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Prepared by



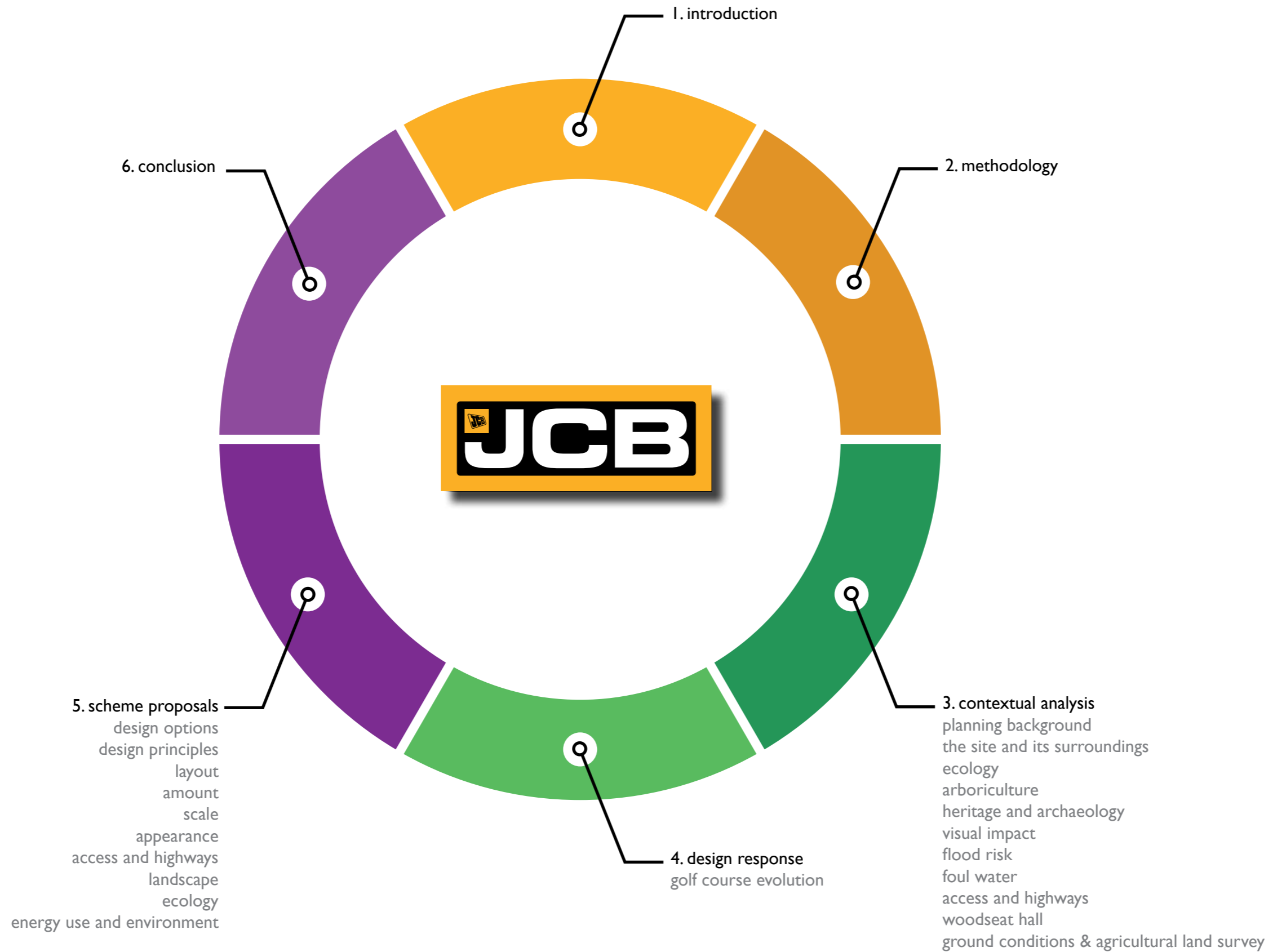
design and access statement

Woodseat Hall

Proposed Golf Course Development

January 2014

Index



1.0 Introduction

This Design and Access Statement supports and relates to the full planning application made by Bamford Property Ltd /JCB for the redevelopment of the land adjacent to JCB World Headquarters Rocester, Staffordshire. The scheme provides a new golf course, club-house and Health centre.

The scheme in summary comprises the following:

- Golf Club facilities building
- 18 hole championship Golf course over 266 acres
- 187 car parking spaces including 9 disabled bays,
- Covered Motorcycle shelter for 6 motorcycle spaces,
- Covered cycle shelter for 20 bicycle spaces and
- Squash court building & tennis courts.
- Buggy park and refuse store.
- conversion of existing bungalow into workshop & stewards accommodation.
- 2 no. Maintenance store and buggy charging .
- 2 no. golf course rain shelters.
- Ecological and arboricultural enhancements.

The application will consist of :-

- Construction of 18 hole golf course and associated practice facilities on land adjacent to JCB World Headquarters including attenuation/irrigation lakes and associated landscape, earthworks and drainage works;
- Restoration of the former Woodseats Hall ruins and extension to infill between the former hall and adjoining/adjacent coach houses/ancillary buildings (currently accommodating the JCB Technical Excellence Centre and JCB Insurance) to accommodate the club-house & leisure facilities and stewards accommodation.
- Provision of associated car parking on the site of/adjacent to the current JCB International Training Centre;
- Demolition of the steel framed JCB International Training Centre; and single storey steel framed storage shed associated with the scrap yard.
- Provision of two single storey steel framed agricultural barns to accommodate golf buggy charging and workshops/material storage associated with the maintenance and day to day upkeep of the golf course on the site of the former scrap yard;
- Construction of two rain shelters adjacent golf holes 7 and 17.

- Improvements to the access and egress to the proposed golf course including the formation of a right hand turning lane on the B5030 adjacent the existing Woodseats Lodge access and improvements to the existing scrap yard entrance/egress on to the Hollington Road together with the extension of the current private access road serving the JCB Arena to link it to the current Hollington Road access to enable adequate vehicular circulation of traffic to and from the club house/leisure users and maintenance/delivery traffic to access the course, club house and existing JCB Arena.

This document should be read in conjunction with the further reports and scheme drawings which accompany this planning application. The application is being treated as EIA development and is accompanied by an environmental statement in which the environmental effects of the development in terms of landscape ecology and archaeology have been assessed.

JCB was founded in 1945 by Joseph Cyril Bamford operating out of a garage in Uttoxeter. Today the company can boast 22 plants on 4 different continents with more than 750 dealers. JCB has a global workforce of circa 10,000 strong with committed manufacturing in Britain employing approx. 6,000 employees. JCB World Head Quarters is sited in Rocester, Staffordshire giving much benefit to the local economy.

The proposed development has been designed so that the visual impact on the site and surrounding landscape has been minimised. Key Design Drivers that have been considered from the initial briefing are:

- Respect the landscape character of the site, especially the attractive parkland setting of Woodseat Hall.
- Protect as far as possible the sites specimen trees, woodlands, hedgerows and water courses.
- Protect the habitats within the site.
- Mitigate for any impacts to habitats and protected species.
- Maintain access along recognised public footpaths.
- Continued use of JCB Arena and associated access roads within the golf course area.
- Dealing with heavy clay soils and large areas previously infilled with subsoil excavations from JCB factory construction.

Methodology

2 Design and Access Statement Methodology

The structure and detail of this document follows guidance produced by the DCLG 'Circular 01-2006: Guidance to Changes to the Development Control System'. This statement has also embraced two supporting texts: CABI's 'Design and Access Statements: How to Read Write and Use Them (2006)' and the Urban Design Group's 'Design and Access Statements Explained'. The following basic elements are identified in Circular 01-2006 and are fully explained within this document.

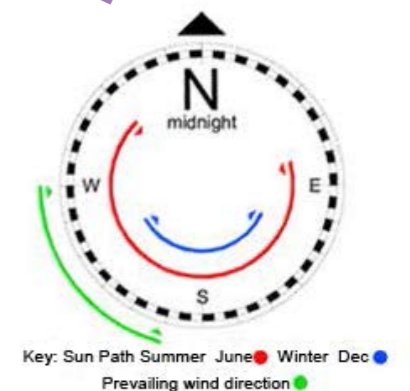
1) An appraisal of the context comprising:

- An assessment of the site's immediate and wider context.
- An evaluation of the assessment.
- The design of the scheme.

2) An explanation of the design principles and concepts in terms of:

- Layout
- Amount
- Scale
- Appearance
- Landscaping
- Ecology
- Accessibility
- Energy Usage and Sustainability

This document will identify how the design principles adopted have been implemented to create a distinctive and high quality proposal that compliments the JCB Brand and the setting of the proposed golf course and clubhouse.



3.1 Planning Background

Please refer to planning statement in full by Addleshaw Goddard.

3.2 The Site and its Surroundings

The village of Rocester lies in an area between the M1 and M6 motorway network. The Proposed Golf Club and course is located from the B5031 via the B5030 and A50 trunk road. Junction 24 of the M1 motorway, approximately thirty miles away to the east, can be easily reached utilising the A50 main trunk road. Junction 15 of the M6 motorway, approximately twenty one miles away to the North West, can also be reached using the A50 trunk road.

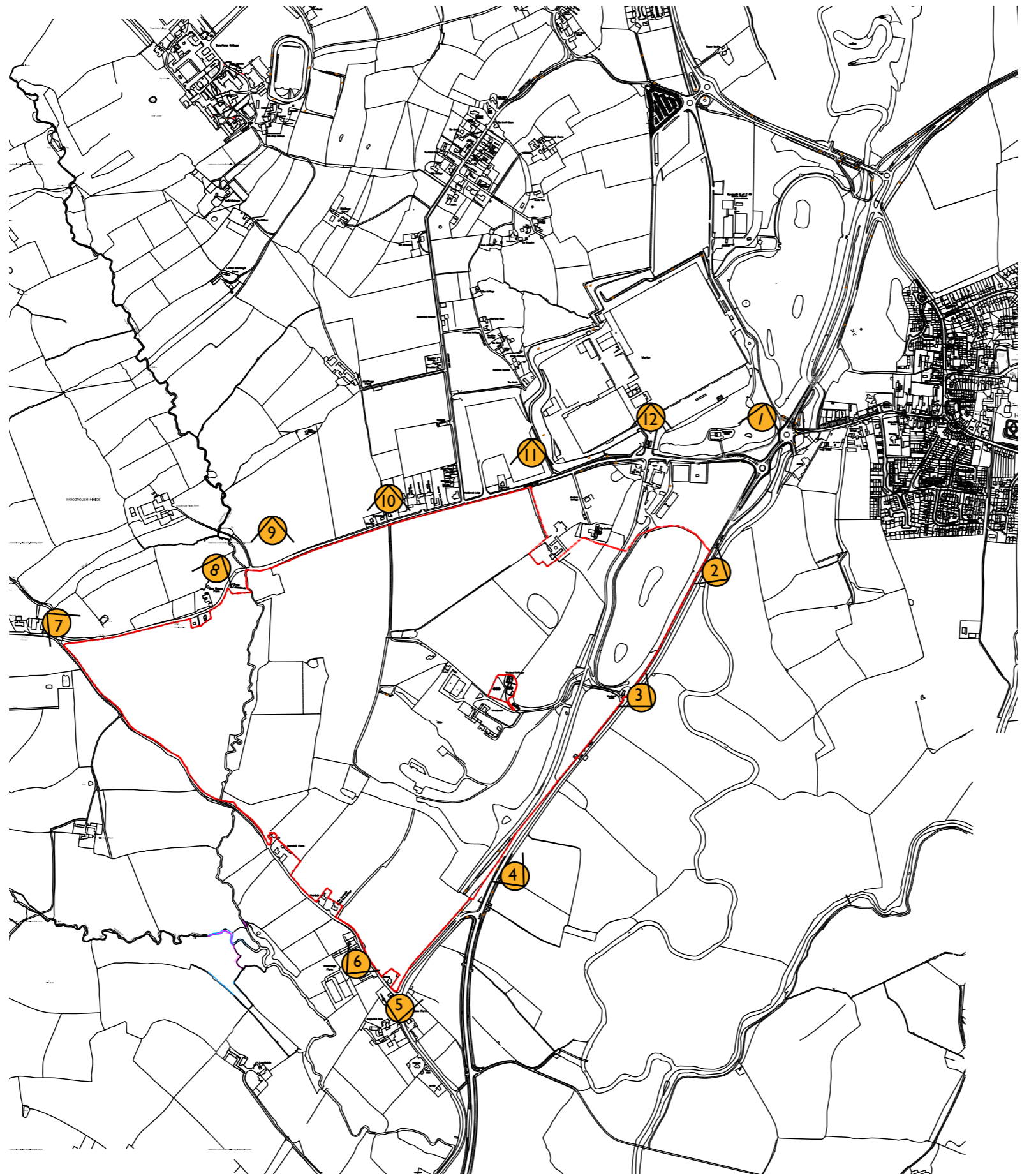
The Site is located within an area under the jurisdiction of East Staffordshire Borough Council Planning Authority. The proposed site is located South of the JCB World Headquarters in Rocester. The site has two entrances, one is located off an existing roundabout that also serves JCB headquarters that would remain unaffected by proposals and the other is of the B5030. From the site entrance there is an existing road running to the derelict Woodseat hall and the existing JCB insurance offices. The rest of the surrounding site is an area of farmland, parkland, woodland and water features.

The larger conurbations of North West England and the Midlands are within easy reach, Greater Manchester being approximately forty nine miles to the north and Birmingham approximately fifty miles to the south. The area is also well served with numerous airports: Manchester International is approximately forty one miles to the north, Birmingham International approximately fifty four miles to the south and East Midlands approximately thirty four miles to the east. The site is also within easy access of railway connections. The main line serves the city of Stoke-on-Trent with Manchester to the north and Birmingham and London to the south.

The site itself is approx. 105 hectares in area with the B5030 running alongside the entire southwest edge. The other surrounding boundaries face onto meadows believed to be classified as grazing marshes. The river Churnet is located to the east of the site. The site topography rises to a peak in the centre of the site reducing towards the New plantation woodland and the canal and lake and rising again in the western corner of the site. The overall level variance across the site is a maximum of 27m.

The site boundary/perimeter is predominately hedgerow with limited trees to the north boundary and south west corner. A enhanced tree/hedgerow plantation to the boundary is a part of the planning application details.

