a vibrant, high quality, thriving business location supported by an integrated mix of uses mixed use development in an exceptional landscape setting, where people can live, work and relax. It will integrate the requirements of modern office occupiers with a distinctive place offering quality housing, leisure and recreation opportunities and commercial facilities all in a well-managed environment with plentiful green spaces, where people can live and spend their leisure time. This will be achieved by providing excellent access to a range of amenities both within the site and in nearby Wilmslow town centre, to which the site will be better connected with enhanced transport linkages**

To support the vision, the Royal London site will need to provide the type, scale and range of uses that will support the development of a dynamic living campus. In summary, this Development Framework and illustrative masterplan will enable the delivery of:

1. New high quality office space that will support the growth of the knowledge economy, provide accommodation of a type and quality that will attract and retain major investment to Wilmslow, and support the vision to create a dynamic and modern business location.
2. High quality housing and other forms of residential development that will underpin the live/work aspirations of a living campus and provide the type and quality of homes to meet the needs of Wilmslow and the Borough.
3. A wide range of amenities including a hotel and restaurant to support future occupiers of the living campus and provide attractive facilities for the local community.
4. Plentiful green infrastructure and biodiversity links within an established high quality, landscape setting.
5. Long term effective use of Listed Buildings including Fulshaw Hall and the Coach House.
6. Access to high quality open spaces and new recreation provision.
7. A high level of connectivity and accessibility, including improved bus services and enhanced pedestrian/cycle links to Wilmslow Town Centre, Wilmslow Station and the wider area.

## PROCESS

### The Development Framework

The Royal London Development Framework was considered by the Council’s Portfolio Holder for Housing and Planning at a meeting on 19th June 2017, where a decision was made to approve the document for 6 week period of public consultation which ran from Friday 23rd June to Friday 4th August.

The purpose of this consultation was to seek the views of the local community and other key stakeholders on the guidance contained in the Development Framework. The comments received have been fully considered by the Council and necessary revisions in light of these comments have been made to the Development Framework. A Consultation Report which accompanies the Development Framework provides a summary of the consultation undertaken, a review of the comments submitted and the Council’s response to each area of feedback received. A revised document was brought before the Council’s Cabinet for final approval and endorsement in October 2017. The document is now a material consideration in the determination of any future planning applications made at the Royal London site.

Both RLAM and CEC are committed to working in full collaboration with key stakeholders and the local community as future detailed proposals for the Royal London site are brought forward.

Timeline
1 The Development Framework and Masterplan is put out to Public Consultation for 6 weeks. ↓
2 All comments received are considered by the Council. ↓
3 The Development Framework and Masterplan is reviewed and revised where necessary based on the comments received. ↓
4 A Final Development Framework and Masterplan put before the Council’s Cabinet for final approval. ↓
5 The endorsed Development Framework and Masterplan are a material consideration in future planning applications

### Planning Applications and Future Consultation

The future development of the site will be subject to planning applications as and when elements of the site come forward. The Council operates a pre-application advisory service which all applicants are encouraged to utilise, particularly for major developments. This will confirm the information requirements in terms of supporting information, studies and technical assessments, as well as the scope of any Environmental Impact Assessment (EIA). The Council will expect applicants to demonstrate effective engagement with the local community including the Town Councils and other key stakeholders both statutory and non-statutory bodies as appropriate. Details of steps taken to consult and the influence on the submitted scheme would form part of any planning application and included as a Statement of Community Involvement. A list of potential planning application requirements is provided at Appendix B. The precise list should be agreed with the Council in relation to a particular development proposal.





# APPENDIX A : POLICY LPS54

ADOPTED CELPS: JULY 2017



**Site LPS 54: Royal London including land to the west of Alderley Road, Wilmslow**

**15.629** The Royal London site presents an opportunity to deliver a high quality, sustainable, mixed use development to contribute to the identified housing needs of the town of Wilmslow, as well as contributing to the provision of the borough's knowledge-based industry and open space provision.

