



April 2025

Camelot Development Framework



Charnock
Richard

ABOUT STORY HOMES	3
1. INTRODUCTION	4
2. CAMELOT IN CONTEXT	6
3. TECHNICAL & ENVIRONMENTAL CONSIDERATIONS	14
4. THE POLICY FRAMEWORK	20
5. THE CASE FOR ALLOCATION	22
6. VISION & ILLUSTRATIVE MASTERPLAN	28
7. DELIVERABILITY & BENEFITS	36



A strong commitment to design, placemaking, and customer experience will be instrumental in delivering an exemplary new development, making Story Homes the perfect choice.

- 1.1 Story Homes is a privately owned housebuilder. Founded by Fred Story in 1987, it has a long and successful reputation of building high quality, high specification homes across the North of England.
- 1.2 The family owned business has grown in size and status over the years but remains grounded, built on its original ethos of 'doing the right thing' and creating a brand synonymous with quality.
- 1.3 For nearly 40 years Story Homes has been the name most often associated with aspirational new homes throughout Cumbria, the North East and Lancashire. A passion for quality and excellence has seen Story Homes become a multi-award winning UK property developer; with modern and attractive homes that inspire buyers.
- 1.4 Story Homes' success is underpinned by a determination to understand the needs of communities in which it builds, and a goal to deliver carefully designed homes that stand the test of time.

STORY HOMES' GOES THE EXTRA MILE BY:

- ✓ Employing local people;
- ✓ Supporting local trades and supply chains;
- ✓ Using local materials where possible;
- ✓ Supporting local communities and being a good neighbour in the areas in which it builds;
- ✓ Acting as a responsible housebuilder, placing sustainability at the heart of its homes and developments;
- ✓ Building high-quality homes that continue to look beautiful in years to come and can be enjoyed by future generations;
- ✓ Building homes that it is proud to put its name to and that customers are proud to call home;
- ✓ Providing 'affordable' homes for local people; and
- ✓ Collecting detailed feedback from customers and identifying areas for improvement.

1. Introduction

This Development Framework has been prepared by Asteer Planning on behalf of Story Homes, to demonstrate the suitability of the land at the Former Camelot Theme Park (“Camelot”) for residential-led development and to set out a compelling case to remove the site from the Green Belt and allocate it as a residential-led development site in the emerging Central Lancashire Local Plan (“CLLP”).

1.1 This document should be read alongside representations, prepared by Stantec to the CLLP on behalf of a developer consortium, which robustly demonstrate that to be justified and effective, Central Lancashire and Chorley should plan for a significantly higher housing requirement, to address local affordability issues and catalytic jobs growth projections; and to be consistent with a new direction in national planning policy that seeks to immediately boost housebuilding and address the UK’s acute housing crisis.

1.2 To support this growth and to plan for Chorley’s needs throughout the emerging Plan Period, it is essential that Chorley considers the allocation of land in the Green Belt – and in particular those sites which are previously developed, and which have a limited impact on the wider purposes of Chorley’s Green Belt as a whole.

1.3 Camelot presents a unique opportunity to deliver new homes and environmental improvements on a major brownfield site. Supporting a new community at Camelot is an opportunity to leave a lasting and meaningful legacy at the site – which can deliver development that provides an exceptional quality of place within a landscaped setting, that can deliver a range of compelling public benefits, including a new Community Hub and integrated travel hub, for the enjoyment of existing and future residents.

1.4 Story Homes is fully committed to redeveloping the Camelot site, and is currently preparing a planning application for a minimum of 350 homes alongside community infrastructure, accessibility improvements and significant areas of multifunctional open space; that will fully demonstrate the deliverability of the site to complement the CLLP process.

1.5 This document sets out how the site is available and can be delivered early in the next Plan Period for at least 350 homes with associated community infrastructure, to complement a spatial strategy that supports growth in Chorley and across central Lancashire, and a Local Plan that fully meets the housing and employment needs of the region to the end of the Plan Period and beyond.



CONTENT

1.6 This Development Framework has been prepared by a professional design and technical team and includes the following sections:

- **Site Context** - a summary of the site in context, including its wider strategic positioning and a description of the site and its surroundings;
- **Technical and Environmental Considerations** – a summary of the wealth of technical work that has been undertaken to underpin an illustrative masterplan and to demonstrate that the site is deliverable;
- **Planning Policy** - a review of the existing and emerging planning policy context that frames the emerging CLLP and the site;
- **The Case for Allocation** – a summary of the case for allocating the site, including the exceptional circumstances that exist for reviewing the Green Belt and sustainable brownfield credentials of the site;
- **Vision & Illustrative Masterplan** – providing the overarching vision and key guiding principles which underpin an illustrative masterplan for the site; and
- **Deliverability & Key Benefits** – a summary of the availability, suitability and achievability of the site, and an articulation of the key benefits that the allocation of the site would deliver.

1.7 Should any further information be required by the Council, Story Homes and the appointed design and technical team would be happy to address any queries or requests. Story is fully committed to undertaking further detailed design and technical work to support the delivery of the site through both its planning applications and the emerging Local Plan process.

2. Camelot In Context

Camelot is a well-known previously developed site that formerly comprised a major Theme Park attraction. The site sits centrally within the Borough of Chorley and is strategically located on the M6 motorway, with access to major employment and population centres in Lancashire and Greater Manchester – providing an opportunity for an integrated and accessible new community with strong connections across the region.

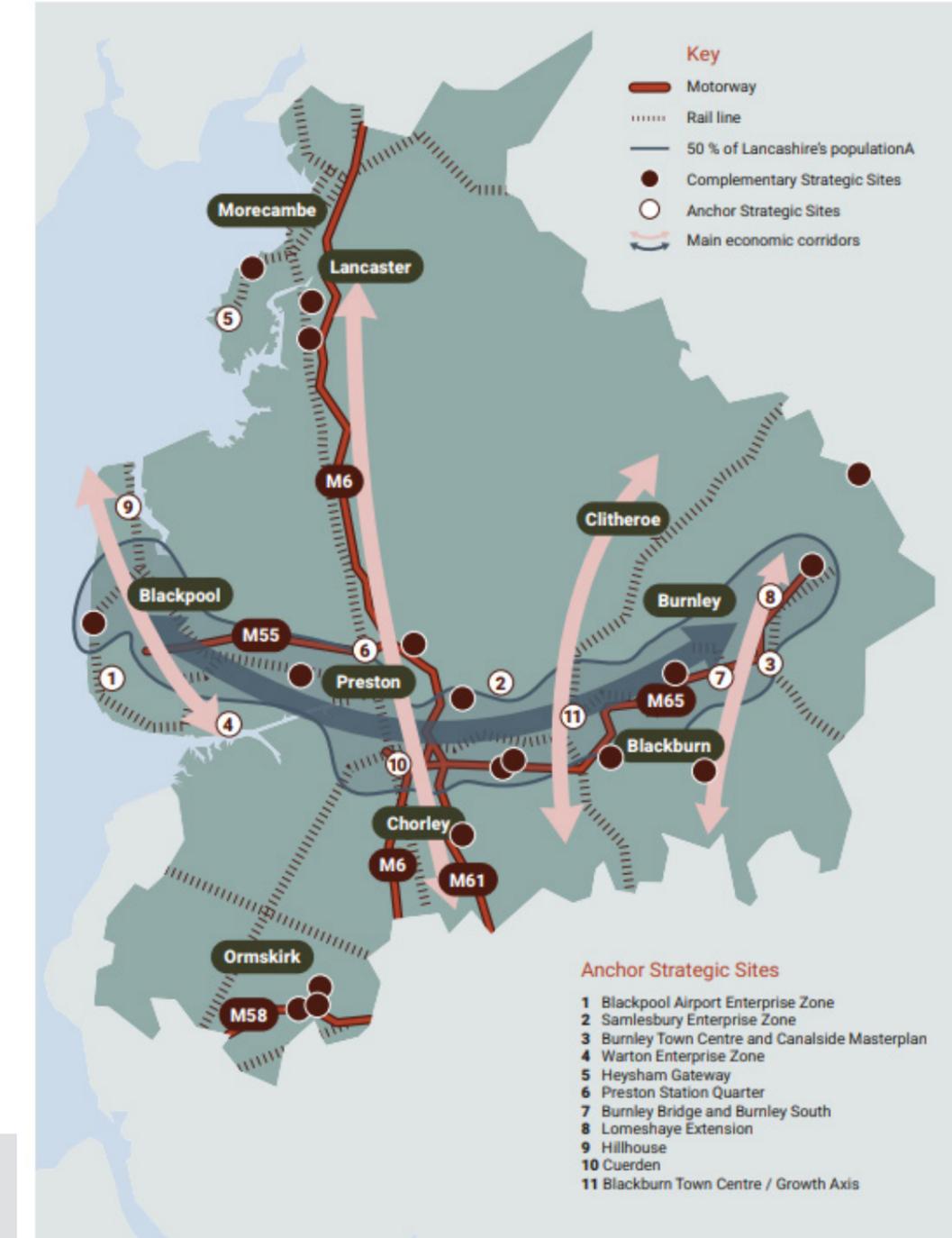
“Camelot provides an exceptional opportunity to support the delivery of new market and affordable homes on a redundant site, alongside the supporting community and transport infrastructure, that will enable Chorley and Lancashire to attract and retain the workers it needs to support its growth.”

