

**15 DCNC2005/3465/T - INSTALLATION OF A 15M MAST, 3 NO. ANTENNAS, 1 NO. EQUIPMENT CABIN, AND AN ELECTRICITY METER CABINET. LAND AT BROMYARD TOWN FOOTBALL CLUB, DELAHAY MEADOW, STOURPORT ROAD, BROMYARD, HEREFORDSHIRE, HR7 4NT**

**For: Airwave 02 Limited LCC UK 9 Church Farm  
Business Park Corston Bath BA2 9AP**

**Date Received:**  
**28th October 2005**

**Ward: Bringsty**

**Grid Ref:**  
**66218, 54954**  
**AJ/CR**

**Expiry Date:**  
**22nd December 2005**

Local Member: Councillor Tom Hunt

**1. Site Description and Proposal**

- 1.1 The site is at Bromyard Football Ground, off the B4203 on the outskirts of Bromyard.
- 1.2 The proposal is a General Permitted Development Order prior notification submission for the installation of a 15m pole to support 3 antennas, and one equipment cabin and metre cabinet on land at Bromyard Town Football Club.
- 1.3 The proposal site is in the eastern corner of the football ground beyond the clubhouse and existing Vodafone antennae.

**2. Policies**

Malvern Hills District Local Plan:

Environment Policy 1: Location of Development  
Environment Policy 7: Overhead Lines and Cables  
Conservation Policy 18: Telecommunications Equipment  
Landscape Policy 1: Development Outside Settlement Boundaries  
Landscape Policy 3: Development in Areas of Great Landscape Value  
Transport Policy 11: Traffic Impact

Herefordshire Unitary Development Plan (Revised Deposit Draft):

Policy S11: Community Facilities and Services  
Policy DR2: Land Use and Activity  
Policy LA2: Landscape Character and Areas Least Resilient to Change  
Policy LA3: Setting of Settlements  
Policy CF3: Telecommunications

National Policy:

Planning Policy Guidance 8: Telecommunications  
General Permitted Development Order, Part 24/Class A  
Telecommunications Act 1984

**3. Planning History**

NC01/3249/F – Public Toilets. Approved 29/01/02

NC00/1297/F – Spectator stand with canopy and seating for 120 people. Approved 30/06/00

MH96/1366 – Provision of floodlighting to playing area. Approved 11/02/97

**4. Consultation Summary**Statutory Consultations

4.1 None required

Internal Council Advice

4.2 Traffic Manager: No response

4.3 Landscape Officer: From a planning landscape view, the preferred site is at the Bromyard Football Club. The assessment of all sites under assessment are available in the file. No objections to this proposal from the Landscape Officer.

**5. Representations**

5.1 Bromyard Town and Linton Parish Councils have been consulted. No response at time of report writing.

5.2 Three letters of objection have been received from:

Mr and Mrs Price, 3 Broadbridge Cottages, Bromyard, HR7 4NT  
Mrs Bridgewater, 2 Broadbridge Cottages, Bromyard, HR7 4NT  
R & P Kerr-Taylor, 1 Broadbridge Cottages, Bromyard, HR7 4NT

Objections are as follows:

- i) Health risk;
- ii) Loss of amenity from proposal, already have detrimental floodlights and Telecom mast;
- iii) Loss of amenity during construction – road access close to their houses.

5.3 The full text of these letters can be inspected at Northern Planning Services, Blueschool House, Blueschool Street, Hereford and prior to the Sub-Committee meeting.

## 6. Officers Appraisal

6.1 The matters for consideration in prior approval telecommunications masts are as follows:

- i) Demonstrably no opportunity for mast or site sharing or use of existing buildings or structures;
- ii) Siting and external appearance of apparatus minimal on surrounding countryside and residential amenity;
- iii) Technically feasible and appropriate as part of national network, special siting needs, technical and operational constraints.

### 6.2 Mast sharing

The applicants are representatives of the Police Force who have a clear need for site security. Though a telecommunication antennae exists in a football floodlight mast, the proposal would be inappropriate for a mast share for security reasons. In addition, the proposal requires for larger base unit than that which exists for the site. This is not feasible at the existing mast. On this basis, the proposal site is the most appropriate site in the area.

### 6.3 Amenity issues

The objections from local residents are of note. In response to these, the landscape officer has assessed the site and reports that there are no landscape objectives to the use of this site.

The Transport Managers report is pending.

The ICNIRP report, submitted by the applicant clearly states that the installation conforms with the current ICNIRP public exposure guidelines and meets requirements laid down in Planning Policy Guide 8.

Therefore there can be no valid planning objection on health or landscape grounds.

### 6.4 Technical appropriateness

The technical data supplied is fully adequate. Landscaping exists on site – the mature oak as noted in the Landscape Officers Report.