The site constraints and opportunities are demonstrated on the diagrams on the following pages 8 & 9



Location Plan



View 1



View 5



View 9



View 2



View 6



View 10



View 3



View 7



View 11



View 4



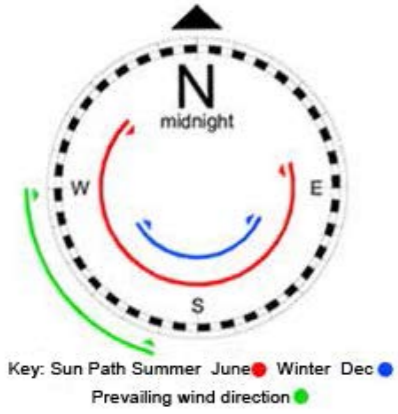
View 8



View 12



Contextual Analysis



Dealing with heavy clay soils and large areas previously infilled with subsoil excavations from JCB factory construction.

Protect the habitats within the site.

Protect as far as possible the sites specimen trees, woodlands, hedgerows and water courses.

Views of the site across open countryside should be respected

Maintain access along recognised public footpaths.

Retain access from the B5030 and existing lodge building

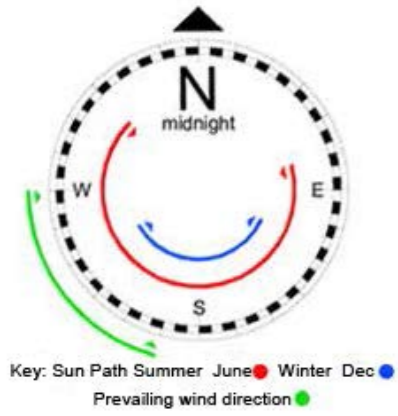
Respect the landscape character of the site, especially the attractive parkland setting of Woodseat Hall.

Continued use of JCB Arena and associated access roads within the golf course area.

Mitigate for any impacts to habitats and protected species.

CONSTRAINTS

Contextual Analysis



Existing boundaries surrounding the site can be retained and strengthened to increase biodiversity

The mature Woodland limits the visual impact of development to the western corner of the site

No intrusive power lines or mains underground services within development site.

Availability of attractive water features and woodlands.

Few environmental or archaeological restrictions.

Landscaped areas provides opportunity to mitigate surface water run-off reducing the impact on the river and increase biodiversity

Ideal location for visitor and staff car park in the low level area to reduce the visual impact of development and landscaped to mitigate

Retain existing access point from B5030 and extend new entrance access road to proposed site to minimise the effect on the existing highways network.

Regeneration of the derelict Woodseat Hall, to provide Golf clubhouse facilities

Generally open nature of the site ideally suited to golf development in terms of the scale of the land available and good, gently undulating terrain, with wide fields of view.

Additional planting across the site increases biodiversity across the site

OPPORTUNITIES

A50

Contextual Analysis

3.3 Ecology

S. Christopher Smith, Ecologist, has undertaken a Preliminary Ecological Walkover Survey for the land adjacent to JCB World Headquarters (please refer to full report) The summary of the EIA states;

The Site is currently intensively farmed land with areas of woodland that are unmanaged. The Ecological Assessment identifies that there will be a period of disruption for local biodiversity and habitats due to the extended construction period, but this extended period will allow for the operations to be timetabled to minimise disturbance to local wildlife.

Some of the woodland is older established Ancient or Semi-natural woodland classified as a Site of Biological Interest (SBI) and some areas are twentieth century new planting for parkland uses. The Development will result in the loss of some areas of the established woodland, 0.78 hectares of Ancient woodland and 2.135 of Semi-natural woodland. New woodland planting with an oak and hazel dominant tree mix will create 12.4 hectares of additional woodland on the Site. The assessment acknowledges that there will be a loss of established woodland and that this will impact on SBI and bluebell areas. However, mitigation for the Development will be achieved by the translocation of the 400mm of top soil from the woodland to be felled and cleared to areas of new woodland planting in accordance with recognised techniques. By implementing the clearance of rhododendron before the felling of the woodland areas this will allow the flora and fauna of the under storey to expand into the areas previously occupied by the rhododendron. This will increase the potential for native species to thrive in the translocated soils.

The net effect of the Development will be the addition of 12.4 hectares of new woodland for local wildlife, an increase in SBAP habitats and an increase in the connectivity within the landscape that achieves the aims of the East Staffordshire Green Infrastructure Study Update 2013. This will be supported over time by the implementation of a Biodiversity Management Plan which is proposed to be implemented for the Site in conjunction with the Development.

There will be an increase in the amount of managed rough grassland on the Site rather than the improved grassland of the farming operations that will be of benefit to local bird populations and small mammals. The rough grassland will provide forage opportunities for birds and bats and nesting opportunities for ground nesting birds. The increase in the rough grasslands will be a direct benefit to the forage opportunities of the current SBAP species known to be using the Site and those other SBAP species that will be able to use the Site after the golf course Development has been completed. The rough grassland will provide new connectivity within the landscape for all SBAP species which is a requirement of the East Staffordshire Green Infrastructure Study, 2013.

There will be an increase in the number of water features across the Site with greater use of ditches for drainage. This will produce a better habitat for amphibians with greater connectivity between the water features. The increase in water features will provide greater foraging opportunities for local birds and bats. This will meet the requirements of East Staffordshire Green Infrastructure Study, 2013 to increase connectivity within the landscape and will provide new habitat for SBAP species.

The Ecological Assessment concludes that while the Development of the Site will result in short term loss of habitat and opportunities for SBAP species and habitats during construction, the long term operational phase of the Development with the mitigation measures proposed will result in the increase in the area of SBAP habitat, an increase in SBAP species forage and habitat and a greater connectivity between habitats.

3.4 Arboriculture

A Pre-Development Tree survey has been undertaken by Treetec (please refer to full report)

In summary the proposed impact and mitigation of the site proposals are outlined below;

Total existing woodland across whole site = 12.5ha plus periphery trees and hedges that are unaffected.

Total area of farming land (mainly arable but some grassland also) = 62ha

Proposed fairways and semi rough = 32ha

Proposed new native woodland 'structure' planting 12.4ha

Thus areas of grassland for 'rough play' or wetland that can be managed on a more conservation/habitat bias = c. 14.7ha

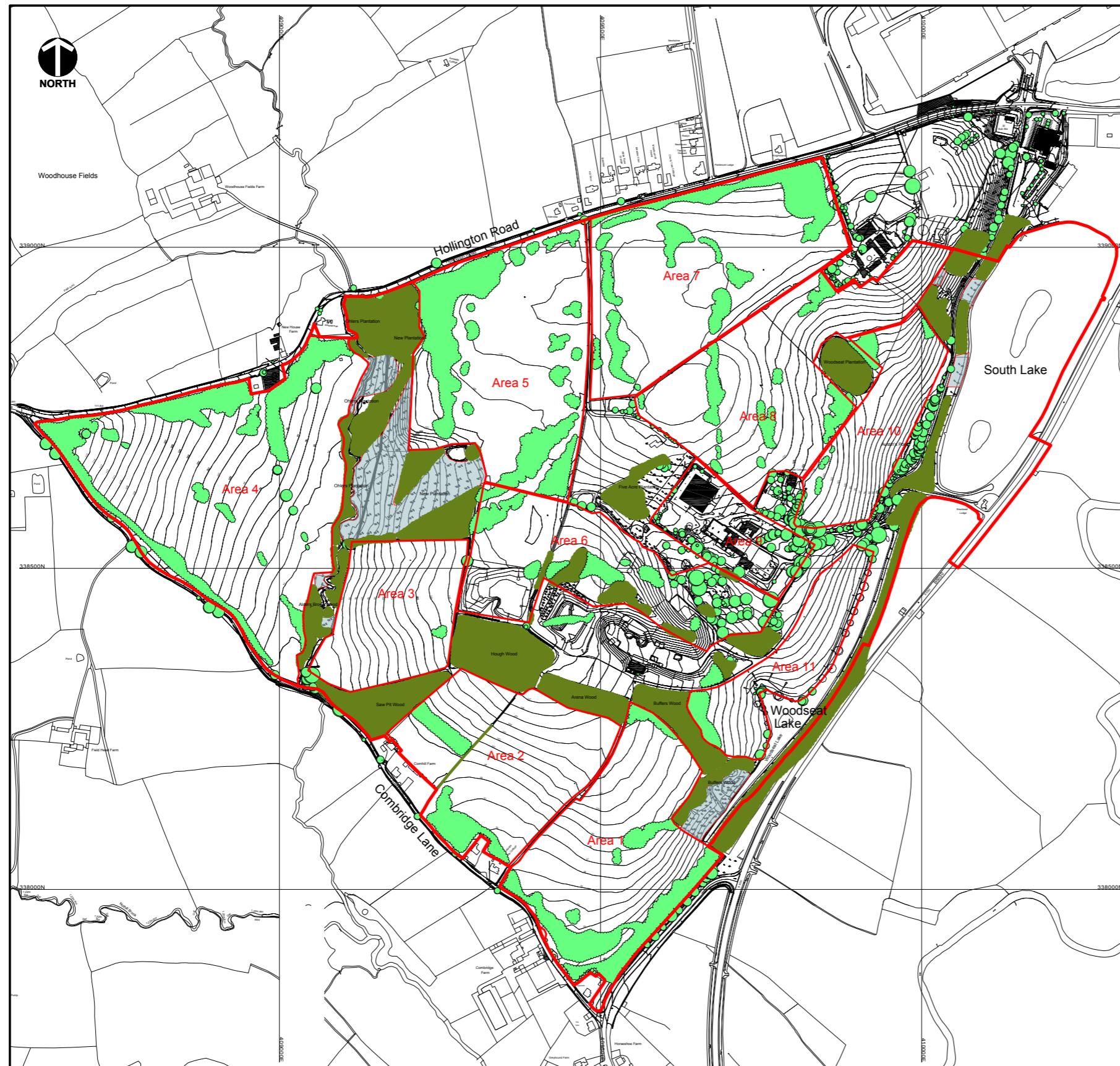
Area of tree loss with potential bluebell interest = 0.3ha. (Blue Bell and other interest to be confirmed by SWT)

Removal of Ash plantation.....which will in any event happen at some stage as part of existing estate management = 2.2ha

Smaller area of tree clearance near Woodseat Lake 0.4ha

The landscaping proposals will create planting enhancement to mitigate the impact of the removal of these trees from the site. as shown on the drawing below:

Contextual Analysis



Key

- Planning Application Boundary (the Site)
- Area 1
- Proposed woodland
- Existing woodland to be retained
- Areas of tree removal

0m 100m 200m 500m
Scale 1:6000

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Client: **JCB** BAMFORD PROPERTY LTD.

Project: **Woodseat Hall
Proposed Golf Course Development**

Title: **Topographic Site Survey & Site Areas**

CAD Ref:	Version:	Drawn by:	Scale:	Date:
JC971-D7v3	3	OH	Plan 1:6000	December 2013

bright & associates
landscape and environmental consultants
Pair Tree House, Dovaston, Oswestry, Shropshire, SY10 8DP
01691 682 773 www.bright-associates.co.uk

Drawing: **Figure L3**

Contextual Analysis

3.5 Heritage and Archaeology

A Heritage statement has been completed by C. Henshaw, Archaeological Consultant (please refer to full report)

The chapter in the EIS Statement concludes that;

This Archaeological assessment has assessed the Site and a wider 1.5km study area. The assessment has shown that the Site was probably of marginal concern to prehistoric communities, and the succeeding Roman and Early Medieval periods.

The line of the Roman road between Chesterton and Little Chester runs within the Site, parallel to and a short distance from its northern boundary, and when considered together with the proximity of the Roman fort and settlement at Rocester to the east, suggests a moderate potential for Roman archaeology in the northern part of the Site.

The earthworks of a possible medieval stock enclosure northeast of Woodseat Hall in the centre of the Site might represent the earliest substantial medieval activity on the Site. Ridge and furrow earthworks related to late medieval farms or settlements at Woodseat and Combridge were also recorded across the central and southern portions of the Site, and may have survived subsequent ploughing to the northeast of Woodseat Hall and in the parkland immediately surrounding the hall.

The Post-Medieval period on the Site is represented by continuing occupation at Woodseat, resulting in the present hall and farm complex, as well as at a number of farms around the edges of the site probably established in the 18th or 19th centuries. This activity, and the removal of a substantial number of field boundaries in the second half of the 20th century, indicates that there is a high potential for archaeology of this period across the Site, again of a predominantly rural character.

The assessment concludes that with the exception of the Roman road and the possible medieval enclosure, none of the potential archaeology on the Site is of more than local importance. Although material has been placed in the area of the Roman road, understood to be from the construction of the JCB factory, it is not considered to be sufficient to protect the asset given the extent of ground reduction planned for this area. The assessment therefore, recommends archaeological monitoring during all ground disturbance, including ground stripping and the provision of any services in this area, thereby ensuring that any archaeological material is preserved by record. The medieval enclosure sits in the area in which a drainage ditch will be dug as part of the Development as well as in a larger area of landscaping in which intrusion will occur up to 2m in depth. Again, a watching brief on excavation of the ditch and any other digging into the ground is recommended together with an earthworks survey which should be undertaken prior to the burial of parts of the

enclosure beneath made ground.

In terms of the zone of visual influence in the wider study area, the indirect impacts of the Development on the heritage assets within the 1.5km Zone Visual Impact are classified by the assessment as a maximum of 'Slight/Moderate/Adverse' for Woodseat Park, though the assessment chooses to err on the side of caution when assessing and assigning effect. The Rocester Conservation Area is not visible from Site. Little intervisibility exists between the listed buildings which comprise the Field Head Farmstead at Combridge. Similarly, Banks Farmstead, although adjacent to part of the Site, will be largely screened from the Development by tree planting, and is in any case is located in an area in which views are dominated by the extensive modern built JCB factory.

The undesignated Woodseat Hall with its associated parkland sits within the Development site and is located adjacent to the area to be redeveloped as a club house facility, leisure club, car park and tennis courts. The existing tree belts within the park largely screen views from the hall into the areas intended for the golf course. That part of the parkland to the south of the hall (again, beyond a tree belt) earmarked for greenway has already been altered by the JCB arena and stock yard with its associated access road. Additionally the hall currently sits derelict and in ruin. Sensitive renovation will constitute a positive visual impact on the condition and life of the hall. Overall, the impact of the Development on the parkland is classified as slight adverse.

The historic landscape character of the immediate area will change, as the small surviving areas of piecemeal enclosure in the southern and north-eastern parts of the Site will be removed. This has already happened across much of the rest of the Site north and west of Woodseat Hall. The scheme represents a change of land use from agriculture to leisure, but most areas of existing woodland will be retained, and together with the substantial additional tree planting will ensure that the green landscaping of the golf course is much less conspicuous than a built development would have been.

3.6 Landscape and Visual impact

A landscape and visual impact assessment has been undertaken by Bright Associates (Please see full report)

A summary and conclusion of the EIS is below,

A landscape and visual impact assessment (LVIA) has been carried out to examine and identify the potential impacts on landscape character and visual amenity.