A STRATEGIC LOCATION FOR GROWTH

- 2.1 The Former Camelot Theme Park is centrally situated within Chorley and exceptionally well positioned to support wider regional growth. It has excellent strategic connectivity, with an opportunity to build on the accessibility of the site by different modes of transport, that will capitalise on the inherent physical and economic links across the north west. It is in a prime location for residential-led development which would help to deliver improved transport infrastructure, facilities and fully accessible open space for existing and future residents.
- 2.2 The site is strategically located on the M6 motorway between the villages of Eccleston and Charnock Richard. The site is located in close proximity to Heskin, whilst Euxton and Coppull are within 3km and Chorley Town Centre lies 5km to the north east – which provide a wide range of services and facilities. The site also sits within a wider axis of major population centres, including Preston, Bolton, Wigan and Manchester; which have transport and economic links to Chorley that the site can capitalise upon.

- 2.3 The Lancashire Growth Plan 2025-2035 sets out a vision for Lancashire to become a globally recognised, highly competitive, and sustainable region celebrated for its exceptional quality of life, connectivity and opportunities. The growth plan focuses on sectors with the greatest growth potential, including: UK Security, Clean Growth/Nuclear, Sustainable Digital and Artificial Intelligence, Advanced Engineering and Manufacturing and a Re-imagined Coast, whilst supporting public services and structurally significant businesses such as health and social care. The plan supports the development of culture, health, transport, skills and housing as key enablers for economic growth.
- 2.4 As part of the vision, the Growth Plan aims for Lancashire to be a place which retains and attracts skilled workers through a compelling, affordable and varied quality of life offer. Camelot provides an exceptional opportunity to support the delivery of new market and affordable homes on a redundant site, alongside the supporting community and transport infrastructure, that will enable Chorley and Lancashire to attract and retain the workers it need to support its growth.

Lancashire's Growth Map





SITE HISTORY

2.5 Camelot Theme Park first opened to visitors in 1983 and operated seasonally until it closed in 2012. In 1995, the Theme Park was attracting 500,000 visitors annually; however, this figure had declined to 336,204 visitors by 2005. The site was acquired by Story Homes in 2009 and continued to be operated as a Theme Park until 2012, when after years of declining visitor numbers, the Park closed.

2.6 The site is no longer suitable or viable as a tourism attraction with no realistic prospect of the site remaining in its former use due to a lack of investment opportunities, competition from other high profile visitor attractions and the subsequent dilapidation and demolition of the site.

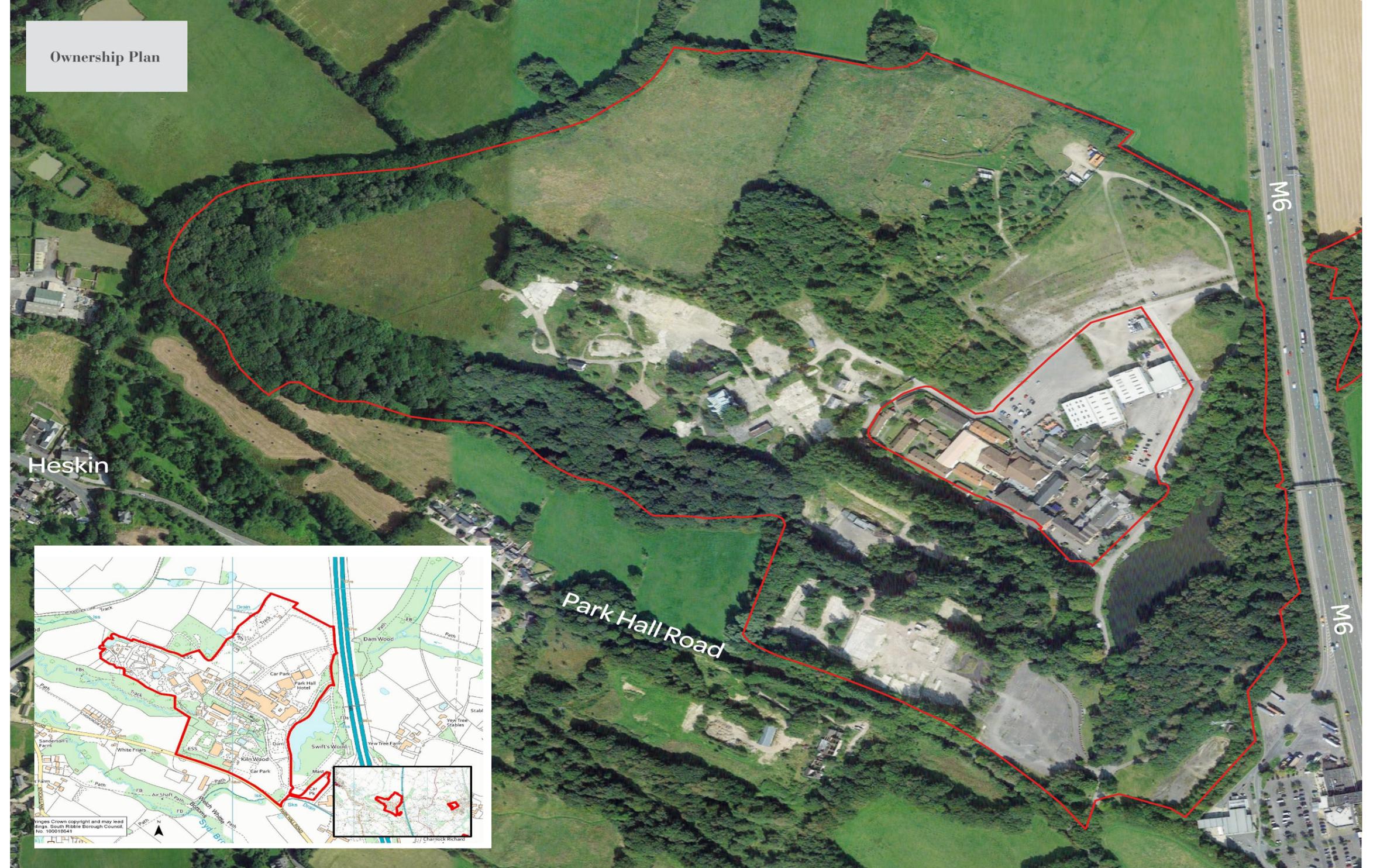
2.7 The current condition of the site poses a significant health and safety issue and has attracted a range of anti-social behaviour issues - which will only continue unless the site is re-purposed for a secure and beneficial use.