**15.630** This site is located to the south west of Wilmslow town centre and is split into two parts across Alderley Road. The east section of the site is bordered by the West Coast Main Line and A34 Wilmslow Bypass to the east and south of the site, with residential development and playing fields to the north. The section west of Alderley Road is currently agricultural land bounded by housing to the north, west, and south; and by the existing Royal London Campus (across Alderley Road) to the east.

**15.631** The site includes the existing Royal London campus, which is to be retained. With the exception of one or two hedgerows, the non-developed area of the site is open in nature, with numerous trees dotted along the site boundary, and a small area of wooded cover to the south west of the site. There are also ponds and a brook within the site that has resulted in a small area of the far southern end of the site being in flood zone 3.

**15.632** Allocation of this site involved an adjustment to the Green Belt boundary.

**Site LPS 54**

**Royal London including land west of Alderley Road, Wilmslow**

The development of the Royal London site over the Local Plan Strategy period will be achieved through:

1. The retention of the existing Royal London Campus unless buildings become surplus to the requirements of existing occupiers, in which case the council will consider their suitability for reuse or redevelopment for a range of alternative uses;
2. The delivery of around 175 dwellings (around 80 on land to the east of the existing campus, around 20 to the north of the existing campus<sup>(92)</sup> and around 75 on land west of Alderley Road);
3. The provision of 5 ha of employment land for up to around 24,000 square metres of B1 employment space and a hotel;
4. Incorporation of green infrastructure and the provision of public open space at the southern end of the land west of Alderley Road;
5. Retention and extension of the existing Wilmslow High School playing fields for educational use in the area marked as protected open space on the map. This may include additional buildings for education use provided they do not harm the integrity of the open space overall;
6. Provision of at least 1 ha of land set aside for use as school playing fields within the land to the east of the existing campus, in addition to the areas marked as protected open space on the map, and an appropriate level of amenity open space and children's play space; and
7. Pedestrian and cycle links and associated infrastructure.

**Site Specific Principles of Development**

- a. Phased delivery on land to the east of the existing campus so that a serviced site for B1 employment uses is delivered in conjunction with the residential development.
- b. High quality design and appropriate landscaping / green infrastructure should be provided within the site in order to preserve the character of the area and ensure an acceptable relationship between residential and employment uses. The design must respect the site's location as a key entrance into Wilmslow.
- c. Provision of areas of open space within the scheme, including:

<sup>92</sup> Land within the site boundary but outside of the existing Royal London campus at The Coach House and Harefield Farm.

- i. A new public realm between existing and proposed employment uses, which will assist with the integration and provide an attractive setting for new development;
  - ii. Land for additional playing fields accessible from Wilmslow High School; and
  - iii. A new public open space at the southern end of land west of Alderley Road.
- d. Retention and enhancement of features within the site that are of amenity value, where feasible, specifically the mature wooded area to the west of the site, the brook, the ponds that are present, and the tree and hedge lined frontages to Alderley Road.
  - e. Improved connectivity and access into the site to the wider local area (including Wilmslow Railway Station), through the provision of appropriate linkages.
  - f. Provision of contributions to education and health infrastructure.
  - g. Provision of affordable housing in line with the policy requirements set out in Policy SC 5 'Affordable Homes'.
  - h. Respect for the setting of listed buildings on site including Fulshaw Hall.
  - i. A detailed site-specific flood risk assessment should be prepared.
  - j. A minimum of a Phase 1 Preliminary Risk Assessment for contaminated land should be carried out to demonstrate that the site is, or could be made, suitable for use should it be found to be contaminated. Further work, including a site investigation, may be required at a pre-planning stage, depending on the nature of the site.
  - k. Retention of the existing Royal London Campus landscape setting.