Baseline conditions

The LVIA records the existing baseline conditions as follows:-

The Site is located to the south-west of the JCB World Headquarters at Rocester, within the administrative boundary of East Staffordshire Borough Council. The immediate environs of the Site are a mix of built and rural influences.

The eastern side of the Site is comprised of Woodseat Hall and parkland, JCB Insurance Services building, JCB Arena demonstration area and car parking facilities.

The northern area of the Site is agricultural, the southern and western encompass Mixed Agriculture and Woodland. The landform within the area studied in the LVIA (3km) features a broad river valley containing the River Churnet and the Dove situated to the east of the Site. Further east is a steeply sloping valley side where it rounds off and creates plateau topography. Land to the north rises in elevation and to the west forms an undulating landform incised by drainage gullies and wider valleys.

Landscape character and policy

There are no landscape National Designations affecting the Site. The Site is within the 'Potteries and Churnet Valley' National Character Area, and at a County level, within the 'Dissected Sandstone Uplands LCT'.

Three character areas are identified within the Site: Managed Estate land, Altered Farmland and Mixed Agriculture and Woodland. Much of the current Site is not considered to be highly sensitive as it is linked to adjacent managed areas with the JCB World Headquarters complex. Staffordshire County Council's 'Landscape Policy Objective Map' defines the area as of Highest Sensitivity; however, the changes are limited to the Site only. The LVIA identifies that the majority of the Site has more in common with the adjacent Area of Built Character and the managed landscape around the JCB World Headquarters complex. The Development provides green infrastructure which is in accordance with the Green

Infrastructure Study core themes of woodland, wetland and connectivity.

Mitigation processes

The Landscape Masterplan which forms part of the LVIA (at Technical Appendix I) illustrates the proposed structure and boundary planting with various grassland habitats in accordance with the landscape character of the area.

The design development of the Landscape Masterplan has been continuous with the golf course design and ensured that mitigating features which could assimilate the proposed golf course, buildings and topography changes into the landscape have been considered. The Landscape Masterplan makes provision for retaining woodland flora through soil transplantation, it provides for over 12 hectares of new woodland planting comprising native broadleaf species, it provides smaller ponds and wetland areas and larger grassland meadow areas that will be a positive benefit to wildlife and it will restore the parkland setting around Woodseat Hall.

Sources of impact

Five sources of impact have been identified and used as potentially affecting either landscape character or visual amenity:

- (i) woodland planting/removal;
- (ii) visibility of golf;
- (iii) change from agriculture to amenity;
- (iv) new buildings and
- (v) topography changes.

The construction works that relate to these proposals are for a temporary period only. The Landscape Masterplan which includes tree planting, grassland management and an overall management strategy for the Site represents the residual effects.

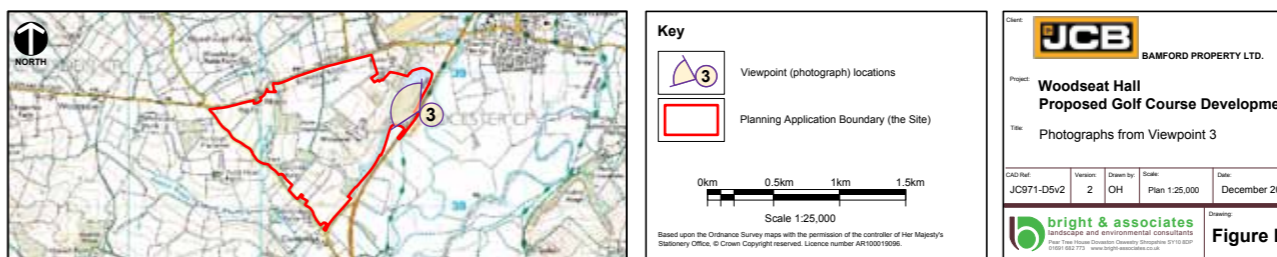
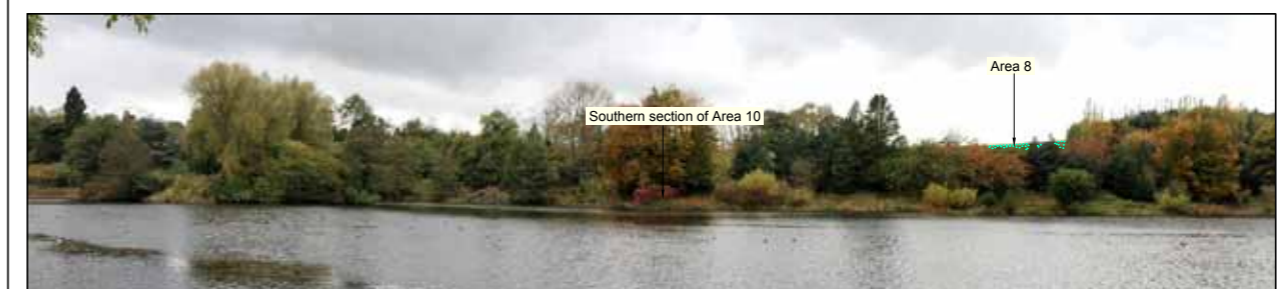
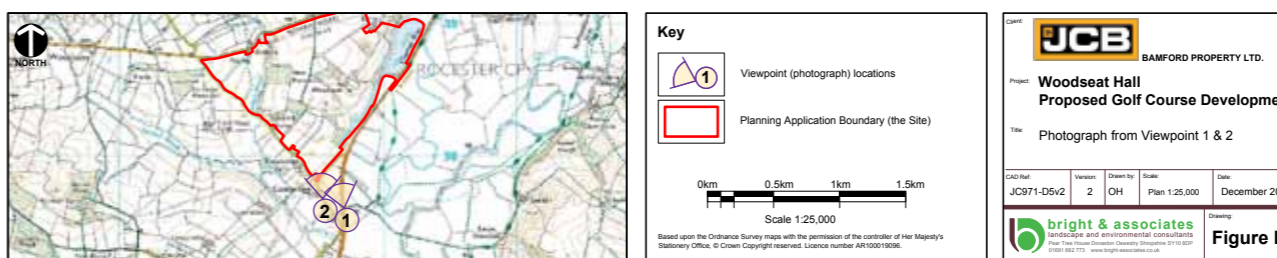
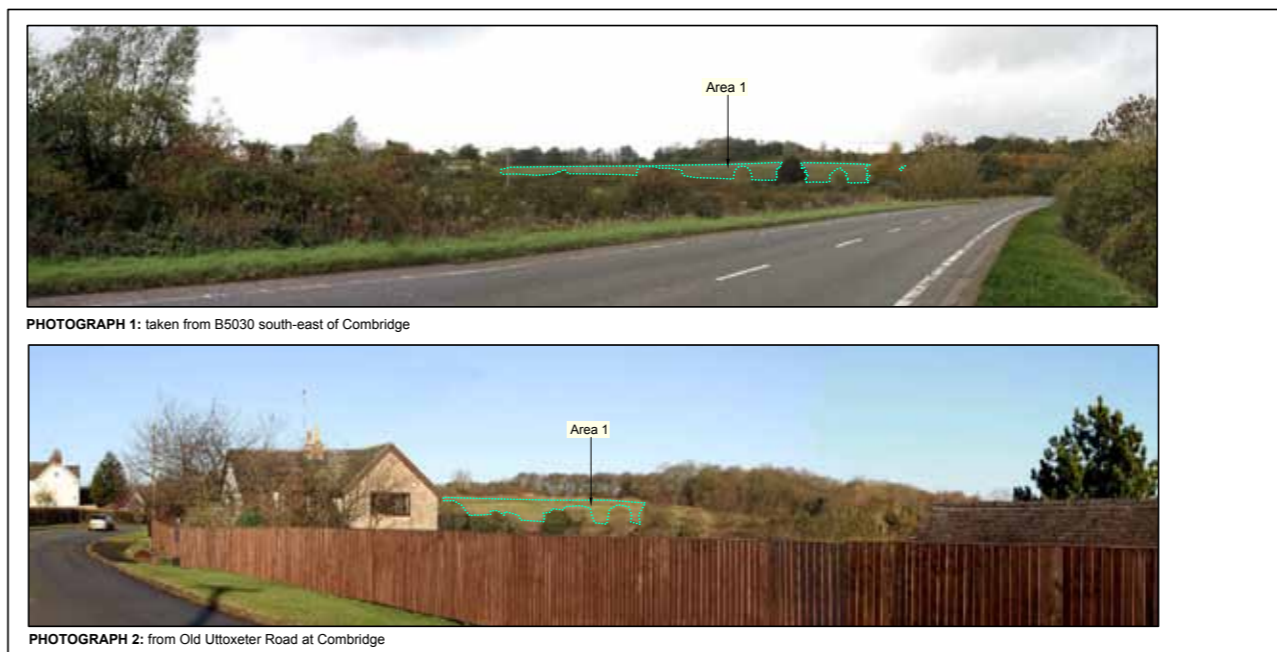
Visual assessment

The visual consequences relate mainly to the west and north. This has been recognised from the outset and structure planting is proposed around the peripheral areas of the Site creating a visual screen such that the golf course will principally be hidden and avoid a significant effect and also that any possible adverse visual consequences of the Development are avoided.

Effect upon landscape character

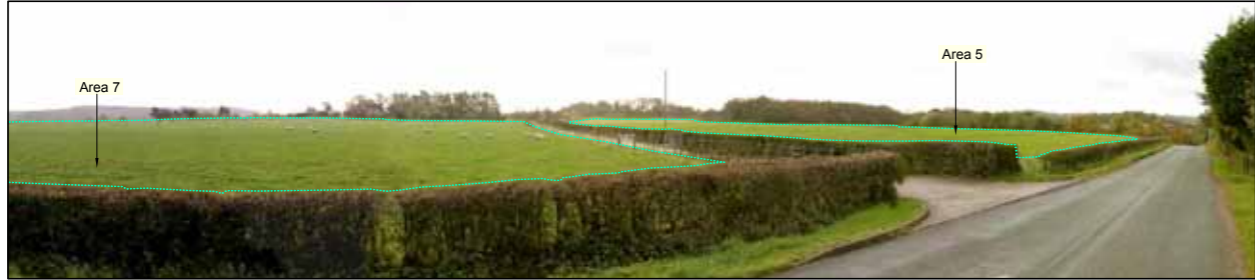
Much of the existing Site is currently managed as part of the JCB landholding and has an associated character to the landscape around the headquarters building. The Development will not substantially alter the existing landscape character and will not cause a significantly adverse effect.

The LVIA concludes that the existing landscape capacity is capable of absorbing the Development, allowing the existing character and visual amenity to prevail.





PHOTOGRAPH 4 (left): taken from Hollington Road to the north of the Site



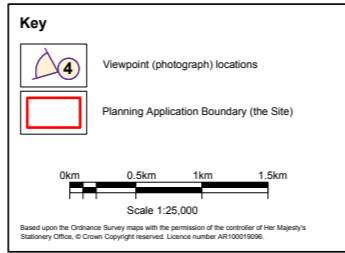
PHOTOGRAPH 4 (right): taken from Hollington Road to the north of the Site



PHOTOGRAPH 6 (left): taken from north of Field Head Farm



PHOTOGRAPH 6 (right): taken from north of Field Head Farm



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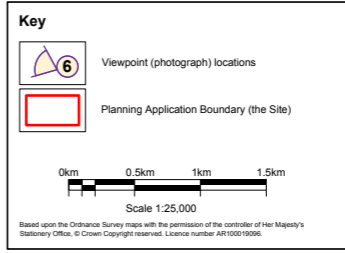
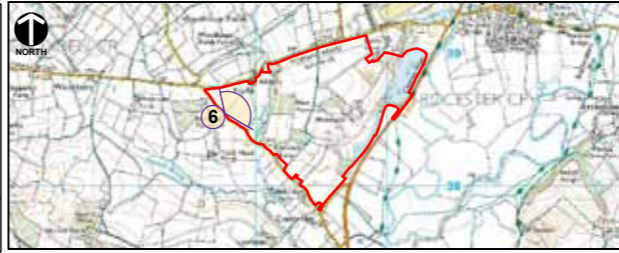
Project: **Woodseat Hall Proposed Golf Course Development**

Title: **Photographs from Viewpoint 4**

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JC971-D5v2	2	OH	Plan 1:25,000	December 2013

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Figure L9



Client: **JCB** BAMFORD PROPERTY LTD.

Project: **Woodseat Hall Proposed Golf Course Development**

Title: **Photographs from Viewpoint 6**

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Figure L11



PHOTOGRAPH 5 (left): taken from Hollington Road near Alders



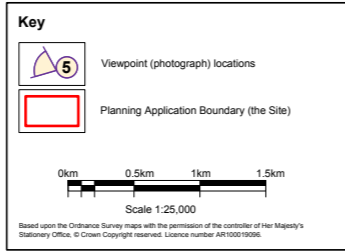
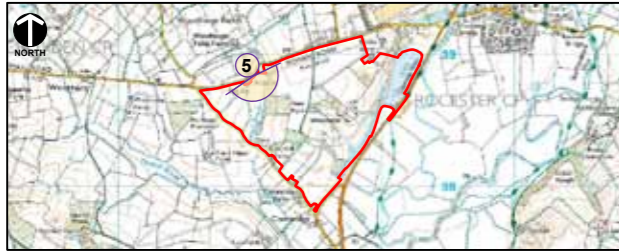
PHOTOGRAPH 5 (right): taken from Hollington Road near Alders



PHOTOGRAPH 7: taken from south of Cornhill Farm



PHOTOGRAPH 8: taken near Combridge Farm



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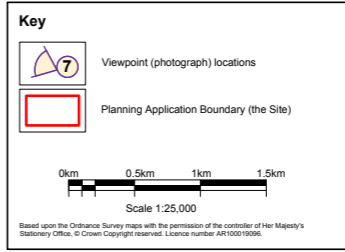
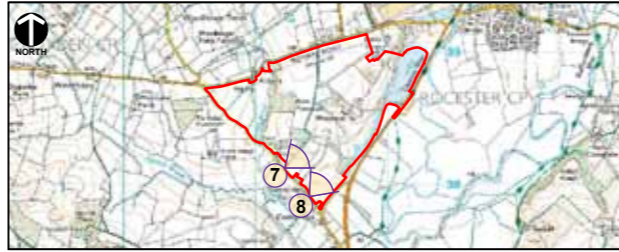
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Figure L10



Client: **JCB** BAMFORD PROPERTY LTD.