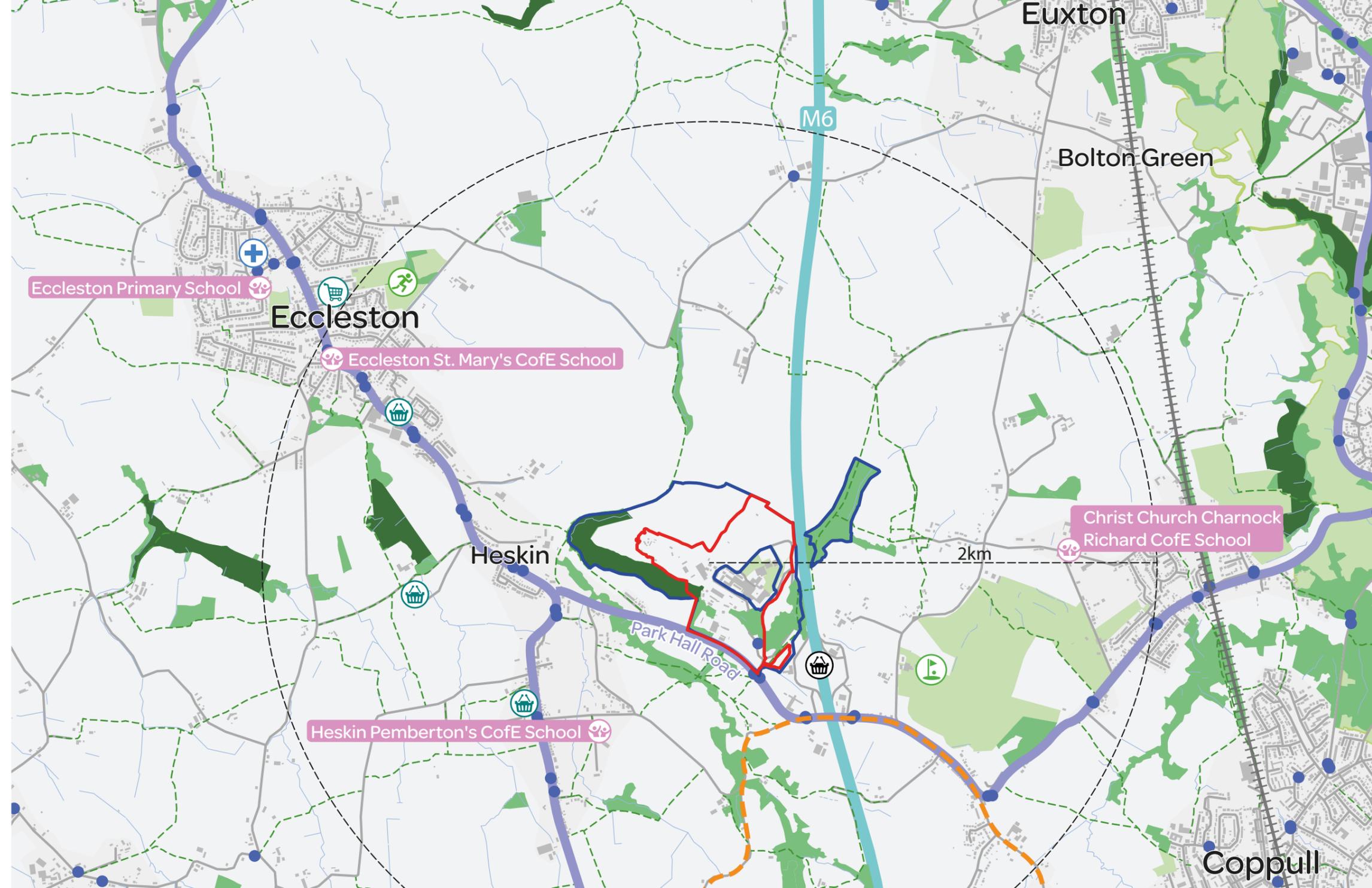


THE SITE & SURROUNDINGS

- 2.8 Story Homes' land ownership in the wider Camelot area extends to approximately 52.01ha and comprises part brownfield, part greenfield land, which is shown as the land edged on the aerial across and forms part of Story's "wider site". Story Homes is seeking to promote part of the wider site under its control for residential-led development. This comprises brownfield land that was previously a draft allocation in the Regulation 18 CLLP (Site Reference: CH/HSI.8). This land is shown on the inset CLLP policies map across, and referred to as "the site" in this document.
- 2.9 Central to the site is the existing Park Hall Hotel (140 bed-hotel) and employment units, which are outside of Story's ownership but form an important element of the wider site location, and which formed part of the previous draft CLLP allocation.
- 2.10 The site is brownfield and includes areas covered by the former park rides, facilities and buildings, car and coach parks, access roads, areas of hard standing and woodland areas.

- 2.11 The site has been subject to temporary uses that utilise its vacant state, such as the Scare City Experience, land for HGV Training and car boot sales. These are temporary uses only and offer no long term solution to the re-purposing of the site. A number of buildings and structures on the site have been demolished in recent years for health and safety reasons as the condition of the site has continued to deteriorate.
- 2.12 The site is bordered by mature woodland to the south and west, part of which is designated as Ancient Woodland and referred to as 'Little Wood'. Syd Brook watercourse flows through the woodland parcel to the south of the site, in a valley feature, which forms part of the River Douglas Catchment.
- 2.13 To the north of the site, within the wider Story landownership, is further land under the ownership of Story (within the blue line) that could be made available for allocation and development should additional homes and land be required as part of the CLLP process.





ACCESSIBILITY

2.14 The site is strategically located with access to existing services, facilities, and employment locations. The site has existing walking, cycle and public transport links, and offers the potential to deliver integrated transport solutions that support an accessible and sustainable new community at Camelot.

2.15 Heskin Village is located approximately 500m west of the site and includes a primary school, nursery, SPAR, village hall, pub, and butchers shop. Charnock Richard is located approximately 1.5km east of the site with Eccleston located 1.25km north west – with both offering a good range of local facilities, including: two primary schools, convenience stores, post offices, library, clinic, dental practice, public houses, and Eccleston recreation ground with Scout's Hut, changing rooms, playground, skate park and pitches. A significant range of main town centre uses are also easily reachable in the large centres of Chorley and Preston.

2.16 The site is served by regular bus services from Park Hall Road, which provides services between Chorley and Southport. A number of secondary school buses

also operate along Park Hall Road. Euxton Train Station is located approximately 3km to the north east and provides services between Blackpool North and Liverpool Lime Street every 20 minutes. Chorley Train Station is located approximately 5km to the east and provides further services to Manchester Airport, Barrow In Furness, and Windermere.