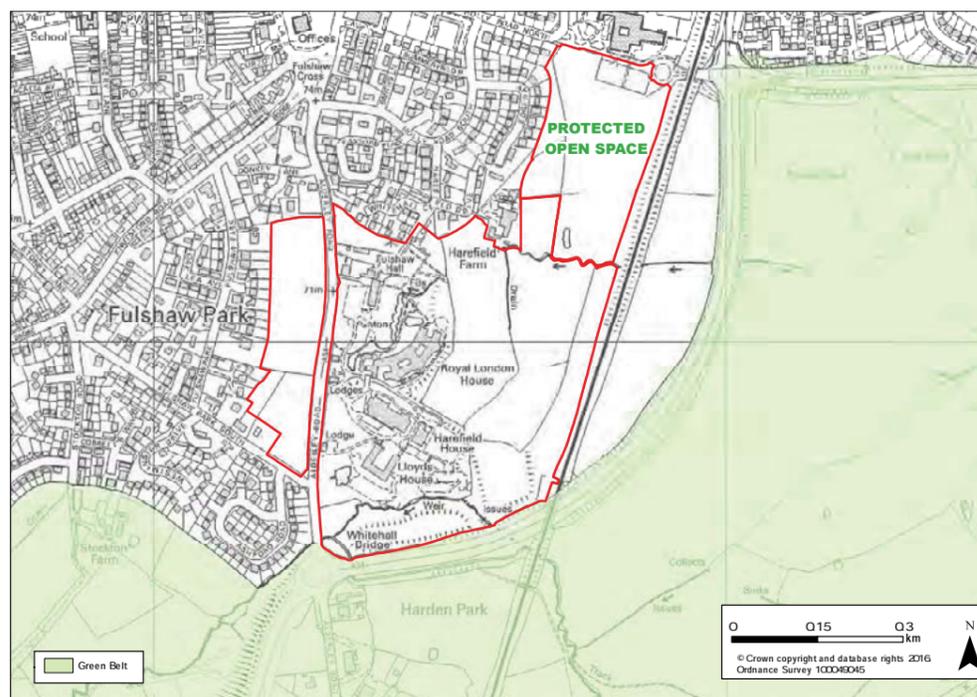


Figure 15.66 Royal London, including land west of Alderley Road Site





**Justification**

**15.633** This site presents an ideal opportunity for an infill development which, with a mixed use scheme, will facilitate the growth and expansion of a major employment site, provide jobs and meet Wilmslow's much needed requirements for open space provision, whilst retaining the character of the area.

**15.634** The Royal London site currently performs an essential role in providing employment in a key growth sector and this site is vital in providing future employment opportunities in Wilmslow. The council has received a planning application submitted by Royal London (reference 16/2314M) for a major new office building on the land to the east of the current campus. This could result in existing buildings within the existing campus becoming available for reoccupation or redevelopment, providing scope for extension of the mixed use approach across this part of the allocation. Development of the land east of the existing campus site should be phased so that employment uses can be brought forward alongside the residential development. Housing will therefore act as an 'enabler' to ensure that employment development takes place.

**15.635** A cohesive approach must be taken when considering the layout of the site, good connectivity between existing and new developments and open space provision will be essential in ensuring a well designed and sustainable site. A new public realm between existing and proposed employment uses will be required.

**15.636** High quality design will also be very important. New development will be expected to preserve or enhance the setting of designated heritage assets located within the site, as well as the character of the surrounding area including the visual character of the entrance into Wilmslow from the south along Alderley Road. Proposals on the land west of Alderley Road should also have regard to the adopted Supplementary Planning Guidance Note (2004) 'Development in Established Residential Areas: Fulshaw Park'.

**15.637** New residential development should be situated to the north of the site to protect the amenities of residential properties with the existing and proposed employment uses.

**15.638** By virtue of its location and leafy character it is considered that this site offers an ideal setting for a hotel along Alderley Road frontage. The hotel will not only generate additional employment opportunities but will offer a supporting facility for businesses.

**15.639** A full comprehensive landscaping scheme will be fundamental in ensuring the proposed development is in keeping with the character of the area and should secure a sensitive green buffer between proposed residential and employment zones.