Project: **Woodseat Hall Proposed Golf Course Development**

Title: **Photographs from Viewpoint 7 & 8**

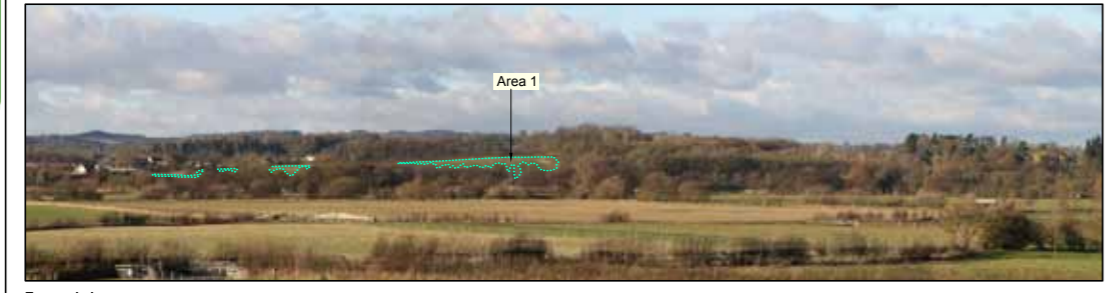
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JC971-D5v2	2	OH	Plan 1:25,000	December 2013

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Figure L12



PHOTOGRAPH 9: taken from the south of Eaton Dovedale



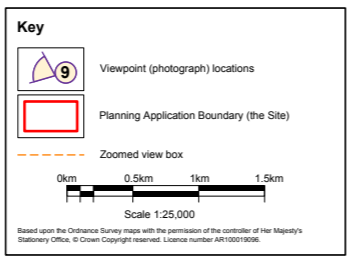
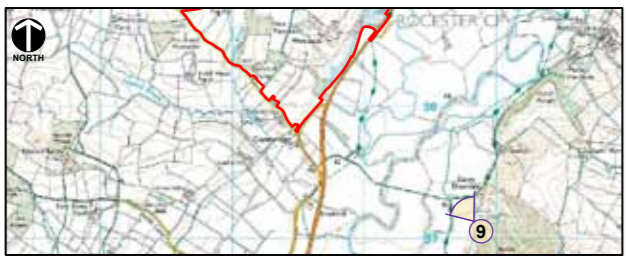
Zoomed view



PHOTOGRAPH 12: taken from the east of Nothill Farm



Zoomed view



JCB BAMFORD PROPERTY LTD.

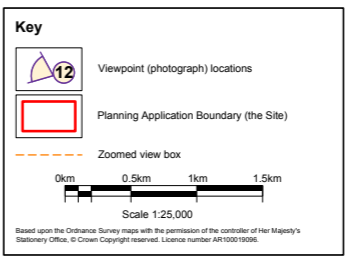
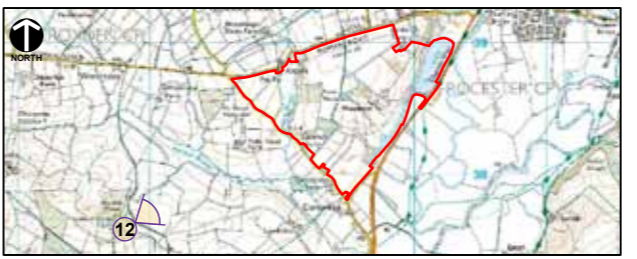
Project: **Woodseat Hall Proposed Golf Course Development**

Title: Photographs from Viewpoint 9 including zoomed view

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Figure L13



JCB BAMFORD PROPERTY LTD.

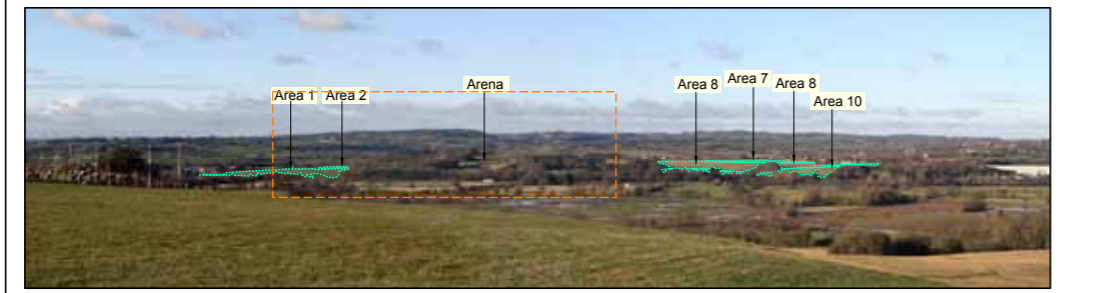
Project: **Woodseat Hall Proposed Golf Course Development**

Title: Photographs from Viewpoint 12 including zoomed view

Client Ref: JC971-D5v2 | Version: 2 | Drawn by: OH | Scale: Plan 1:25,000 | Date: December 2013

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Figure L14



PHOTOGRAPH 10: taken from the north-west of Eaton Barn



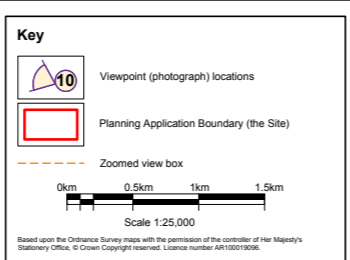
Zoomed view



PHOTOGRAPH 13: taken from Nabb Lane near Woodhouse Farm



Zoomed view



JCB BAMFORD PROPERTY LTD.

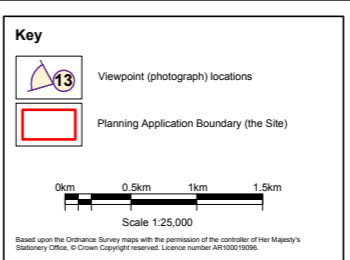
Project: **Woodseat Hall Proposed Golf Course Development**

Title: Photographs from Viewpoint 10 including zoomed view

Client Ref: JC971-D5v2 | Version: 2 | Drawn by: OH | Scale: Plan 1:25,000 | Date: December 2013

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Figure L15



JCB BAMFORD PROPERTY LTD.

Project: **Woodseat Hall Proposed Golf Course Development**

Title: Photograph from Viewpoint 13

Client Ref: JC971-D5v2 | Version: 2 | Drawn by: OH | Scale: Plan 1:25,000 | Date: December 2013

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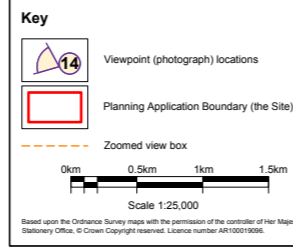
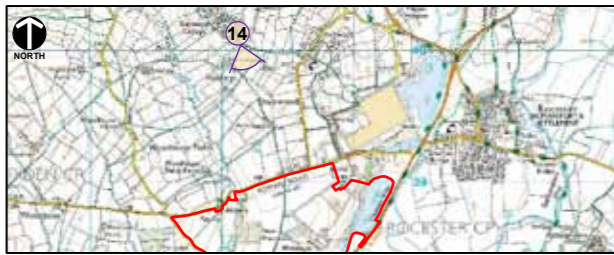
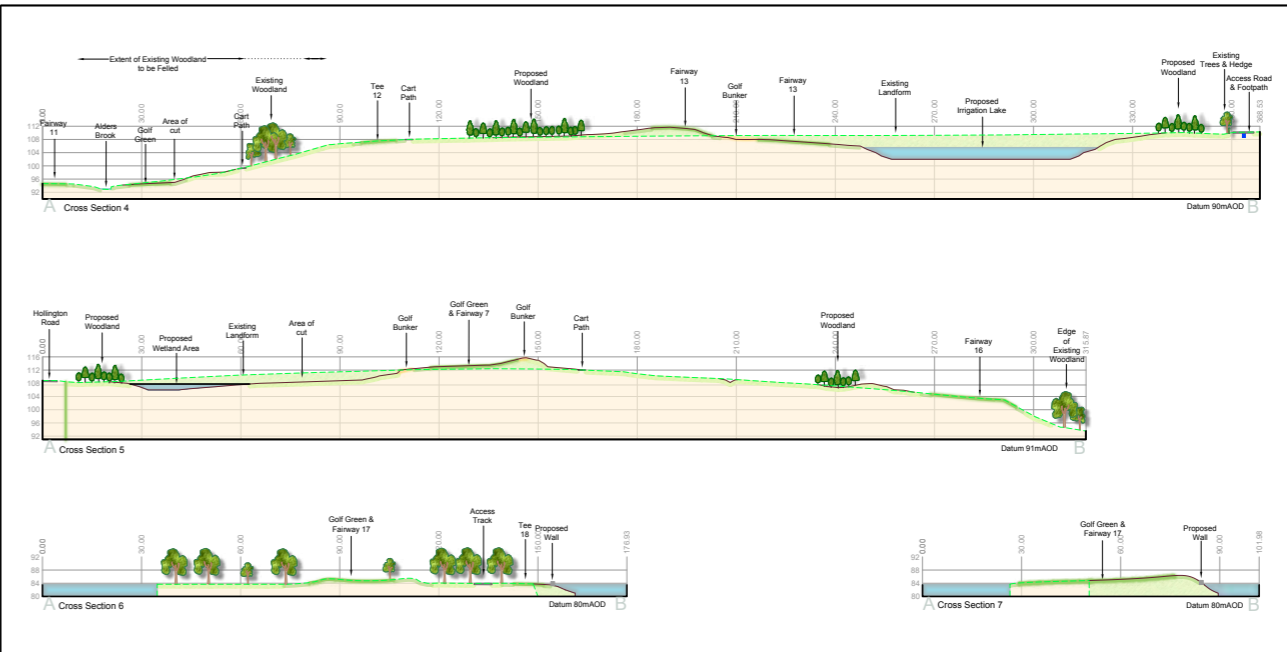
Figure L16



PHOTOGRAPH 14: taken from footpath south of Denstone College



Zoomed view



Client: **JCB** BAMFORD PROPERTY LTD.

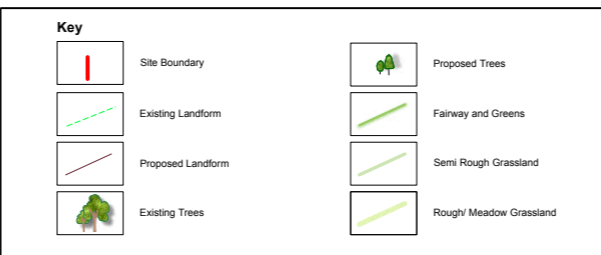
Project: **Woodseat Hall Proposed Golf Course Development**

Title: **Photographs from Viewpoint 14 including zoomed view**

CAD Ref.	Version	Drawn by	Scale	Date
JC971-D5v2	2	OH	Plan 1:25,000	December 2013

Drawn by: **bright & associates**

Figure L18



Location of Cross Sections shown on Figure L2(ii)

Levels in metres above Ordnance Datum. All dimensions to be checked on site.

Client: **JCB** BAMFORD PROPERTY LTD.

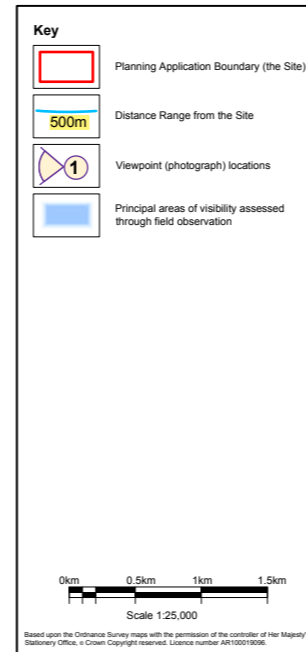
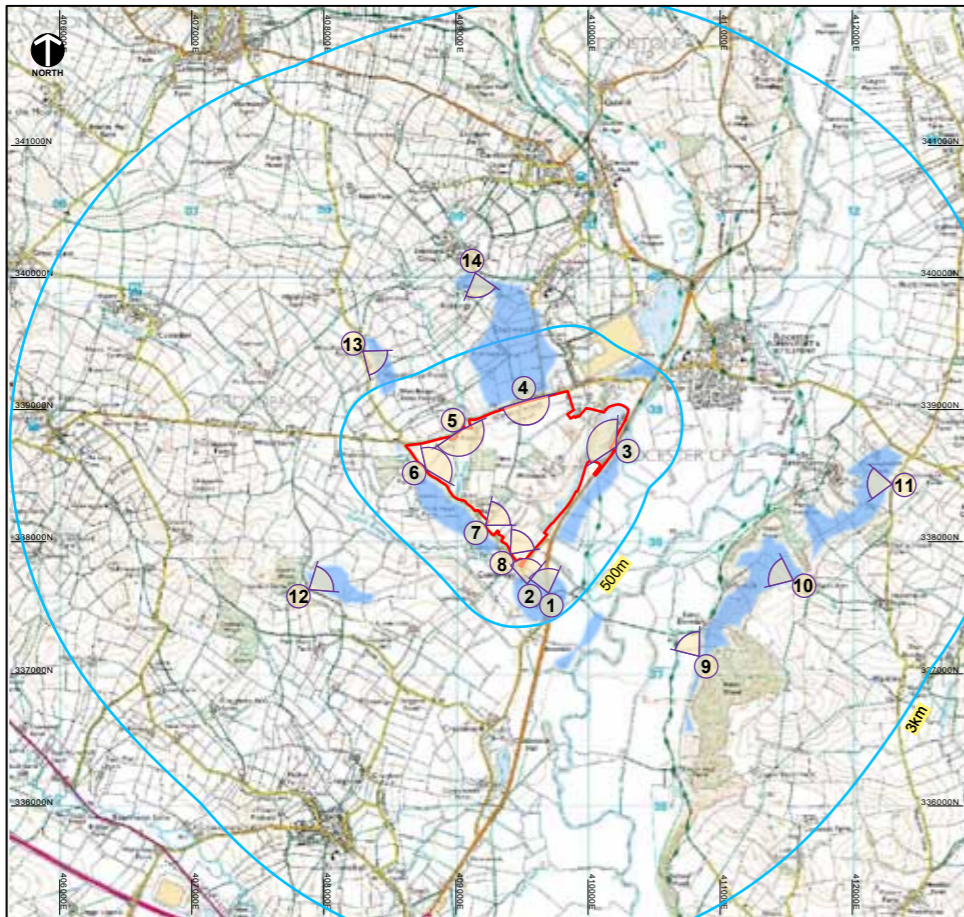
Project: **Woodseat Hall Proposed Golf Course Development**

Title: **Cross Sections 4, 5, 6 & 7**

CAD Ref.	Version	Drawn by	Scale	Date
JC971-D13	1	ES	Sections 1:1000	January 2014

Drawn by: **bright & associates**

Figure L2(iv)



Client: **JCB** BAMFORD PROPERTY LTD.

Project: **Woodseat Hall Proposed Golf Course Development**

Title: **Viewpoint (photograph) Location Plan Illustrating Principal Areas of Visibility**

CAD Ref.	Version	Drawn by	Scale	Date
JC971-D5v2	2	OH	Plan 1:25,000	December 2013

Drawn by: **bright & associates**

Figure L6

Contextual Analysis

3.7 Flood Risk

A Flood Risk assessment has been undertaken by Couch Consulting Engineers (Please refer to full report)

Conclusions

This Flood Risk Assessment has been written in accordance with the requirements set out in the National Planning Policy Framework.