2.17 The site also benefits from existing pedestrian accessibility through the existing footway network. There are a number of Public Rights of Way ("PRoW") surrounding the site, comprising footpaths and bridleways which provide additional connectivity. The Lancashire Southern Loop Cycle Route is also within close proximity.

2.18 The site is uniquely positioned to provide new homes in an accessible and central location, and Story is fully committed to exploring the delivery of significant walking, cycling and public transport enhancements to create an integrated new community and integrated community travel hub at Camelot – which will not only benefit existing residents, but also those in neighbouring communities, such as Heskin, Eccleston and Charnock Richard.

Location of site (edged red) and wider site (edged blue)

3. Technical & Environmental Considerations

An illustrative masterplan and the design evolution of the site has been underpinned by detailed technical analysis that has considered any site opportunities and constraints. It has demonstrated that a development could be sensitively brought forward that responds to the site characteristics and respects the character of the surrounding area.

HIGHWAYS AND ACCESS

3.1 Curtins has been appointed to assess the vehicular access options and highways capacity of the site, which demonstrates that the site is accessible, can be accessed safely, and will be adequately accommodated into the local highways network.

Vehicular Access

3.2 Curtins has undertaken preliminary work to ensure suitable access to the site can be achieved. The existing access to the site from Park Hall Lane will be retained and improved for the provision of buses and pedestrians. A suitable secondary access will also be provided.

Traffic Impact

3.3 Curtins have undertaken a trip generation study to forecast the amount of trips a 350-dwelling development at the site would result in. Based on the worst-case trip rates for the 'Traditional Transport Assessment (TA) Approach' is 1,490 two-way vehicle trips per day.

3.4 Compared with the existing 24-hour flows on Park Hall Road of 5,693 vehicles per day (east and west), the Proposed Development would increase these flows 18% (east) and 8% (west). This is based on a 70/30 split of the Proposed Development traffic between east/west respectively, based on the likely traffic distribution and assignment.

3.5 These percentage impacts fall below the 30% threshold as set out in Institute of Environmental Management and Assessment (IEMA) Environmental Assessment of Traffic and Movement' 2023 guidance, therefore in combination with the identified cumulative schemes, the Proposed Development is not anticipated to generate any significant effects.

“This section sets out the key environmental and technical considerations, and serves as a framework for more detailed design and technical assessment work as the CLLP progresses, demonstrating the site is wholly deliverable and fully in keeping with the character of its surroundings.”





“Alongside retaining and enhancing scrub and woodland habitats, bringing the site back to life could include new tree and hedgerow planting, wildflower meadow creation, enhancing on-site waterbodies and watercourses.”

HERITAGE & ARCHAEOLOGY

- 3.6 CFA are appointed to assess the heritage and archaeological potential of the site. There are no historic designations on or within the immediate vicinity of the site. There are two Scheduled Monuments within 5km of the site, however due to the location of these sites and the distance from the site and the existing intervening built form of the local road networks and settlements, and existing vegetation, it is expected that the proposed development would have no harmful impact on the significance on the Scheduled Monuments.
- 3.7 In addition, there are six Grade II Listed Buildings within 1km of the site, the closest being Stanley Wives Farmhouse (Grade II) approximately 710m south west of the site. A Cultural Heritage Desk Based Assessment (DBA) concluded the setting of the listed buildings would be unaffected by a sensitively designed development. Therefore, no adverse impacts are anticipated since any impact would be negligible and localised to the site.

Archaeology

- 3.8 Previous assessments undertaken at the site have identified negligible potential for the presence of buried archaeological remains to survive.

LANDSCAPE AND VISUAL

- 3.9 Stephenson-Halliday have been appointed to undertake a Landscape and Visual Impact Assessment to provide recommendations for landscape strategies and mitigation measures to prevent, reduce, or offset any adverse effects.
- 3.10 There are no National landscapes (previously referred to as Areas of Outstanding Natural Beauty) or National Parks within 10km of the site.
- 3.11 The site is not covered by any national or local landscape designations and the Proposed Development would not present a significant change in the local landscape character given the previously developed nature of the site and elements of existing built form. Whilst views from the existing PRoW network adjacent to the site may alter, it is considered that effects arising through development are likely to be minor and no greater than moderate effects. It is believed that where effects are moderate adverse, these effects would not be significant. Moreover, existing trees and hedgerows will be retained where possible and supplemented by landscape planting proposals, sympathetic to the local landscape character, that will integrate the scheme into the surrounding landscape and will further filter views from these routes.
- 3.12 Subject to further detailed work, it is considered that the redevelopment of the site could provide the opportunity to have a reduced visual impact based on the current site context, by removing large structures and creating a self-contained site that is more in-keeping with the surrounding area.

ECOLOGY AND BIODIVERSITY NET GAIN

- 3.13 E3P have been appointed to prepare a Preliminary Ecological Appraisal, to provide an assessment of the site’s ecological value and to identify opportunities for ecological enhancements.
- 3.14 The site does not lie within any statutory designated sites for nature conservation, there are two statutory designated sites for nature conservation within a 2km radius of the site boundary; Wrightington Bar Pasture SSSI is situated 1.7km south east and Charnock Richard Pasture SSSI is situated 1.75km east of the site.
- 3.15 The site comprises large areas of hardstanding, along with a range of habitats including woodland and waterbodies which are anticipated to support a range of flora and fauna. This presents an opportunity to retain, protect and enhance the highest value habitats whilst improving the overall structural connectivity of the ecological network.
- 3.16 The redevelopment of Camelot would enable the creation of new habitats to offer a minimum 10% net gain (with the potential to explore BNG well in excess of this) in biodiversity which would offer many more opportunities for fauna and flora to flourish within the local area. Alongside retaining and enhancing scrub and woodland habitats, this would include new tree and hedgerow planting, wildflower meadow creation, enhancing on-site waterbodies and watercourses and de-culverting lengths of the Syd Brook, and the creation of ditches.

TREES

- 3.17 An Arboricultural Impact Assessment has been undertaken by Tyler Grange to provide an assessment of the existing tree and hedgerow population and to identify opportunities and constraints in relation to potential development at the site.
- 3.18 A minimum 15m buffer will be applied to the Little Wood ancient woodland to ensure there is suitable offset implemented for any development proposed. The layout, with the inclusion of open space areas, will facilitate the planting of new trees, shrubs and hedgerows in line with habitat enhancement requirements and in the medium to long-term will result in an increase in overall canopy cover as a direct result of the development.

FLOOD RISK & DRAINAGE

- 3.19 The entirety of the site is in Flood Zone 1. The site is predominantly at little risk of surface water flooding, with some small areas of risk across the site, which will be considered as part of a Sequential Test.
- 3.20 In summary, it is not considered that, with suitable mitigation, there are any flood risk or drainage constraints preventing the site being brought forward for residential development.



UTILITIES & INFRASTRUCTURE

- 3.21 The site is previously developed and therefore it is anticipated that appropriate services including electricity, water, and broadband will be available.
- 3.22 As more detailed plans for the site are developed and as the Local Plan is progressed, more detailed technical work will be undertaken to assess the utilities capacity of the proposed development. However, it is not anticipated that there are any significant utilities infrastructure constraints that would prevent the site coming forward for development.