**15.640** There is significant tree coverage, particularly to the west of this site, therefore existing mature trees and hedging will be expected to be maintained where possible, or replaced with mitigation.

**15.641** New development will also be expected to respect any existing ecological constraints on site and, where necessary, provide appropriate mitigation.

**15.642** The eastern section of this site is already served by two existing access points off Alderley Road. In order to accommodate the new development existing access points will need to be enhanced, where appropriate, and/or seek to introduce a new access point. A new access point off Alderley Road will be required for the western section. Individual dwellings should not have their own direct accesses to Alderley Road.

**15.643** Integration within the surrounding community, town centre and railway station will be important in ensuring the sustainability of this development, therefore contributions to enhancements or the provision of new linkages will be encouraged.

**15.644** The council's Green Space Strategy has identified that there is a specific need for open space within South West Wilmslow. The inclusion of a new area of public open space as part of the residential development of land west of Alderley Road will provide a facility for existing and future

residents, which will protect an area of the land from development and retain a feature that offers a high contribution to the character of this particular area.

**15.645** Any replacement and/or new sports provision should be in accordance with an adopted up to date and robust Playing Pitch Strategy and Indoor Sports Strategy and with Policy SC 2 'Indoor and Outdoor Sports Facilities'.

**15.646** The site has potential for contamination to be present therefore at least a Phase 1 Preliminary Risk Assessment for contaminated land needs to be carried out to ensure that any contamination that is present is subject to appropriate remediation.

**Indicative Site Delivery**

- It is expected that employment land allocations in mixed use schemes will be phased in tandem with the housing allocations. Where appropriate, the phased release of employment land will be secured through S106 agreements/obligations.

Policy Context	
National Policy	NPPF (principally paragraphs): 20, 21, 30, 32, 37, 47, 49, 50, 56, 60, 64, 73, 75, 85, 95, 99, 100, 103, 109, 117, 120
Local Evidence	Site Selection Report; Strategic Housing Land Availability Assessment; Green Belt Assessment Update; Cheshire East Housing Development Study; Employment Land Review; Alignment of Economic, Employment and Housing Strategies; Spatial Distribution Update Report; Wilmslow Town Strategy; Development Strategy; Cheshire East Greenspace Strategy; Cheshire East Strategic Flood Risk Assessment; Pre-Submission Core Strategy; Local Plan Strategy Submission Version; Sustainability Appraisal; Habitats Regulations Assessment.
Strategic Priorities	Priority 1: Promoting economic prosperity by creating conditions for business growth Priority 2: To create sustainable communities Priority 3: Environmental quality should be protected and enhanced Priority 4: To reduce the need to travel
SCS Priorities	Priority 1: Nurture strong communities Priority 2: Create conditions for business growth Priority 5: Ensure a sustainable future Priority 7: Drive out the causes of poor health

Table 15.54 Policy Context: Royal London including land west of Alderley Road Site





**15.374** Integration within the surrounding community, Town Centre and Railway Station will be integral to ensuring the sustainability of this development, therefore contributions to enhancements or the provision of new linkages will be encouraged.

**15.375** The implications of releasing the London Royal Site from the Green Belt present an ideal opportunity to release the small segment of land located to west of Alderley Road from the Green Belt. Isolated from the Green Belt, this area of land will no longer serve the strategic purposes of including land within the Green Belt<sup>404</sup>.

**15.376** The Council's Green Space Strategy has identified that there is a specific need for open space within South West Wilmslow. The inclusion of a new area of public open space as part of the residential development of land west of Alderley Road allocation of this site for Open Space purposes will provide an essential requirement a facility for existing and future residents which will protect an area of the land from development and retain a feature that offers a high contribution to the character of this particular area.

**15.376a** Any replacement and/or new sports provision should be in accordance with an adopted up to date and robust Playing Pitch Strategy and Indoor Sports Strategy and with Policy SC 2 'Indoor and Outdoor Sports Facilities'.

**15.376b** The site has potential for contamination to be present therefore at least a Phase 1 Preliminary Risk Assessment for contaminated land needs to be carried out to ensure that any contamination that is present is subject to appropriate remediation.