Based on information on flooding obtained from the Environment Agency, East Staffordshire Borough Councils' SFRA and the site visit undertaken, the majority of the site has been shown to lie within an area at low risk of flooding from both the River Churnet and Alders Brook, with Woodseat Hall lying entirely outside of the floodplain. The site has also been shown to lie at low risk of flooding from nearby lakes and ponds. For the areas of the site lying within the floodplain it has been advised that no alterations be made to existing ground levels within 8m from top of bank to avoid the need for further modelling and floodplain compensation calculations, particularly within the area lying adjacent to Alders Brook. It has been noted that two access crossings are proposed across Alders Brook, an existing access route already exists across this watercourse in the form of a ford. However, any proposed bridge structures are likely to require consultation with the Lead Local Flood Authority (East Staffordshire Borough Council). Similarly, the proposed causeway into the central island of the existing lake is likely to require further consultation with the Environment Agency given the location of this area of the site lying within the 1 in 100 year floodplain of the nearby River Churnet. For the site as a whole, the main access and egress route via Station Street to the B5030 has been shown to lie within an area at risk of flooding during extreme flood events and as such this route may be impassable during such events. However, an alternative dry route has been shown to be available via Hollington Road westwards and northwards along Stubwood Lane. In terms of potential flooding from pluvial sources it has been proposed that surface water drainage from the site as whole be discharged at greenfield rates mimicking the existing drainage characteristics of the site using land drainage, ditches, swales, filter ponds and strategically placed piped systems outfalling to natural sources associated with the current site.

No alterations are proposed to the existing surface water drainage system at the Woodseat Hall site. Providing the mitigation measures discussed or similar measures are implemented it is considered that the risk of flooding to the site and adjacent land will be minimal.

3.8 Foul and surface water

Couch Consulting Engineers have provided a drawing to accompany this application and the proposed drainage strategy. in summary;

The proposed development is to be carefully designed to utilise the existing site characteristics in its design.

In terms of the site drainage for the project, all existing hardstandings and most of the buildings are either to remain or be suitably refurbished so as to blend in with the green surroundings. The overall drainage strategy for the scheme is to discharge no more surfacewater than previously replicating the greenfield characteristics of the existing site. The additional new land drainage, new ditches / swales, filter ponds & piped conveyance systems will improve matters further in terms of off-site discharge flows & water quality. To aid betterment and reduction of surface water discharge from the development, the course design will incorporate a new lake to store grey water which will be used solely for course irrigation purposes. This new lake is primarily the irrigation storage lake for the course and is required to provide an irrigation volume of 50,000m³ per year and is anticipated being filled from the following sources ;-

- Natural rainfall
- Runoff from adjacent areas of the course
- Suitably located borehole
- It is also suggested that creation of a pumped feed from this lake down through the woodlands to the south of Woodseat Hall to Woodseat Lake is implemented. This pumped connection can then circulate water from Woodseat Lake as / when required which will also prove useful in storm conditions to control the volume of water in Woodseat Lake and its discharge levels to the River Churnet.

The proposed lake itself has a storage volume of approx 25,000m³ and will therefore be required to fill twice per year from the above sources with methods of extraction from Boreholes / Woodseat lake being designed by specialists. The lake also has an overflow facility outfalling to the existing 'Alders Brook' watercourse.

3.9 Access and highways

A transport Assessment has been undertaken by BWB (Please refer to full reports)

In summary the Transport Assessment describes;

The site is reasonably accessible by a range of transport modes, and existing infrastructure is in place to facilitate movements between Rocester Town Centre and the existing access on Station Road. Traffic flow in the vicinity of the site has been established. The 2013 traffic survey recorded the highest flows on the B5030 to the south of Station Road during the evening peak hour, at a total of 2,067 two-way vehicles. By comparison, Station Road was recorded to be lightly trafficked, at 258 vehicles during the evening peak period.

The new golf course will be a private JCB members only club for use for Clients and senior JCB staff. Based on the type of membership planned for the golf course, it would not be an intensely used course.

Vehicular access to the site will be gained via the existing three access points. The B5030 access will serve as a one way access to site traffic only. This will be upgraded to accommodate the turning manoeuvre of coaches into the site. The existing Station Road/JCB access will be used as a secondary two-way access. The Hollington Road access will be upgraded to cater for two-way movements for service traffic and form an egress for visitor traffic. Appropriate visibility splays will be achieved, as shown on Drawing NTT/2333/001 Revision PI. Vehicle tracking exercises have been carried out to ensure that the appropriate vehicles can access and egress the site via the upgraded junctions on the B5030 and Hollington Road, without any conflicts. These are shown on Drawing NTT/2333/001 (SP) Revision PI.

Car parking demand will be accommodated within the site and parking provision will be appropriately accommodated on-site, without generating demand on the adjacent highway. PIA records for the highway network surrounding the site have been assessed. This summarised that the frequency of occurrence, distribution and various incident circumstances of PIAs within the study area are not sufficient to warrant highway safety concerns. PIA rates in the study area are considered low. It is concluded that there are no other recurring accident issues apparent that are inherent to the local highway network. The development will not be expected to impact negatively upon local PIA rates. Given the nature of the development, it is expected that the majority of visitors will access the site by car or by bus/coach. It is anticipated that the additional traffic generated by the proposed development will not have a material impact on the surrounding highway network during the network peak periods. Further, Staffordshire County Council (SCC) have scheduled improvements to the B5030/Station Road and B5030/High Street junctions. A new double-mini roundabout junction will be formed in place of the existing priority junctions. As well as improvements to road safety, this will increase capacity and hence allow for the junction to accommodate

a higher volume of traffic on the local highway network in the future.

Based on the above, there will be no outstanding residual impacts to mitigate as a result of the trips generated by the proposed development. It is therefore concluded that the proposed residential development should be acceptable to SCC in highways terms and accord with the principals of NPPF from a highways perspective.



Contextual Analysis

3.10 Woodseat Hall

The existing Building at Woodseat Hall is in ruins, it has collapsed in the centre of the front façade and only the two side piers are relatively intact although they are covered in ivy which makes it difficult to assess the structural integrity of the remaining façade.

Historic Woodseat Hall, which was built as a home for the High Sheriff of Derbyshire in 1767

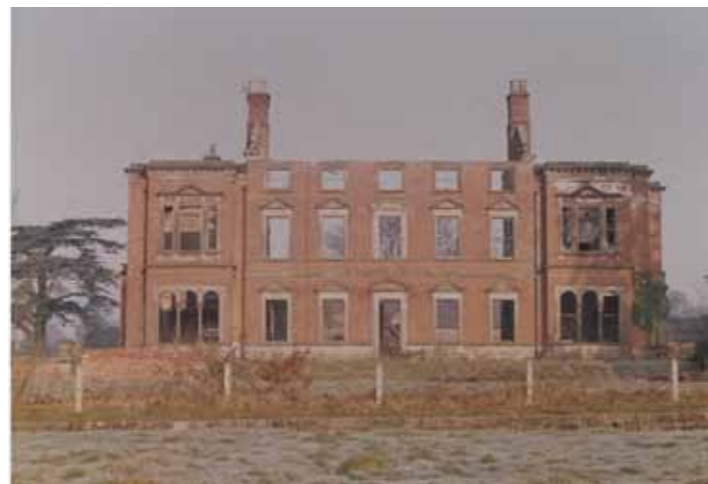
The hall was constructed by Thomas Bainbrigge and passed on to his eldest son, Thomas Jnr, when he died in 1788.

Thomas Jnr passed the asset to his daughter, Elizabeth, but her paternal uncle, Joseph Bainbridge, contested the will and a 40-year legal battle ensued. During the dispute, the 5,700-acre estate was run by trustees until 1860 and Elizabeth never gained control.

It was bought at auction in 1861 for £6,000 by famous Stoke-on-Trent potters the Minton family after the Bainbridge's legal bills spiralled out of control. The estate was sold by the Mintons in 1941, having been in the hands of trustees since 1922. It eventually fell into ruin and, after a brief spell as a garden centre, was bought by JCB in 1986.

A Number of existing photographs have been located to show Woodseat Hall before and during the time that it fell into disrepair.





Contextual Analysis

3.11 Ground conditions

Couch Consulting Engineers have advised in connection with Ground Conditions;

The site is generally greenfield land. It currently incorporates mixed usage including woodland, farmland and various JCB office based operational activities. Towards the centre of the site is situated a scrap yard which currently remains in occupation.

Trial pitting has revealed the presence of varying depths of made ground across the site. These range generally from 0.2 to 0.4m deep over the majority of the proposed development area, but noticeably increase in depth to up to approximately 3.0m deep towards the northern boundary. The additional depth in this area is associated with the disposal of greenfield material during the extensive 'cut' operation in forming the West Yard, to the rear of the main World Headquarters building.

The made ground overlies naturally occurring strata, which in most locations comprises stiff clays. To the West and East of the site a narrow band of superficial deposits of loose sands and gravels is present above the stiff clays. Where boreholes approaching 6.0m deep were undertaken around Woodseats Hall, at no location was the clay strata penetrated.

With the site historically being greenfield land, contamination issues are generally considered to be low risk. There is the possibility of localised hotspots associated with operations on the currently occupied scrap yard site. In the circumstances it is appropriate for a detailed site investigation for this area to be required by planning condition and if contamination is encountered a remediation strategy to be submitted for approval by the local planning authority at that time and implemented in accordance with the approved scheme.

Agricultural Land Survey:

Bright Associates have undertaken an Agricultural Land Survey of the proposed site at Beamhurst. Please refer to full report:

In summary the soil conditions are described as;

The site was graded by applying the survey details to the Ministry of Agriculture, Fisheries and Food Guidelines for Agricultural Land Classification (October 1988).

A series of Provisional ALC maps were produced at a scale of 1 inch to 1 mile between 1967 and 1974. These maps were intended for guidance only for strategic planning purposes and were not based on detailed survey work. A new series of soil maps at a scale of 1:250,000 based on the same information are available on MAGIC, an interactive, geographical information website. The 1:250,000 map for the area shows the site to be undifferentiated Grade 3.

The Soil Survey of England and Wales identifies that the area is covered by the Whimple 3 and Wigton Moor Associations.

The Agricultural Land Classification System provides a framework for classifying land according to the extent to which its physical or chemical characteristics impose long-term limitations on agricultural use. The limitations can affect the range of crops that can be grown, the level of yield, the consistency of yield and the cost of obtaining it. The principal factors considered are Climate, Site and Soil. These factors, together with interactions between them, form the basis for classifying land into one of five grades. Grade 1 is land of excellent quality and grade 5 is very poor. Grade 3 is divided into sub-grades 3a and 3b since this grade covers about half of England and Wales. The grade or sub-grade is determined by the most limiting factor present.

On this site there is no limitation to grade according to Climate.

The assessment of Site factors considers the way the topography affects agricultural machinery use and crop production. Most of the site is predominantly gently undulating and level land, which fundamentally offers no restrictions to agricultural use and cropping potential. Where the gradient is steeper than 1 in 8 the land cannot be classified higher than 3b and this occurs in two areas on the east boundary and one on the north boundary. The main Soil properties, which may affect cropping potential, are texture, structure, depth, stoniness and chemical fertility. The stone content is mostly minor but at a few locations it is as high as 10% which is on the limit of grade 2. There are no other overriding limitations caused by the individual soil factors.

The remaining consideration for ALC grading on this site relates to Interactive limitations, principally wetness.

The ALC System refers to a wetness limitation by assessing the wetness class graphically through the presence of gleying and the depth to a slowly permeable layer. To establish the wetness class (see Figure 7, Appendix 2). By reference to Figure 7, this site with 204 Field Capacity Days (FCD) will be in Wetness Class III where a slowly permeable layer occurs deeper than 55cm and Wetness Class IV if it is above 55cm. The ALC classification grade is then determined from the wetness class and topsoil texture from Table 6, (Grade according



to wetness class – mineral soils, Appendix 2).

In the triangular field at the west end of the site, where the soils comprise deep medium and sandy clay loam they are classified as grade 2. The east and north perimeters of this field are downgraded to 3b where slowly permeable clay is described within 55cm of the surface. There is a narrow band of grade 2 soil that extends along the south west boundary fronting Combridge Lane. There is a small patch of grade 4 land between Station Road and New Plantation where the topsoil is heavy clay loam overlying slowly permeable clay subsoil within 55cm of the surface. The rest of the site is classified as grade 3b where the topsoil is medium clay loam or sandy clay loam texture overlying slowly permeable clay.

Conclusion

It is concluded that the site is predominantly grade 3b with relatively small areas of grades 2 and 4.

The distribution of grades is shown on the Agricultural Land Classification Plan reference R7/2 and presented in the table below

Grade	Area (Ha)	%
2	9.7	15.3
3b	46.3	73.0
4	5.4	8.5
non-ag	2.0	3.2
Total	63.4	100

Scheme Proposals

4. Design response

The design response is described in two sections;

4.1 Golf Course Design evolution

5 Golf Club house and facilities Design evolution.

European Golf Design have been responsible for the concept and development of the Golf course proposals.

Brownhill Hayward Brown (BHB) Architects have developed the concept and design proposals for the Club house and facilities buildings and the re-utilisation of the existing ruins of Woodseat Hall

4.1 Golf Course Design Evolution

The golf course design has evolved throughout the design phase commenced in October 2012, in response to site investigations, client requirements and the availability of new land within the proposed development area.

An initial study of the site was done on plan to satisfy the Client that the proposed site was of sufficient size for a first class golf course. A series of basic 'stick-line' plans were sketched out to demonstrate that a full length course with practice facilities could be attained.

Two potential clubhouse locations were examined, Woodseat Hall and Mince Pie Hall (Banks Farm). Mince Pie Hall impressed with its dramatic, south facing hilltop location, but Woodseat Hall was preferred for its beautiful landscaped grounds and its central location, which made it much easier to lay out the golf course with two loops of nine holes and to orientate the practice ground towards the north, which is the optimum solar orientation, as it means that the sun will never be shining in the eyes of practising golfers.

Having decided upon the clubhouse location, the design task was to route 18 holes around the property in an attractive, yet logical sequence.

The development site is geographically segregated by mature tree groups, field boundaries, roads and structures. We identified six distinct landscape zones initially, (Alders Brook, Farmers Big, Airstrip, Banks Farm, Woodseat and Combridge). The two most interesting zones are Woodseat and Banks Farm, owing to the varied topography, ornamental water features and mature specimen trees. Farmers Big is an attractive, secluded paddock, with strong topography, Alders Brook a spacious and attractive meadow, Combridge a rather plain, domed set of fields and Airstrip, so named because it was formerly planned to become one, is a featureless, flat plain, formed from the infill from the building of the JCB factory. It does have the benefit of good long views towards the southern Peak District.