AIR QUALITY & NOISE

- 3.23 The site is not within an Air Quality Management Area (AQMA) and there are not anticipated to be any air quality constraints that would prevent the site being brought forward for development.
- 3.24 The site is not within a Noise Important Area (NIA), however there is a NIA (NIA ID 6905) situated on the M6 approximately 140m east of the site. The closest noise sensitive receptors are the residential dwellings approximately 180m south of the site and Pemberton House Farm approximately 40m south of the site.
- 3.25 Further noise and air quality assessment will be undertaken by RS Acoustic and Redmore, as detailed plans for the site are developed, however, there are not considered to be any air quality or noise constraints that would prevent the development of the site for residential uses.

PUBLIC RIGHTS OF WAY

- 3.26 The site is accessible on foot through the existing footway network. Additionally, there are a number of Public Rights of Way (PRoW), comprising footpaths and bridleways, surrounding the site that provide additional connectivity.
- 3.27 Overall, the nearby footpaths provide the site with good pedestrian accessibility. The illustrative masterplan has been designed to ensure that all Public Rights of Way are retained and enhanced as part of the future development of the site.



4. The Policy Framework

The new Labour Government has placed the UK's housing crisis and housebuilding at the heart of its manifesto and as a central pillar to its economic growth strategy. It is critical that Central Lancashire and Chorley do not ignore this context and seek to deliver a Local Plan that reflects this new policy landscape and the clear future housing needs of the region – by making the best and most efficient use of underutilised brownfield sites in line with well-established national and local policy.

THE ADOPTED DEVELOPMENT PLAN

- 4.1 The adopted development plan for Chorley, including the Central Lancashire Joint Core Strategy (July 2012) and the Chorley Local Plan (July 2015), recognise that Camelot is a Previously Developed Site in the Green Belt (Policy BNE5). This policy distinction acknowledges the fundamental difference between the site and other undeveloped sites in the Green Belt, allowing redevelopment to occur subject to certain criteria and recognising the inherent opportunity to re-purpose a major brownfield site.
- 4.2 The previously developed nature of the site should be fully recognised in the emerging CLLP and future planning policy.

EMERGING PLANNING POLICY CONTEXT

The Central Lancashire Local Plan

- 4.3 The site was previously included as a draft residential allocation for 564 homes (Reference: CH/HS1.8) in the CLLP Preferred Options Plan (2022), recognising the deliverability and suitability of the site for development and the opportunity to redevelop the site and the opportunity to meet the Borough's needs.
- 4.4 However, this draft allocation is proposed to be removed in the Regulation 19 CLLP. As set out in accompanying representations, prepared by Stantec, the proposed allocation of the site was underpinned by sound evidence and reflected national and local policy that sequentially directs development towards previously developed sites.

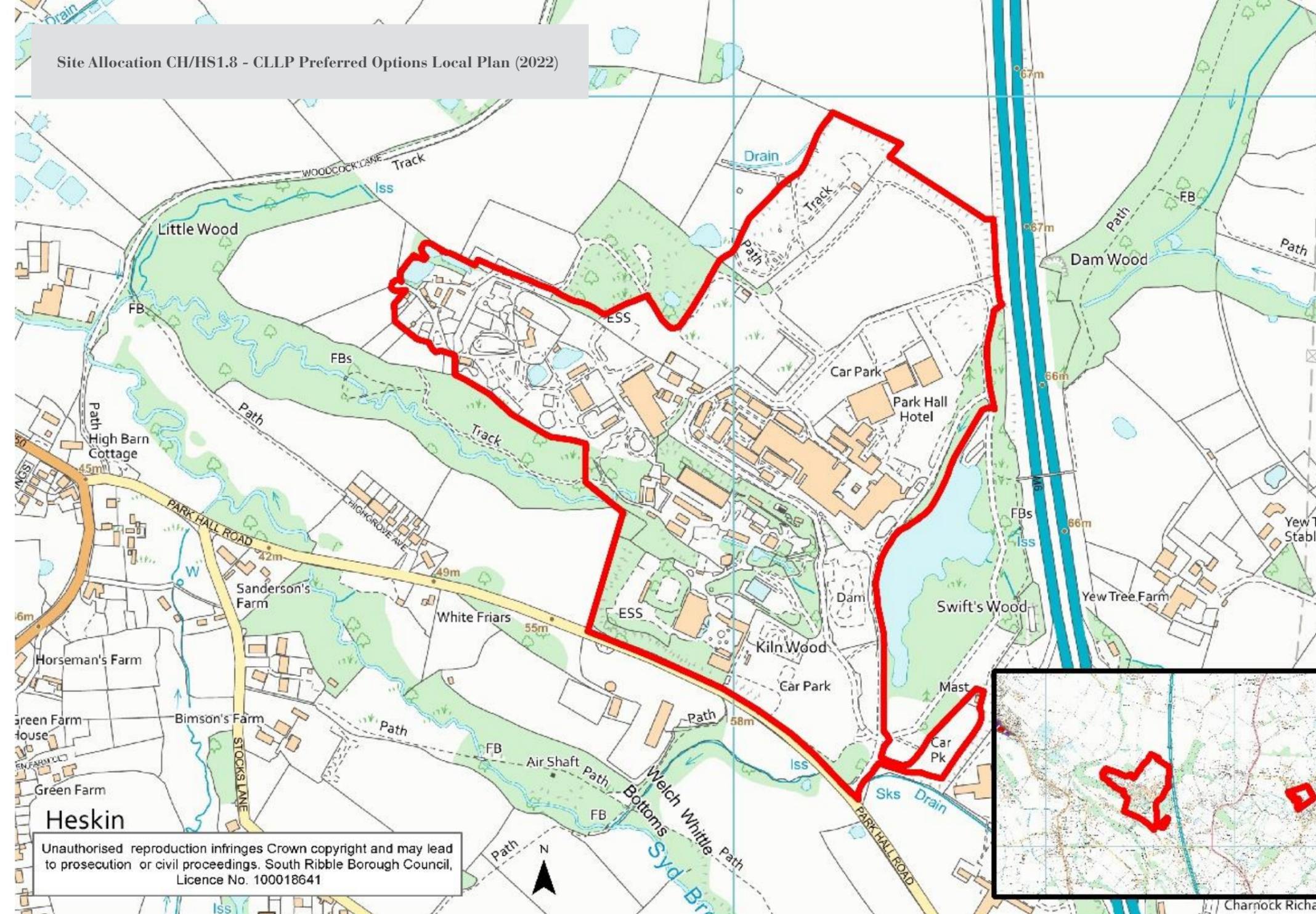
The CLLP cannot be considered sound without planning for a more appropriate housing requirement; nor can Chorley meet its future housing needs without delivering additional homes; and therefore considering sustainable brownfield sites, such as Camelot, in meeting this need.

A New National Policy Landscape

- 4.5 Whilst the CLLP is being progressed under the previous (2023) NPPF, it is important to consider

the implications of the new NPPF for Chorley and Central Lancashire – and particularly its revised housing requirement. The key issues to consider in the context of the new NPPF are:

1. The significantly increased housing requirement for Central Lancashire and Chorley (with Chorley only planning to meet 59% of this new requirement) – which the CLLP should seek to plan holistically for, to support affordability and economic growth across the whole Plan Period.
 2. An increased focus on sustainable previously developed sites that sequentially elevates the priority of sites that are previously developed in the Green Belt, and which do not meet specific purposes of the Green Belt.
- 4.6 As set in Story's representations to the CLLP, Chorley should not ignore this wider context and must plan positively to meet its need through to 2041 based on the new housing requirement, which in turn requires a review of the Borough's Green Belt land.



5. The Case For Allocation

There is a clear and compelling case to allocate Camelot in the emerging CLLP. The site is currently a vacant, underutilised previously developed site that requires redevelopment to prevent it falling further into disrepair – and one which is sustainably located to meet a significant future need for housing in both Chorley and Central Lancashire.