### 6.5 Significance for proposal

The requirement for this mast is an essential aspect of the police telecommunications network. The assessment for all potential sites indicates this is the preferred option.

### 6.6 Recommendation

Though the neighbours views and concerns are noted, as are the concerns of the Local Member, there are no sustainable grounds to object to this proposal. Members are reminded that the application will receive automatic approval at the eight weeks deadline under the terms of General Permitted Development Order, unless determined within the target date.

**RECOMMENDATION**

**That prior approval is not required.**

**Informative:**

**1 - N15 - Reason(s) for the Grant of PP/LBC/CAC**

Decision: .....

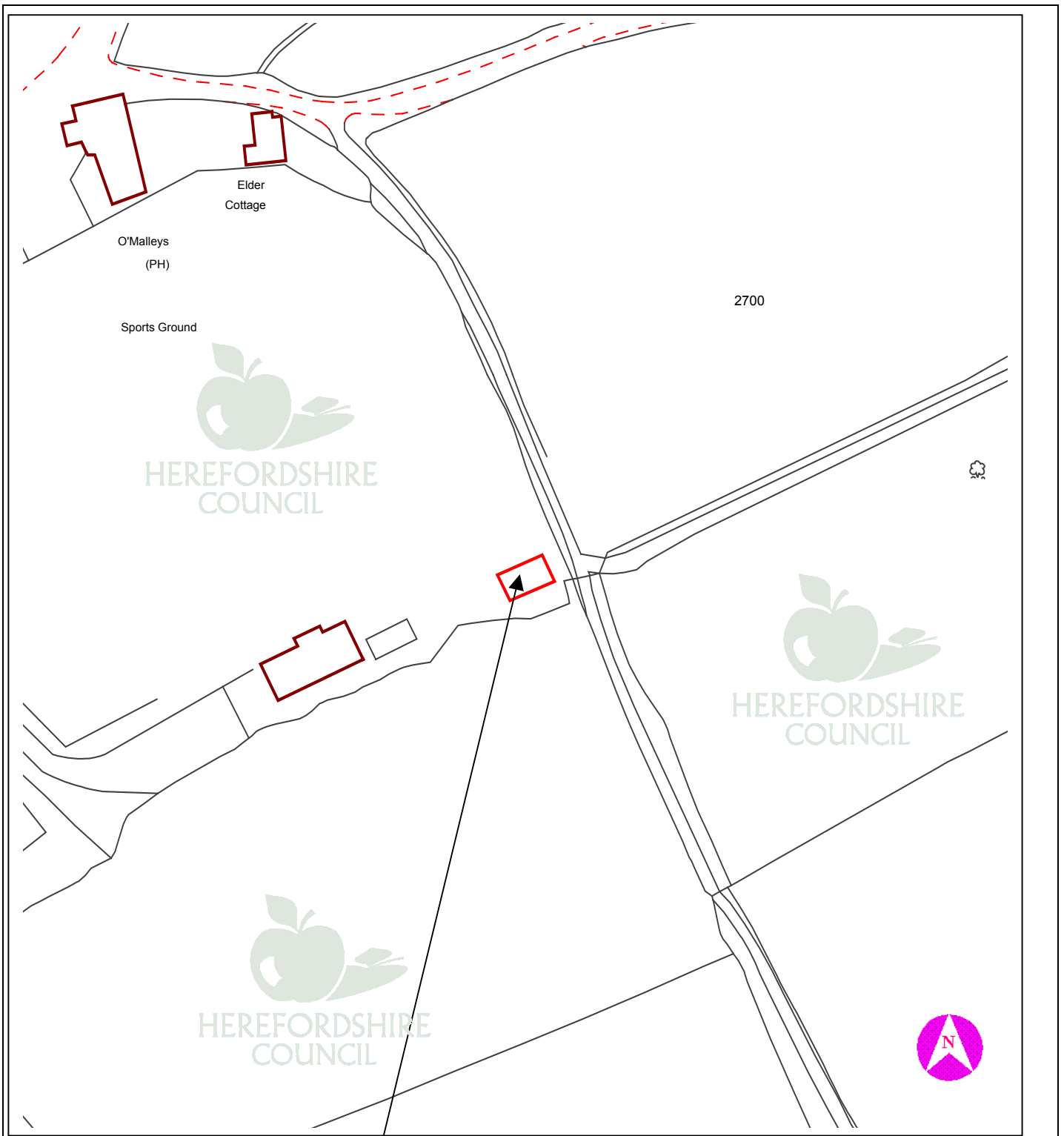
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**Background Papers**

Internal departmental consultation replies.

**AREA SUB-COMMITTEE**



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**APPLICATION NO:** DCNC2005/3465/T

**SCALE :** 1 : 1250

**SITE ADDRESS :** Land at Bromyard Town Football Club, Delahay Meadow, Stourport Road, Bromyard, Herefordshire, HR7 4NT

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