Figure 1: The six landscape zones of the early site studies

Each of these six zones would be explored with the golf course layout. Due to the relatively small size of each zone and the requirement to provide a course with two loops of nine holes, we found that the golf course often changed zones, ensuring that the visual backdrop to the golf was constantly changing.

Some early layouts included use of the Arena for a dramatic par 3, ninth hole. Once it was confirmed that the Arena would be retained for JCB use, the golf course had to squeeze into the narrow meadow between the Arena and the gardens of Woodseat Hall, which were not owned by JCB at that time. This created an awkward bottleneck and a poor hole configuration involving a long walk from the clubhouse to the tenth tee.



Figure 2: An early layout option relating to the six landscape zones.

Incursion into the woodland area along Alders Brook was initially avoided, but this created some serious compromises to the quality of the layout, length and overall par, which would be detrimental to its requirement to be of a championship standard, as more holes were forced onto the uninteresting 'Airstrip' land.

Creative use of the woodland areas helped to ease the layout congestion, introduced some beautiful scenery to the layout and allowed the amount of golf play in the uninteresting 'Airstrip' zone to be reduced. The holes on the back nine were able to stretch out to the desired championship length, with a broad variety of challenge exhibited, adding to the appeal of the venue.

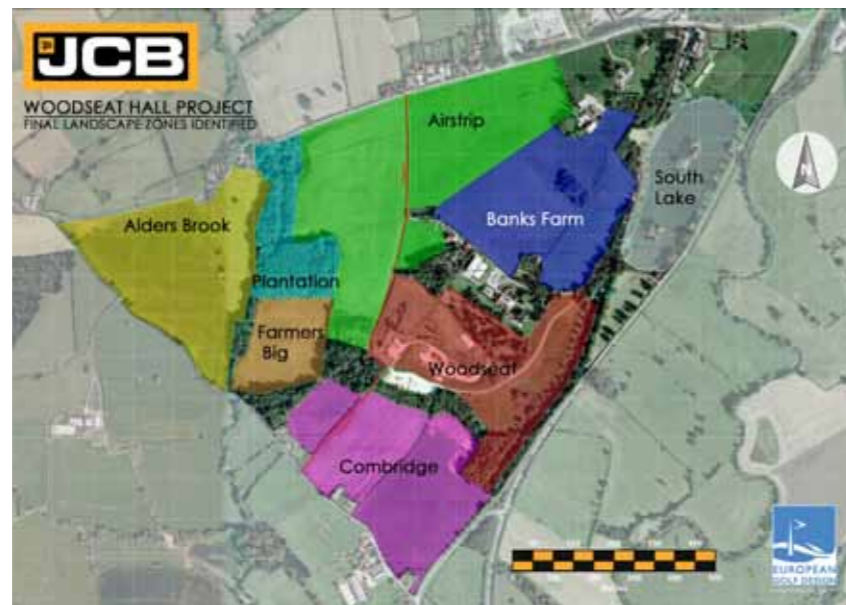


Figure 3: The addition of 'Plantation' and 'South Lake' to make eight landscape zones.

It was recognised that much benefit would be gained by the client purchasing the gardens around Woodseat Hall, so that the entire surrounds of Woodseat Hall would be available for use.

The hole playing onto the island in South Lake was a later addition to the scheme, with the potential for a hole only being realised by accident whilst looking through the trees to see if there was the possibility of opening up the view towards the lake. The acceptance of this radical idea has created the possibility of creating a truly iconic hole.

The purchase of the land around Woodseat Hall allowed the course to connect directly with the preferred clubhouse location and improved holes 9 and 10 considerably. This final piece of the jigsaw has enabled the layout to be refined towards its current configuration.

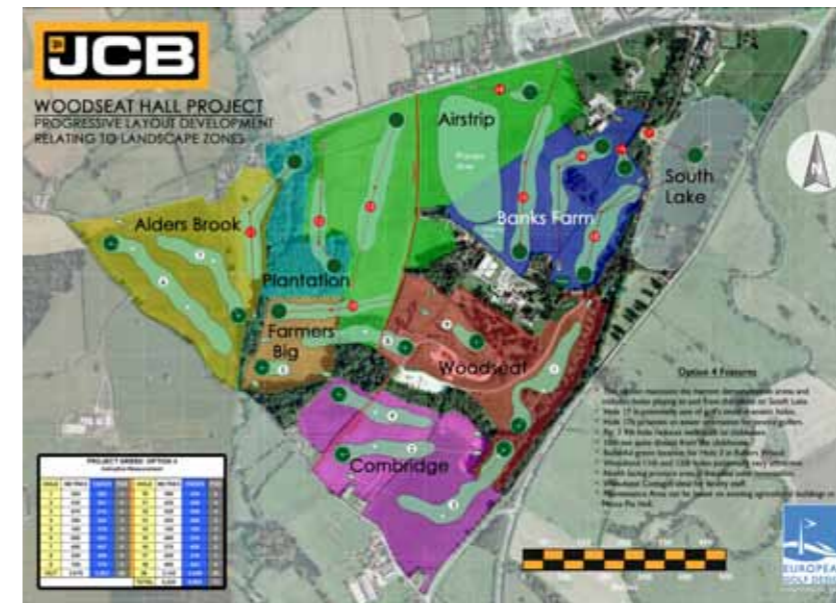


Figure 4: A further layout option relating to the eight landscape zones.

Many different layout sketches, such as the one shown above, have been prepared during the design development process. Each has examined a different option, in response to the developing brief and land availability, leading up to the layout which has been prepared and refined for the submission.

The site entrance would be located on the main B5030 Uttoxeter Road, utilising the existing gate house entrance of Woodseat Lodge. The arrival experience would be designed to offer an enticing preview of the course's most exciting feature, the island green of Hole 17, before entering the secluded and stately enclosure of the parkland around Woodseat Hall. A further preview of the course is given, with a lengthways view down the exciting 1st hole before the clubhouse environs are reached. The entrance drive would be approximately 360 metres in length. The sense of anticipation is heightened by this arrival sequence, with controlled views of the golf course offered before the manorial landscaped grounds of the clubhouse embrace the visitor. The clubhouse offers a lovely setting and a refuge from the hustle and bustle of the outside world.

The site exit would be located on Hollington Road, with a one-way traffic flow system in operation. The exit route would be approximately 550 metres long, utilising a combination of existing site roads and a new stretch of asphalt to link the existing roads at the JCB training centre to the entrance drive of Pinewood House.

Scheme Proposals

The Golf Course Layout

The golf course would be designed by European Golf Design (EGD), the design company of the European Tour and IMG. EGD has established a reputation as an industry leading specialist golf course design company with many high profile courses within its portfolio, including several courses that have held international professional events such as The Ryder Cup and numerous European tour events. EGD has completed projects throughout the United Kingdom, mainland Europe, the Middle East, Africa and the Caribbean.



Figure 5: The 2010 Course at Celtic Manor, Wales. Host course for the 2010 Ryder Cup.



Figure 6: The O'Meara Course at Carton House, Ireland.



Figure 7: Hole 12 at Casa Serena Golf Course, Czech Republic. A design by the architect responsible for Woodseat Hall.

The golf course would be designed and built to the highest of industry standards, with laboratory tested materials to ensure a free draining surface capable of sustaining a high quality sports turf.

The course would be formed of 18 holes (plus the alternative hole 17b) and would measure 7,150 yards from the back tees and 4460 yards from the forward most tees, to a par of 72 with matching halves of par 36, with four par 3's, four par 5's and ten par 4's. There would be five sets of tees on each hole to cater for the full spectrum of male and female golfing ability.

The course would be of a professional championship standard but would not be formed with purpose built spectator mounding.

The course would be formed of two loops of nine holes, each of which starts and finishes in proximity of the clubhouse, to allow for two convenient starting points.

The Clubhouse would be located centrally within the existing building cluster surrounding and incorporating the derelict Woodseat Hall. The hall would be restored to provide the Clubhouse facilities. The Clubhouse has elevated views over the 1st, 9th and 10th holes with the main aspects being south-easterly to south-westerly, so enjoying sunlight for most of the day on its terraces and function areas.

The opening hole would provide a spectacular introduction to the course, with both a tee shot and an approach shot played over the widened ornamental lake formed from the remnants of the Uttoxeter Canal and beneath the watchful gaze of golfers in the restored Woodseat Hall.



Figure 8: The current golf course master plan.

Holes 2 through 4 loop around the agricultural fields known as Combridge, which was once traversed by both the Uttoxeter Canal and the Churnet Valley Railway. Both these features disappeared long ago. The 3rd green is located within Buffers Wood and returns to the side of the old canal, which would be cleaned out and tidied up.

Hole 5 would be a pretty downhill par 3 within a secluded paddock known as 'Farmers Big Field'. The Alders Brook comes into play as a feature directly behind the green, where an old weir would be restored.

Hole 6 climbs to one of the highest points of the course, through the open 'Alders Brook' field, where an old oak tree forms the backdrop to the green site. The 7th makes the return journey back down the hill, with three mature oak trees forming an attractive frame to the left of the hole.

Walking back through the bluebell woods the golfers will reach the 8th hole, which climbs up 'Farmers Big Field' and through to a greensite located within the outer 'JCB Arena' area. On the walk from the 8th green to the 9th tee, golfers will be given an elevated view of the JCB Demonstration Arena and maybe a demonstration of the machine capabilities of some of the JCB fleet.

The pretty par 3 9th hole plays across a valley and an ornamental pond into the arboretum-like landscape of the former gardens of Woodseat Hall. The green is sited close to the terrace outside of the club bar and would be sure to become a popular place to gather and watch play.

The long par 5 10th hole parallels in reverse the route of the 8th hole and takes play back towards

Alders Brook. Crossing over Alders Brook for a third time the golfer walks to the 11th tee, which plays northwards to a green set within the woodlands known as 'Ohlers Plantation.' The approach shot over the gently flowing waters of Alders Brook is one of the highlights of the course.

Hole 12 is the one hole played almost entirely within a woodland setting, with the tree clearance restoring the former woodland edge from times before the site was subject to a lot of infilling from the JCB factory foundations. Alders Brook makes a final, dramatic impact on play, meandering along the right of the hole and half encircling the green site set out on a small peninsula.

Hole 13 climbs out of the 'New Plantation' woodland with a split fairway to either side of a central copse of woodland trees. The adventurous, left hand route plays over a small pond that has been lying forgotten and decaying within the trees for centuries. The 13th fairway would traverse the expanse of the 'Airstrip', so called because the founder of JCB had plans to turn these fields into an airstrip. Hence, the field is very flat and featureless. The design for the 13th includes a bold and imaginative reshaping of the terrain to create a visually stimulating and strategically exacting par 5.

Hole 14 is aligned on the turret of Mince Pie Hall (Banks Farm) and would be a challenging par 3 played to a very unusually configured, long green set amongst low hills.

The final act of the course would take part within the amphitheatre-like setting of the Banks Farm Fields, commencing with the long par 4 15th hole that returns to the northern side of Woodseat Hall. Turning back north, the mid length par 4 16th hinges to the right around the deep, tree filled canyon, that is the sole surviving remnant of the deep valley that used to exist before the fields were infilled. The green is set besides the impressive Mince Pie Hall.

Now would come the spectacular 17th hole, playing from pulpit tees to a green set far below on an existing island in the middle of South Lake. There would be few holes in the world of golf as dramatic as this par 3 and it would be sure to become an iconic feature of the course. A causeway attaches the island to the mainland. For the novice golfers unable to make the aerial 90-yard carry across the lake, an alternative 17th hole would be provided, that entirely bypasses the lake.

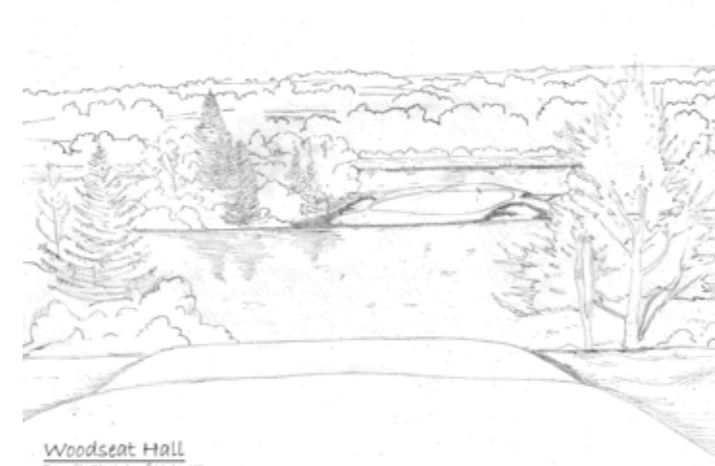


Figure 9: A perspective sketch of the proposed 17th hole.

Scheme Proposals

The 18th hole plays back across the lake from the island to a steeply cambered fairway rising up to a lovely greensite at the crest of the hill. This is a very natural looking golf hole and a fitting finale.

A 300-metre long practice ground would be located to the north of Woodseat Hall, facing due north in the perfect solar orientation for a driving range. The range field is set out with target greens, bunkers and hills, to mimic the strategic features found on the course and to make practice sessions more interesting. A 70-metre long, all-weather tee would sit behind a large grass practice tee. A putting green and a chipping green would be sited adjacent to the practice ground, whilst across the road a short game practice area would be built for both static practice sessions and for use as a short par 3 course. There would be three large greens, each with three hole locations, plus seven, all-weather tees located around the margins of the field, giving a total of 63 possible hole combinations. A further large putting green would be sited next to the clubhouse. The practice range would not be fenced, or floodlit and there are no plans for a practice shelter.

Water Features and Land Drainage Scheme

The course would make excellent use of the existing water bodies, which include lakes, the old canal and Alders Brook. Water would come into play on nine of the holes. Only one lake would be constructed for the permanent holding of water, this being the lake on Hole 13, which would serve as the water storage reservoir. The new lake would be connected to the Woodseat Lake via a pipe which outlets into the uppermost of a series of existing ponds to the west of Woodseat Hall. A transfer pump would be installed to lift the water back up to the lake on Hole 13 from Woodseat Lake, so that the water can be recycled. All the lakes would have extensive 'soft' edges with marginal wetlands.

There would be a series of Filter Ponds, which are connected to the new ditch system and which are designed to allow water flows to settle out any sedimentary and nutrient deposits, before the water enters the lower lakes. The filter ponds would be unlined and colonisation by wetland plants would be encouraged.

Soil tests have revealed that both the site topsoil and the underlying substrate is predominantly clay, with limited drainage capabilities. In order to provide the quality foundation for a high performance sports turf it is anticipated that comprehensive improvements to the drainage characteristics of both the subsoil and topsoil would be required. This would potentially include the installation of widespread subsoil drainage, of a typical agricultural specification. The drainage would outlet into the designed golf course ditching system, with surplus water being recycled wherever possible.