The exceptional circumstances to amend the Green Belt boundary in Chorley exist and, in the context of the new NPPF, the site is previously developed, sustainable and has previously been identified as a location suitable for development in the CLLP Preferred Options Local Plan. Building on representations, prepared by Stantec, submitted alongside this Development Framework; this section summarises the principle of allocating the site for residential-led development in the emerging CLLP.

THE EXCEPTIONAL CIRCUMSTANCES FOR AMENDING THE GREEN BELT BOUNDARY

Meeting Housing Need - An Existing Lack of Supply

5.1 At present, Chorley cannot demonstrate a five year housing land supply, with the latest position being 2.9 years' supply (April 2024) – a position that has likely worsened significantly in the context of a higher housing requirement implemented by the new NPPF. In this context, it is extremely important that the future housing needs of Chorley are future-proofed and grounded in the new Standard Method, to ensure that the emerging CLLP is robust and does not perpetuate future issues with housing land supply beyond the first five years of the Plan Period.

Meeting Future Housing Needs

5.2 The NPPF and new Standard Method sets a requirement of 564 dwellings per annum (“dpa”) for Chorley, and 1,643 dpa for Central Lancashire. The proposed CLLP is only meeting 80% of this requirement (1,314 dpa) across the three Local Authorities, in order to satisfy the

NPPF’s Annex 1 transitional arrangements; with Chorley only meeting 59% (334dpa) of this new housing requirement. This approach is not appropriate or justified to effectively plan for Chorley’s future housing requirement, which will:

- Fundamentally ignore national planning policy direction and not proactively consider the ability of the Borough to meet its potential housing requirement throughout the entirety of the Plan Period – to 2041 – and beyond.
- Not support the evidenced catalytic economic growth potential or affordability crisis in Central Lancashire.
- Leave no headroom or buffer to ensure that the minimum 80% of the housing requirement can be met, either at Local Plan Examination or during the Plan Period delivery (if key sites stall or become undeliverable).
- Lead to a significantly higher housing need in Chorley when the CLLP is 5 years old, due to its artificially low requirement in the CLLP - therefore potentially leading to speculative applications and an appeal-led approach to planning due to a suppressed five year housing land supply.

- 5.3 Stantec has prepared a ‘Central Lancashire Housing Need Assessment’ which interrogates the Housing Need Study (produced by DLP in December 2024) that underpins the CLLP housing requirement. This assessment concludes that, as a minimum, CLLP should be planning for housing growth that meets the Standard Method (1,643 dpa) to account for affordability issues and the exceptional employment opportunities that Lancashire will generate during the next Plan Period.
- 5.4 In summary, the NPPF is clear that housing need now constitutes the ‘exceptional circumstances’ to trigger a review of the Green Belt. For the reasons set out above, the CLLP should undertake a review of the Green Belt, including previously developed sites, to be able to fully plan for its future need.



PRIORITISING THE DEVELOPMENT OF A SUSTAINABLE BROWNFIELD SITE

5.5 In preparing strategic policies, national policy and the NPPF are consistent in prioritising the use of brownfield land, stating that: “strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or ‘brownfield’ land”.

5.6 The site proposed for allocation and development is previously developed, vacant and underutilised – which was fully acknowledged and accepted by the site’s previous draft allocation in the Preferred Options Plan (2022). The site should therefore be sequentially considered as the highest priority for Green Belt release, which will bring back to life a site that, by virtue of its brownfield status, is a sustainable location for growth.



5.7 The previous allocation of the site was based on a sound spatial strategy and site selection methodology which was:

- Reflective as its ‘adopted’ status as a brownfield site;
- Subject to a rigorous site selection process by LUC;
- Consistent with Policy SS1 of the Regulation 19 CLLP, that seeks to prioritise the delivery of development on previously developed (brownfield) land; and
- Sound in its allocation of the largest brownfield site in Chorley for future development to meet the Borough’s housing needs.

5.8 As set out in representations prepared by Stantec, the previous draft allocation of the site should be fully reinstated to reflect the brownfield status of the site, its sustainable location and the significant housing needs of Chorley and Central Lancashire.

The Purposes of the Green Belt

5.9 The NPPF states that the Green Belt serves five purposes:

- to check the unrestricted sprawl of large built-up areas;*
- to prevent neighbouring towns merging into one another;*
- to assist in safeguarding the countryside from encroachment;*
- to preserve the setting and special character of historic towns; and*
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.*

5.10 When considering the contribution of the site to these purposes, it is important to recognise that the site is previously developed and has an established history of significant development, including at scale when in use as a Theme Park. It is within this context that any impact on the Green Belt should be considered.

5.11 We do not consider that the site performs strongly against the relevant purposes of the Green Belt when considered in the context of its brownfield nature, the Councils’ Central Lancashire ‘Open Land Designations Study Green Belt Assessment (“GBA”) (October 2022) and when considering the contribution of the site itself to the purposes of the Green Belt, including:

- **Purpose (a): to check the unrestricted sprawl of large built-up areas** – even when considered as part of a larger parcel (P38) in the GBA,

the site is considered to have “limited / no” contribution to Purpose (a). When considering the site at a more granular level, it is considered that the site has no contribution to this purpose. The site is not adjacent to a large built up area and will not contribute to urban sprawl; being self-contained within a previously developed site location and having the potential to have a positive visual impact when considered against the previous use and current condition of the site.

- **Purpose (b): to prevent neighbouring towns merging into one another** – the GBA considers the site is considered to have “limited / no” contribution to Purpose (b). The site will have no contribution to the merger of towns, with the closest ‘town’ being Chorley which is 5km from the site. Notwithstanding this, the site is previously developed in character and will also not result in the merger of nearby villages.

- **Purpose (c): to assist in safeguarding the countryside from encroachment** – the site is not covered by any national or local landscape designations and its allocation and development would not present a significant change in the local landscape character. The site benefits from significant visual and physical enclosure, bounded by significant highways infrastructure and dense woodland cover to the south, east and west. To the north there is an opportunity to create a strengthened boundary to the wider open countryside that supports additional screening to the site and which negates the visual impact that the current condition of the site has on the wider Green Belt.

- **Purpose (d): to preserve the setting and special character of historic towns** – the site is not within or adjacent to a historic town and therefore this purpose is not applicable.

- **Purpose (e): to assist in urban regeneration, by encouraging the recycling of derelict and other urban land** – the site will have a significant positive contribution to the recycling of brownfield land, bringing forward for development a significant previously developed site that will support the regeneration of the largest brownfield site in the Borough.