**Indicative Site Delivery**

- 75 homes and employment development expected during the middle part of the plan period (2020-2025)
- It is expected that employment land allocations in mixed use schemes will be phased in tandem with the housing allocations. Where appropriate, the phased release of employment land will be secured through S106 agreements/obligations.

Policy Context	
National Policy	NPPF (principally paragraphs): 20, 21, 30, 32, 37, 47, 49, 50, 56, 60, 64, 73, 75, 85, 95, 99, 100, 103, 109, 117 & 120
Local Evidence	Site Selection Report, Strategic Housing Land Availability Assessment, Green Belt Assessment Update, Cheshire East Housing Development Study, Strategic Housing Market Assessment, Employment Land Review, Alignment of Economic, Employment and Housing Strategies, Spatial Distribution Update Report, Wilmslow Town Strategy, Development Strategy, Cheshire East Greenspace Strategy, Cheshire East Strategic Flood Risk Assessment, Pre-Submission Core Strategy, Local Plan Strategy Submission Version, Sustainability Appraisal, Habitats Regulations Assessment
Strategic Priorities	Priority 1: Promoting economic prosperity by creating conditions for business growth Priority 2: To create sustainable communities Priority 3: Environmental quality should be protected and enhanced Priority 4: To reduce the need to travel
SCS Priorities	Priority 1. Nurture strong communities Priority 2. Create conditions for business growth Priority 5. Ensure a sustainable future Priority 7. Drive out the causes of poor health

Table 15.36 Policy Context: Royal London including land west of Alderley Road Site

<sup>404</sup> as identified within Paragraph 80 of the NPPF

# APPENDIX B

## PLANNING DOCUMENTATION

**THE FOLLOWING DOCUMENTS ARE LIKELY TO BE REQUIRED TO ACCOMPANY FUTURE PLANNING APPLICATIONS.**

- PART 1 APPLICATION FORMS
- CERTIFICATE OF OWNERSHIP
- LOCATION PLAN, SCALE 1:2500, SITE EDGED RED, OTHER LAND IN SAME OWNERSHIP EDGED BLUE
- EXISTING AND PROPOSED SITE PLANS
- EXISTING AND PROPOSED FLOOR PLANS AND ELEVATIONS
- STREET SCENE PERSPECTIVES
- ENVIRONMENTAL STATEMENT\*
- TREE SURVEY AND TREE REPORT
- LANDSCAPE AND VISUAL IMPACT ASSESSMENT
- LANDSCAPE MASTERPLAN
- LANDSCAPE DESIGN REPORT (TO INCLUDE A LANDSCAPE STRATEGY AND LANDSCAPE DESIGN PRINCIPLES FOR EACH DEVELOPMENT AREA AND OTHER SITE COMPARTMENTS - PARKLAND, WOODLANDS, ETC)
- ECOLOGICAL REPORT(S)
- PLANNING STATEMENT
- DESIGN AND ACCESS STATEMENT
- HERITAGE STATEMENT
- SUSTAINABILITY STATEMENT
- FRAMEWORK TRAVEL PLAN
- TRANSPORT ASSESSMENT
- DRAINAGE AND FLOOD RISK REPORTS
- CONTAMINATED LAND REPORTS
- EMPLOYMENT LAND REPORT
- SPORTS NEEDS ASSESSMENT
- STATEMENT OF COMMUNITY INVOLVEMENT
- VIABILITY APPRAISAL
- DRAFT LEGAL AGREEMENT

The Council's validation checklist can be found on the Council's website at the following link:-

[http://www.cheshireeast.gov.uk/environment\\_and\\_planning/planning/planning\\_application\\_advice/making\\_a\\_planning\\_application/what\\_do\\_i\\_need\\_to\\_submit.aspx](http://www.cheshireeast.gov.uk/environment_and_planning/planning/planning_application_advice/making_a_planning_application/what_do_i_need_to_submit.aspx)