Golf course surface drainage flows are directed to catch basins, drain pipes and ditches which, wherever possible flow towards retention ponds and lakes. This is to maximise the capture of storm water flows so that the water can be recycled through the irrigation system. There are geographical limits to this endeavour due to the fragmented nature of the site and the inherent topography. The overall floodwater capacity of the course would be increased due to the enlargement of Woodseat Lake and the reduced run-off inherent to a permanent grassland, much of which is maintained as long grass meadows.

The water storage lake is designed to have an emergency flood water retention capacity, up to 2.20 metres above the normal water level. This would give it an approximate additional flood capacity of 38,000m³ (8,360,000 gallons). Once the gate valves are closed, water would be able to be pumped up from the Woodseat Lake to fill this extra capacity. The water could then be slowly released when the flood risk has diminished, either back down to Woodseat Lake, or to Alders Brook.

Golf course irrigation would be installed to cover all greens, tees, fairways and semi roughs. A fully automatic system would be installed, which has a high degree of control for the specific location, timing and volume of water applied, to ensure maximum efficiency with application rates. A large water storage lake would be created adjacent to Hole 13, which would be supplied via an on-site bore hole, backed up by a pumped supply from Woodseat Lake.

The approximate peak daily irrigation water usage would be in the region of 800 - 900m³, at those times of high summer temperatures and prolonged dry weather. The approximate annual irrigation water usage would be in the region of 45 - 50,000m³.

Earth Shaping

The subsoil material required for earthworks shaping would be entirely generated from within the development site. There would be no importation or exportation of subsoil from the development site. The concept for the earth shaping is led by the inherent topographical interest of the site. In those areas where the existing topography is interesting and varied then only a small amount of reshaping is envisaged. Where the landforms are less interesting, such as on the infilled parts of the site, then more adventurous earth shaping is planned to give the site character and aesthetic interest. The four major zones of earthshaping are the 'Combridge' fields containing Holes 2, 3 and 4, the 'Airstrip' land of Hole 13, the mounded surrounds of the practice ground, also on the 'Airstrip' land and the field in front of Woodseat Hall, where the lake is being enlarged.

Material excavated from Woodseat Lake will be transported to the adjacent 'Combridge' fields to shape Holes 2, 3 and 4. There would be a cut and fill balance within this phase of works. The material excavated from the water storage lake would shape up Hole 13 and the mounds around the Practice Ground. This operation would also have a cut and fill balance. All other areas of shaping would be planned to achieve local cut and fill balances, to minimise the distance that excavated ground has to be transported to the filling location and so reduce vehicular movements. The total cut and fill balance is estimated to be in the region of 280,000m³.

Topsoil would be improved through the process of amelioration with imported sands for fairways and semi roughs. The precise extent and specification for this procedure has yet to be defined.

All greens and tees would be constructed with imported sands and gravel layers, to an approved industry specification.

Maintenance

The maintenance compound would be located centrally, within an existing woodland clearing, adjacent to the clubhouse complex. It would be entirely visually screened from the land and properties surrounding the site. Access would be from the existing farm access on Hollington Road. A new structure would be required to house the maintenance equipment and materials. The design is proposed to be comparable to an agricultural storage building.

An irrigated turf nursery of 2000m² would be constructed, consisting of different areas of greens, tees and fairway turf, as determined by the course manager. This nursery would provide a ready source of turf for patching areas of damaged grass.

The grow-in and ongoing maintenance philosophy would be concerned with maintaining a healthy turf sward to the most vigilant, environmentally sound principles. JCB has a long established reputation for organic farming and the philosophies of this practice would be incorporated as applicable to the specific requirements of maintaining a healthy sports turf sward. Experts in the development of environmentally-friendly maintenance practices would be consulted to create a programme of care where sound environmental stewardship is the priority.

Landscape and Habitat Enhancement Proposals

Trees and hedgerow are only removed where strictly necessary to ensure the required sight lines are achieved and to help ensure adequate light and air is available to the turfgrass. In many places a virtue is made of the existing site vegetation and has informed the configuration of the design. As part of the landscape enhancement of the scheme it is envisaged that large blocks of new woodland will be planted around the periphery of the site, containing a diverse mix of native plant species. Smaller copses would be developed within the golfing area to visually define the areas of play and to add onto existing woodland blocks. The intention would be to massively improve the quantity and diversity of habitats within the development area.

Approximately 60% of the grassed development area will be maintained as infrequently mowed roughs and meadow. 40% of the development area would be frequently maintained greens, tees, bunkers and semi-roughs. The deep roughs would be divided into two categories. Immediately adjacent to the maintained grass area would be rough identified as 'Golf roughs'. These would be fescue dominated grasslands which would provide an attractive textural and colour contrast to the mown areas and from within which it is anticipated that there would be frequent golf play. As such, the 'Golf roughs' would need to be of an open structure, with the golf ball readily found within. These areas would be mown two or three times a year. The majority of the rough grasslands consist of 'Meadow roughs'. These would be species-rich grasslands containing a wide variety of grass and wildflower types, both inherent and introduced. Infrequent golf play is anticipated for these areas, so there would not be such an imperative to make finding golf balls a priority.

The fine turf areas would be mown at different heights appropriate for their purpose. The greens are mown daily at 3-4mm cutting height. The narrow collars around the greens and the tees would

be mown daily at 7-10mm. The fairways are generally of generous proportions, ranging in widths from 20 to 75 metres, typically in the 40 metre range. These would be cut 3-4 times per week at 11-13mm. The semi-roughs, up to 4 metres wide around the edge of the fairways would be mown 1-2 times per week at 25mm and the final, intermediate cut rough, extending out a further 10-12 metres, would be mown weekly at 50-65mm.

Scheme Proposals

5.0 Golf Club and Facilities Design options

A number of different options were explored for providing golf club and leisure facilities to support the proposed championship golf course.

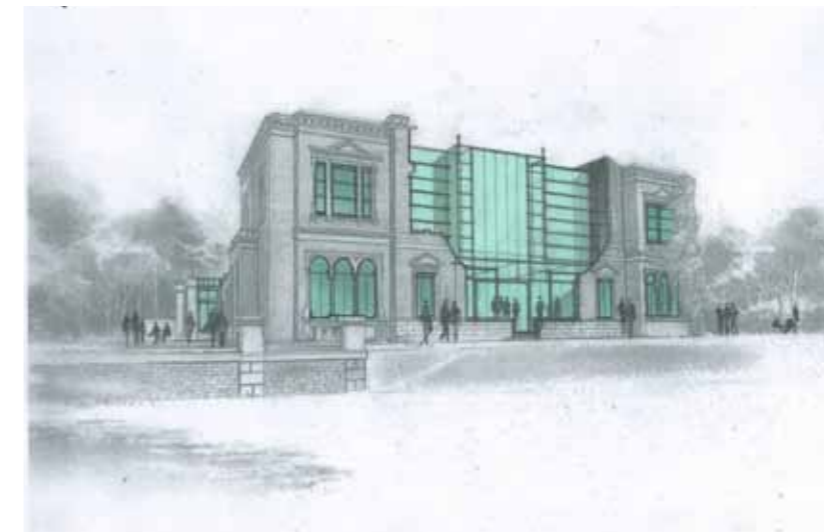
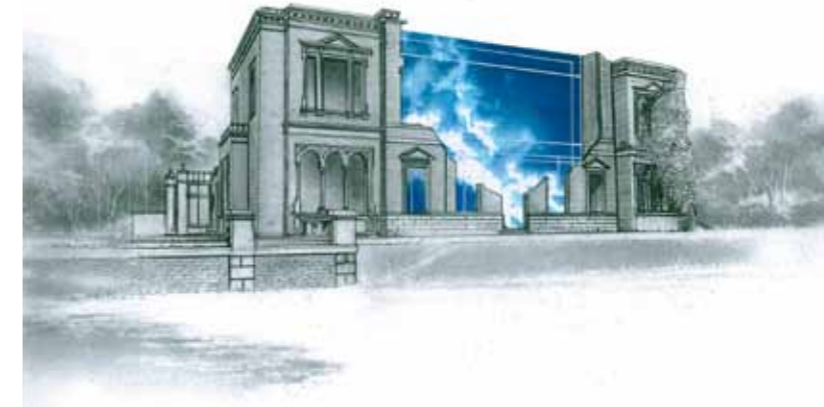
The three significant options that were explored were:

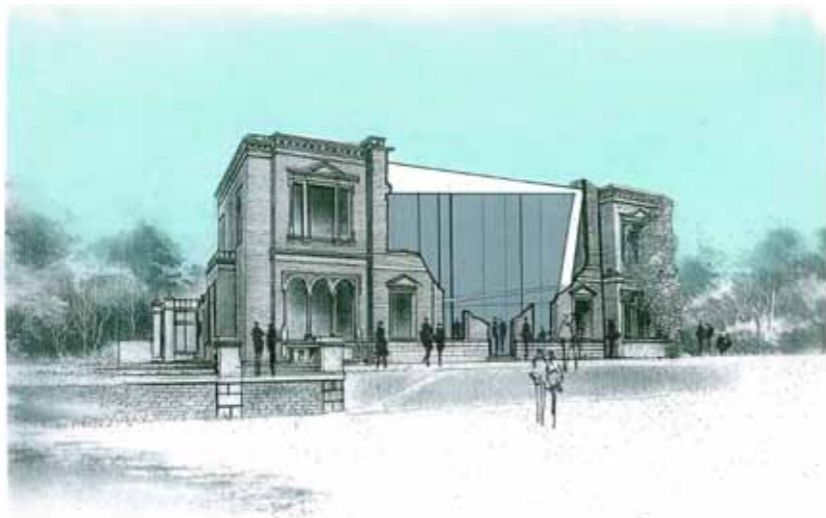
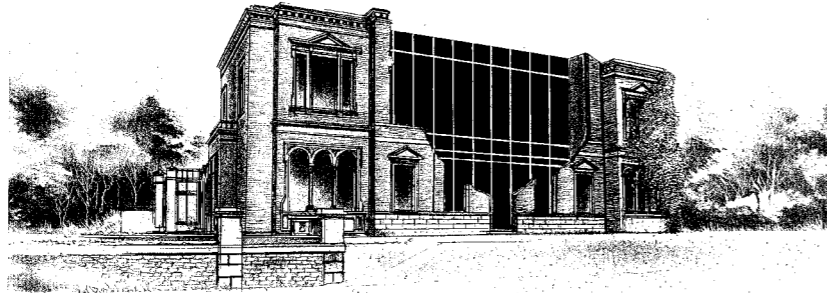
- 1- Demolition of the ruins and existing buildings and the construction of an entirely new building
- 2- Retaining the façade of the derelict Woodseat Hall and the conversion of the international Training Centre building into a leisure facility.
- 3- Retaining the façade of the derelict Woodseat Hall and the Coach Houses to the rear and utilising the walled garden area to provide the leisure facilities.

The preferred option was option 3 as option 1 was considered inappropriate in the open countryside setting, especially as traditionally the design of leisure facilities requires large solid boxes with minimal fenestration. Option 2 was not considered to be ideal as the distance from the ruins of Woodseat Hall to the ITC building would require a large link building to connect the two existing buildings. The ITC is also not the most aesthetically pleasing building on the site and would be better served scheduled for demolition.

The preferred option resulted in a number of explorations of the most appropriate solution to incorporating the existing ruins of Woodseat Hall. These ranged from rebuilding the traditional classical façade to constructing a new glass element behind the existing structure to emphasise the existing ruins and the new building intervention. The new glass element was the Client's preferred solution and this treatment has been used to connect the two distinctly different buildings, Woodseat Hall and the Coach House, across the site and using the walled garden, existing car park, to provide the swimming and leisure facilities.

The front terrace locations facing the south elevation are perfectly positioned to enjoy watching the golf on the ninth green / tenth tee and enjoying the setting sun on a summers evening in a fantastic environment and natural existing parkland setting.