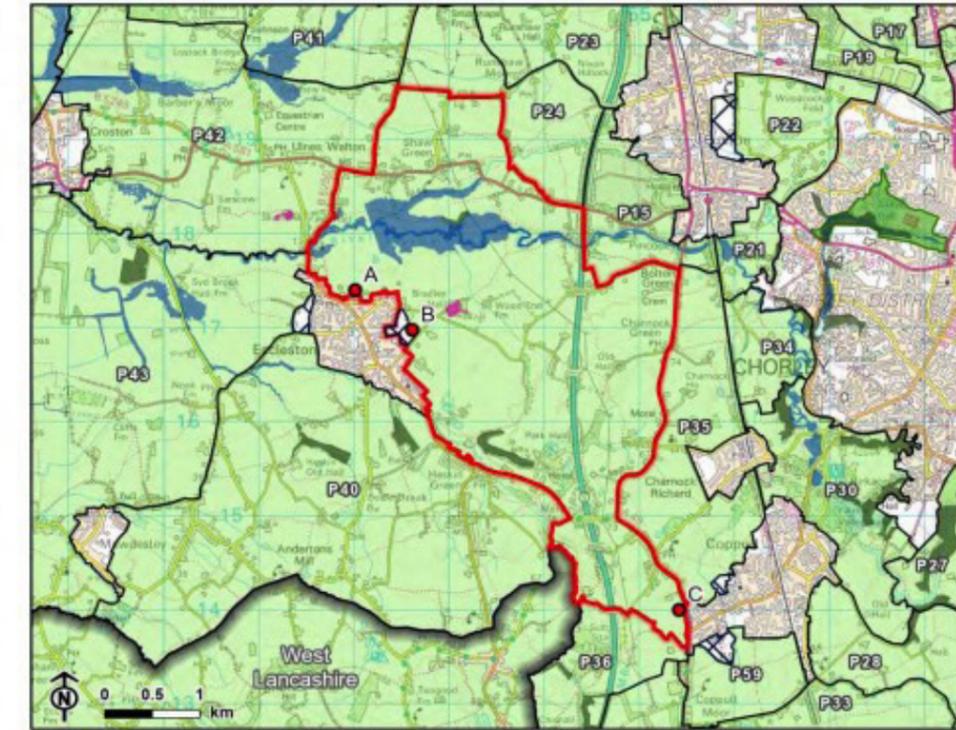
5.12 In summary, the site is brownfield by nature and has a limited functional contribution to the Green Belt itself, and has additional urbanising influences in the Park Hall hotel and associated employment units. We consider there to be a clear case for concluding that, overall, the site makes limited contribution to the purposes of the Green Belt.

Summary

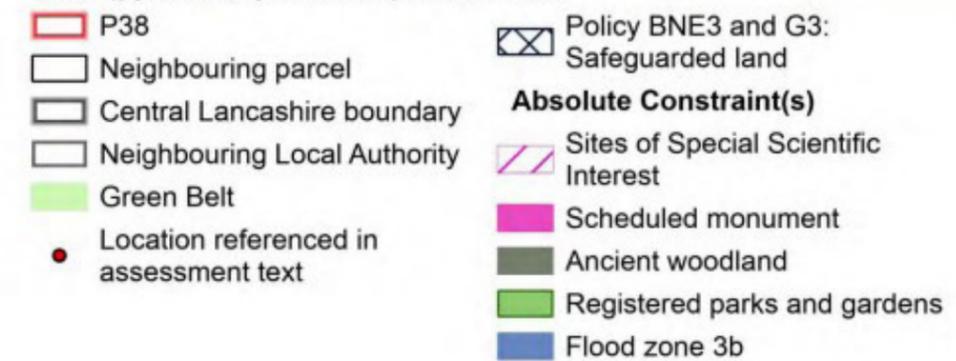
5.13 This section demonstrates the case for amending the Green Belt boundary at Camelot, based on existing and future housing needs. The site is sustainable, previously developed that does not make a strong contribution to the purposes of the Green Belt. There is therefore a strong case for reinstating the allocation of the site in the CLLP – which is supported by its deliverability and compelling public benefits, which are set out in Section 7.



Parcel P38



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6. Vision & Illustrative Masterplan

VISION

The redevelopment of Camelot provides a transformational opportunity to redevelop a sustainable brownfield site in a way that leaves a lasting and meaningful legacy for the site and for Chorley.

The vision for Camelot is to deliver a development that provides an exceptional quality of place, underpinned by the highest standards of design and sensitive placemaking; and that brings back to life a major brownfield site which, over the past 13 years, has fallen into significant disrepair. The redevelopment of Camelot will elevate the accessibility of the site, creating an integrated community and travel hub that enhances public transport connectivity and improves opportunities for walking and cycling.

Camelot will deliver the homes that people need, responding to the acute housing and affordability crisis by delivering the type, tenure and quality of market and affordable housing, alongside community infrastructure, that support a new community

in Chorley for future generations to live in.

The concept for Camelot is led by a vision to develop a sensitive, landscape-led masterplan that respects its wider Green Belt and woodland context and provides new greenspaces, green infrastructure and habitats as a fundamental element of a new landscape framework. New open spaces, green infrastructure and areas for biodiversity enhancement will support opportunities for recreation and relaxation, to place health and wellbeing at the heart of proposals, as well as creating habitats that support a significant uplift in biodiversity when compared to the brownfield site as it exists today.

“The vision for Camelot is to deliver a development that provides an exceptional quality of place, underpinned by the highest standards of design and sensitive placemaking.”





GUIDING DEVELOPMENT PRINCIPLES

6.1 The following guiding development principles have supported the vision for Camelot and an emerging Illustrative Masterplan that demonstrates how a minimum of 350 homes supporting community infrastructure can be delivered at the site.



1. CREATING AN EXCEPTIONAL QUALITY OF PLACE

6.2 A key principle of the redevelopment of Camelot will be to deliver outstanding quality in design and placemaking, that reflects best practice and the very best in urban design and housing quality that Story has to offer.

The development of new homes on a redundant brownfield site will be sensitively integrated with surrounding landscape with new open spaces, green infrastructure and landscaping to enable the seamless transition to a wider countryside and Green Belt setting – representing a significant improvement on the current underutilised state of the site.

The development of the site would fully reflect the character of surrounding villages, such as Heskin and Charnock Richard, providing a density and quality of development that reflects this part of the Borough.

2. CREATING AN ACCESSIBLE NEW COMMUNITY

6.3 The development of the site will significantly enhance the accessibility of Camelot as a new community.

The masterplan will be permeable, delivering continuous routes throughout and beyond the site, including improved walking and cycling routes to nearby villages Heskin and Eccleston.

New active travel improvements will be complemented by improvements to existing public transport, with a new integrated Community and Travel Hub providing an integrated and enhanced offer that is focal to the site and that will enhance connectivity to surrounding destinations.

3. PROVIDING INCLUSIVE HOMES FOR ALL

6.4 Camelot will focus on providing the type, quality and tenure of homes that meet needs of the future generations of Chorley by addressing the acute affordability and housing crisis.

It will deliver market and affordable housing (with a commitment to 50% affordable) that is viable and deliverable, with the opportunity to support elements of specialist housing where it meets identified needs.

The vision for Camelot is to be inclusive, flexible and responsive to the needs of Chorley and Central Lancashire during the next Plan Period and, above all, to deliver sustainable growth that delivers new homes that are accessible to all.

Local character of Heskin village

4. FOSTERING A NEW COMMUNITY

6.5 Camelot offers a unique opportunity to utilise a vacant site to provide the homes, amenity and community infrastructure to foster a new community in a central location in Chorley. The redevelopment of Camelot will create the conditions to unlock significant benefits for nearby residents of Heskin, Eccleston and Charnock Richard along with wider Borough. Camelot has the scale and scope to deliver a new community hub that can provide a new focal point, offering the land and development floorspace to provide flexible new uses including co-working space, retail /café space, meeting spaces and rooms for community groups along with new open spaces, green infrastructure and centralising a new transport hub.

5. CAPITALISING ON THE NATURAL ASSETS OF CAMELOT

6.6 Camelot will have a significant focus on retaining and enhancing its natural assets by utilising these features to create a unique place-based approach to design that respects the wider landscape character, particularly when compared to the current site context. A key opportunity is to utilise the natural ravine to create a generous area of public open space running through the centre of the site and connecting with the wider landscape setting. The masterplan vision aims to open and naturalise Syd Brook which has been culverted in parts to create an attractive and ecologically-rich landscape feature. The Ancient Woodland will be retained and enhanced along with the mature trees on site (where possible) and wildlife ponds.

6. DELIVERING AN INTEGRATED NETWORK OF MULTIFUNCTIONAL GREEN SPACES

6.7 Camelot will provide an integrated network of multi-functional open space, green infrastructure and amenity space that will provide significant benefits for existing and future residents. Camelot will place health and wellbeing at its heart, promoting active modes of travel and providing new community facilities that are accessible and fully integrated with the nearby villages of Heskin and Eccleston. There is an opportunity to provide significant open space and areas of play, that can become a new focus for recreation and amenity within the local vicinity and become a significant community asset for the health and wellbeing existing and future residents. The site will significantly improve the quality and accessibility of the Green Belt in this location.

7. CREATING NEW HABITATS AND A SIGNIFICANT UPLIFT IN BIODIVERSITY

6.8 Camelot will have a significant focus on creating habitats, providing an enhancement in biodiversity and providing multi-functional spaces where recreation and new flora and fauna can co-exist. The site is a vacant brownfield site and has limited ecology value at present, which provides an opportunity to deliver a significant uplift in biodiversity that, at a minimum, achieves a 10% net gain, with an opportunity to exceed this with the prioritisation of green and blue infrastructure across the site. A key principle will also be to retain existing trees, hedgerows and habitats, where possible, and integrate these into the future network of green spaces and green infrastructure.

8. A COMMITMENT TO DELIVERY, STEWARDSHIP AND MANAGEMENT

6.9 Story has an established track record in the delivery of high quality development, and in ensuring that a long term plan for stewardship and management of its developments is implemented in partnership with key stakeholders and the local community. Plans for the long term management and stewardship of assets, such as community facilities and open space at Camelot will form an important part of the engagement and consultation process as the concept plans for Camelot are progressed.



ILLUSTRATIVE MASTERPLAN

6.10 The Illustrative Masterplan provides one example of how a sensitive, well-designed landscaped scheme could be brought forward on the site that was previously allocated in the CLLP – for a minimum of 350 new homes, an associated community hub and enhanced public transport, pedestrian and cycle connections. The Illustrative Masterplan is indicative only, and will be developed in more detail as a planning application and the CLLP progress, and will be further informed by engagement with the local community/key stakeholders.



7. Deliverability & Benefits

The land at Camelot offers a unique opportunity to re-use a sustainable previously developed site for a deliverable residential-led development that will support the sustainable growth of Chorley. The development will deliver a range of economic, social and environmental benefits on an underused, vacant site that will significantly contribute to meeting the needs of Chorley and the Central Lancashire region.

“Story is a hugely experienced housebuilder with an extensive track record in delivering a diverse range of high-quality new housing developments across the UK.”

A DELIVERABLE SITE

7.1 The NPPF seeks to ensure that deliverable sites are provided in appropriate locations to meet housing needs and support economic growth. To be considered deliverable, sites should be available, suitable and achievable and should be available to be brought forward within a realistic timeframe once the Local Plan is adopted. In this context, the site is:

- **Available** – Story has control over the entire site and has an unrivalled track record in housing delivery in Chorley and Lancashire. Story is a hugely experienced housebuilder with an extensive track record in delivering a diverse range of high-quality new housing developments across the UK.
- **Suitable** – the site is entirely suitable for a residential development for the following reasons:

- It offers an accessible and sustainable location for development, with access to major population centres of Preston, Bolton, Wigan and Manchester; and offers the opportunity to underpin a new community with major new integrated travel improvements.
- It would bring a sustainable underutilised brownfield site into beneficial use, with a highly permeable, landscape-led residential development.
- It would meet the increased local housing needs of Chorley and contribute to alleviating the affordability crisis on a vacant, underused brownfield site.
- There are no initial environmental or technical constraints that would be an impediment the development of the site, subject to suitable mitigation and a

sensitive approach to design.

- It can deliver satisfactory vehicular access and has excellent access to the strategic highway network via the M6.
- **Achievable** – the illustrative masterplan demonstrates how the site responds to its physical characteristics, technical considerations and surrounding context by providing a sensitive landscape-led, deliverable masterplan. An assessment of the site constraints illustrates that delivery of the entire site is achievable, and a professional team of technical experts has been retained to support the detailed design of the site moving forward.





PUBLIC BENEFITS

7.2 The delivery of the site will provide significant benefits to the Borough and its residents. These include:

Economic Benefits

7.3 The development of the site would have significant economic benefits, both from its construction, occupation and in the catalytic impact it would have within Chorley and across Central Lancashire. Key economic benefits include:

- Generating investment during the construction phase of development through construction cost, Full Time Equivalent (“FTE”) construction jobs and an increase in GVA.
- Providing long term occupation/operational benefits including new resident expenditure, attracting new and high earning residents to Chorley, generating flow on and supported jobs and, overall, generating increased economic output in the Borough.
- Generating significant revenue for the Local Authority, with a development of new homes generating revenue in Council Tax revenue, New Homes Bonus and Contributions.

- Underpinning employment growth across Central Lancashire by providing the type, quality and spatial distribution of homes in the region that will allow it to capitalise on its key strengths across Security, Nuclear, Sustainable Digital and Artificial Intelligence, Advanced Engineering and Manufacturing sectors.

- Providing the quality of housing and community infrastructure that will underpin the retention of skilled workers and support high value jobs in knowledge-led industries.

Social Benefits

7.4 The delivery of the site will have clear social benefits for existing and future residents, in terms of providing better choice, improving access to amenities and meeting a variety of identified housing needs. The key social benefits include:

- Delivering high quality market homes to meet the needs of the Borough’s existing and future employees.
- Providing viable and deliverable affordable homes to address the Borough’s affordability crisis and support the housing of key workers and first time buyers. The site will provide 50% affordable housing.

- Delivering a new Community and Travel Hub with a range of flexible uses to suit a varied demographic to benefit new and existing residents, including spaces for co-working, a community shop/café, and a bus interchange.

- Delivering new and accessible multifunctional open spaces, amenity spaces and green infrastructure on previously private brownfield land to benefit existing and future residents and to improve connectivity to amenities to Heskin, Eccleston and Charnock Richard.

- Providing a highly permeable settlement layout with continuous routes throughout the site and with improved PRoWs that connect the site to Heskin and Eccleston.

- The provision of improved bus services and a shuttle bus service to local primary schools along with improvements to key junctions for pedestrians.

Environmental Benefits

7.5 The site is currently vacant brownfield land that has fallen into disrepair, with limited biodiversity or recreational value. The development of the site has the potential to significantly uplift the biodiversity, accessibility, overall enjoyment and environmental value of the site. Key environmental benefits include:

- The site is previously developed and has limited ecology value at present, which provides an opportunity to create new habitats for a range of species and deliver a significant uplift in biodiversity which would, as a minimum, meet the 10% net gain requirement with the potential to exceed this.
- The provision of multi-functional green infrastructure and open space that will benefit existing residents and create new green corridors through the site.
- The protection and enhancement of existing features of the site that add value, including mature trees, hedgerows and woodland.

Thank you

If you have any questions, please contact:

Ashleigh Genco, Senior Strategic Planning Manager

Story Homes Ltd

Parkway House

Chorley Business & Technology Park

Euxton Lane

Chorley

PR7 6TE

E: ashleigh.genco@storyhomes.co.uk