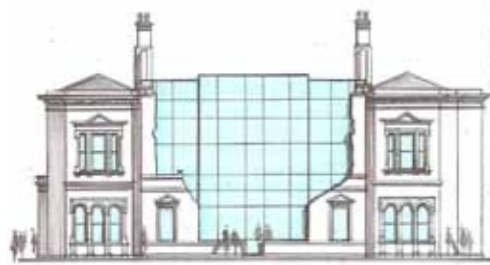
Scheme Proposals



North Elevation



South Elevation



East Elevation

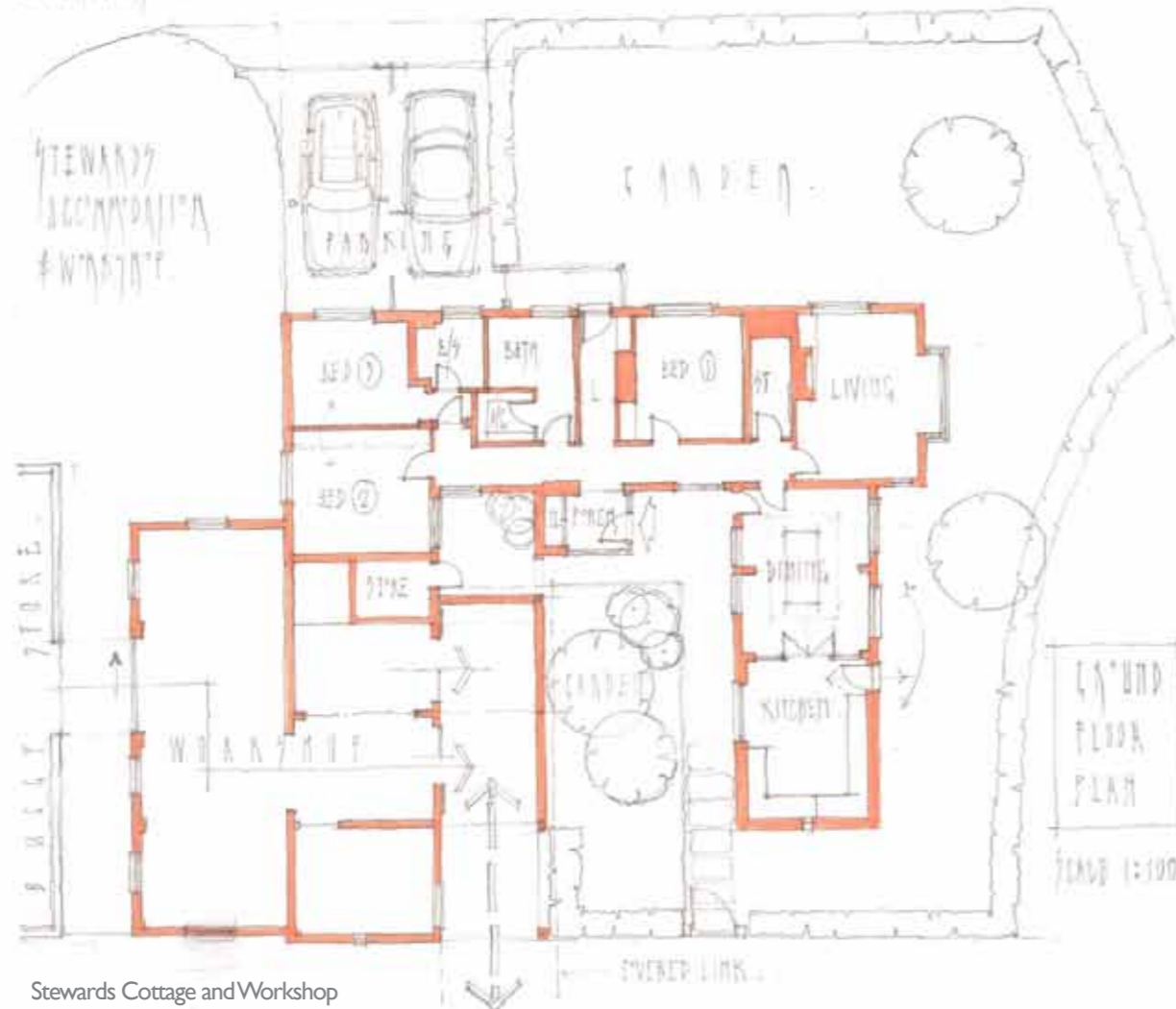


West Elevation

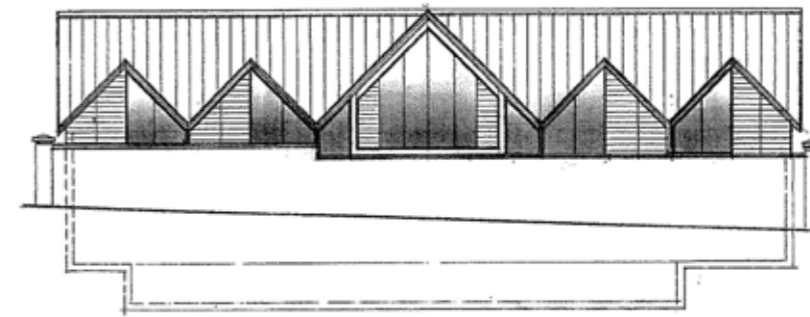
KRETCR DESIGN FOR STEWARDS ACCOMMODATION & WORKSHOP.



ELEVATIONS 1:500



Stewards Cottage and Workshop



West Elevation - Swimming Pool

5.1 Design principles

The following principles of design have informed the basis of the scheme proposals:

Minimal Visual Impact of the site from the surrounding countryside
Accessible Inclusive Design
Healthy Environment
Natural Light
Flexibility
Acoustic Performance
Sustainable Design and
Low Maintenance

5.2 Layout

The layout for the scheme is set-out and derived from the existing structure and buildings found on the site. After decades of decline and decay the original front elevation of the Woodseats Hall Estate which are now effectively ruins will form the basis of the retained façade and prominent focus to the new golf club house and club house Entrance.

The remains of the ruined walls forming the front elevation have been retained within the proposals with a line of new glass/curtain walling set behind respecting and being subservient to the existing 18th century structure. This area to the ground floor will house the club house lounge enjoying views across the terrace and onto the first hole fairway. The first floors will house guest bedrooms across the entire of this elevation. The second floor will only house guest bedrooms to the central section of this elevation. This is purposeful within the design so the second floor does not sit over the two wings but respects the existing structure and is subservient in the scale and massing of the new design. Either wings of the retained ruins will now house on the ground floor the private dining/function room and grand entrance vestibule where evening visitors will be dropped off. This entrance vestibule will form the principle entrance to the golfing facility where users first interaction with the building will be through the retained element adding somewhat to the grandeur and sense of arrival. The original fireplaces to which visual reference can currently be made on site within the existing ruins are located also within the two side wings. It is the intention of this scheme to reinstate the fireplaces forming period features to the internal environment.

From behind the lounge area the ground floor comprises the working golf club house consisting of snooker room, function/dining space for 300 people, various bars, kitchen and ancillary space. This area forms the infill between the retained ruins of the existing Woodseats Hall and the 2 Storey retained building where the leisure facilities are housed within the layout proposals. Within this area there are pockets of existing structure which will require demolition. This will include the existing bungalow and some garden walls which would have housed the former orangery. It is considered that the areas scheduled for demolition have no architectural merit or special interest. The bungalow is out of character with the older two storey building and the original Woodseats Hall Estate being a modern 20th century add-on. On this basis it would serve no purpose in the new proposals and is scheduled for demolition.

The layout has been purposeful so that on elevation there is a detachment from the golf club guest

accommodation and the leisure facilities and where the two storey element building is retained and integrated into the design proposals. This is marked by a separate entrance for the Leisure facilities off a landscaped courtyard sitting between the golf hospitality facility and the retained 2 storey element. A glazed link at first floor connects this facility directly to the leisure element enabling guests to use facilities without the need to pass/interact with golf users on the ground floor. Opposite the retained single story building will be converted into golf club repair workshop and stewards accommodation.

The café and pro golf shop are housed in the retained elements immediately adjacent to the leisure entrance. Past this point the ground floor will serve changing rooms for both golf and leisure. Again in this area there is a single storey element attached to the retained building which is scheduled for demolition. A new 2 storey element is proposed within this area where a series of pitched roofs will converge with the existing, respecting the scale and massing. The single storey element would hinder the design proposals and therefore is scheduled for demolition.

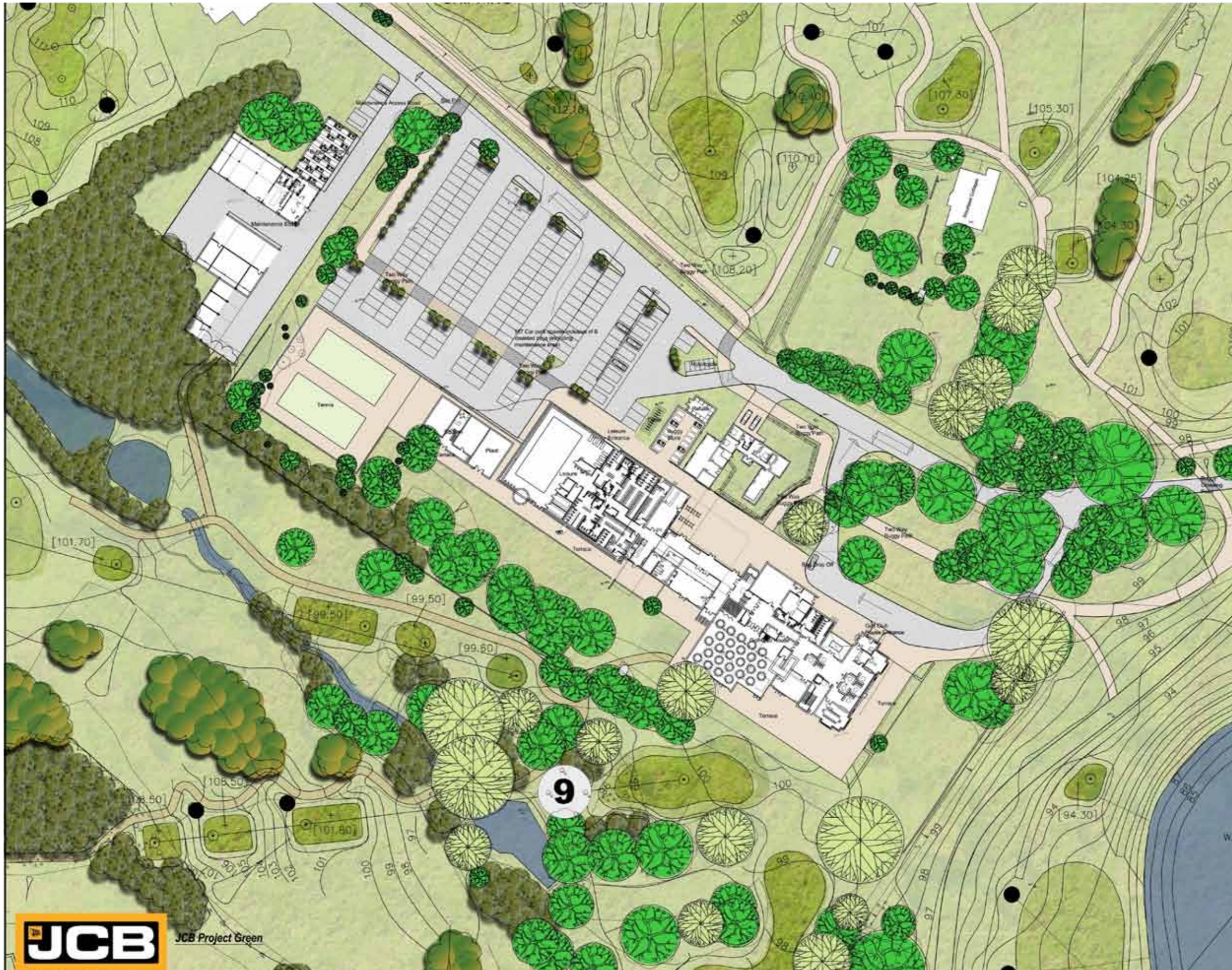
The very function of a leisure complex presents itself in quite a bland box proportionally so the opportunity has been taken to locate all the changing rooms, swimming pool dance studios and the like within the previous walled garden more recently a car park. The new structure housing the swimming pool etc will be set behind the existing boundary walls giving prominence to the existing structure. As with the front elevation treatment around the existing ruins the new design is respecting the rear boundary walls and subservient to the existing structure. The jacuzzi area to the swimming pool is the only exception where the boundary wall will be cut to expose the new facility and let in natural light into the design proposals.

The two single-storey maintenance workshops are located on the site of a previous scrap yard and there are great benefits in the reclamation of this space which backs onto a reasonable wooded area. The construction of these maintenance facilities will be hidden from most of the course therefore it is considered that the position of these essential buildings is entirely suitable being located centre of the course.

5.3 Amount

The facilities to be provided at the new proposed Golf Club are;

- approx 6950m² of Golf Club and facility building including an area of associated office, staff facilities, hospitality suite, plant accommodation, 35 hospitality hotel rooms,
- 18 Hole championship golf club
- 187 associated car parking spaces including 9 disabled bays,
- Covered Motorcycle shelter for 6 motorcycle spaces,
- Covered cycle shelter for 20 bicycle spaces
- Ground Maintenance and Golf Cart storage and charging buildings



Ground Floor Plan

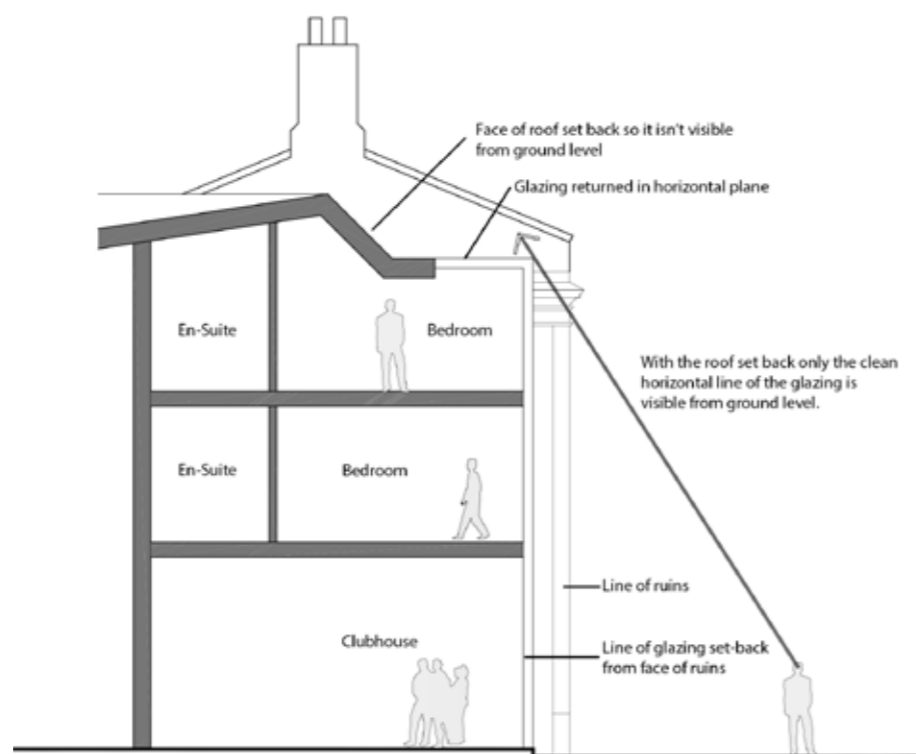


5.4 Scale

The scale of the design is very much in keeping and derived from the existing. As reported the glass screen curtain walling to the front elevation has been setback reducing the impact of the new design. Integrating the second storey into the original Woodseats Hall ruins has been challenging in terms of scale and massing. The roof over the second storey has been kept to a shallow pitch thus reducing the overall height. The simple glass form on the front elevation will be returned in the horizontal plane so that the clean straight lines are only visible from ground level. This will intersect with the flat roof before a steep pitch will meet the ridge of the roof between the two chimneys. From the ground level only the straight horizontal line of the glazing will be visible leaving the scale and massing of the new design fitting to the existing ruins.

Elsewhere the scale of the building has been reduced to the golf club house and hotel facility by introducing private terrace balconies to certain rooms. Thereby consciously stepping the building back and reducing the overall section height. A simple glazed element will connect the two elements between golf and leisure thereby adding transparency and minimising the visual impact.

The existing 2 storey building to the centre of the floor plan with its adjacency to the leisure entrance informs the scale and massing of the design to the rear of the building facility. A series of pitched roofs with similar gradients to the existing will sit over the vast span of the swimming pool. The heights of these roofs will be no higher than the existing 2 storey retained element. In terms of scale and massing the existing garden walls have been left which will dominate the new elevations with new construction sitting above.



5.5 Appearance

There is a simple palette of materials on the proposed scheme which complement the existing ruins and building/structures being retained in the scheme proposals. This will consist of brick, render and pressed metal. The ruins will be stripped of all the existing ivy/vegetation and expose the existing red brickwork. Mortar pointing to the existing ruins will be replaced/repaid sympathetically as required. Mortar colour and type will match which is expected to be a lime mortar in nature. Mortar samples will be obtained and sent for testing/analysis to determine that the exact specification ensuring that a match is sought. Existing stone work including windows cill, heads, surrounds and corbel details will be cleaned and repaired as necessary.

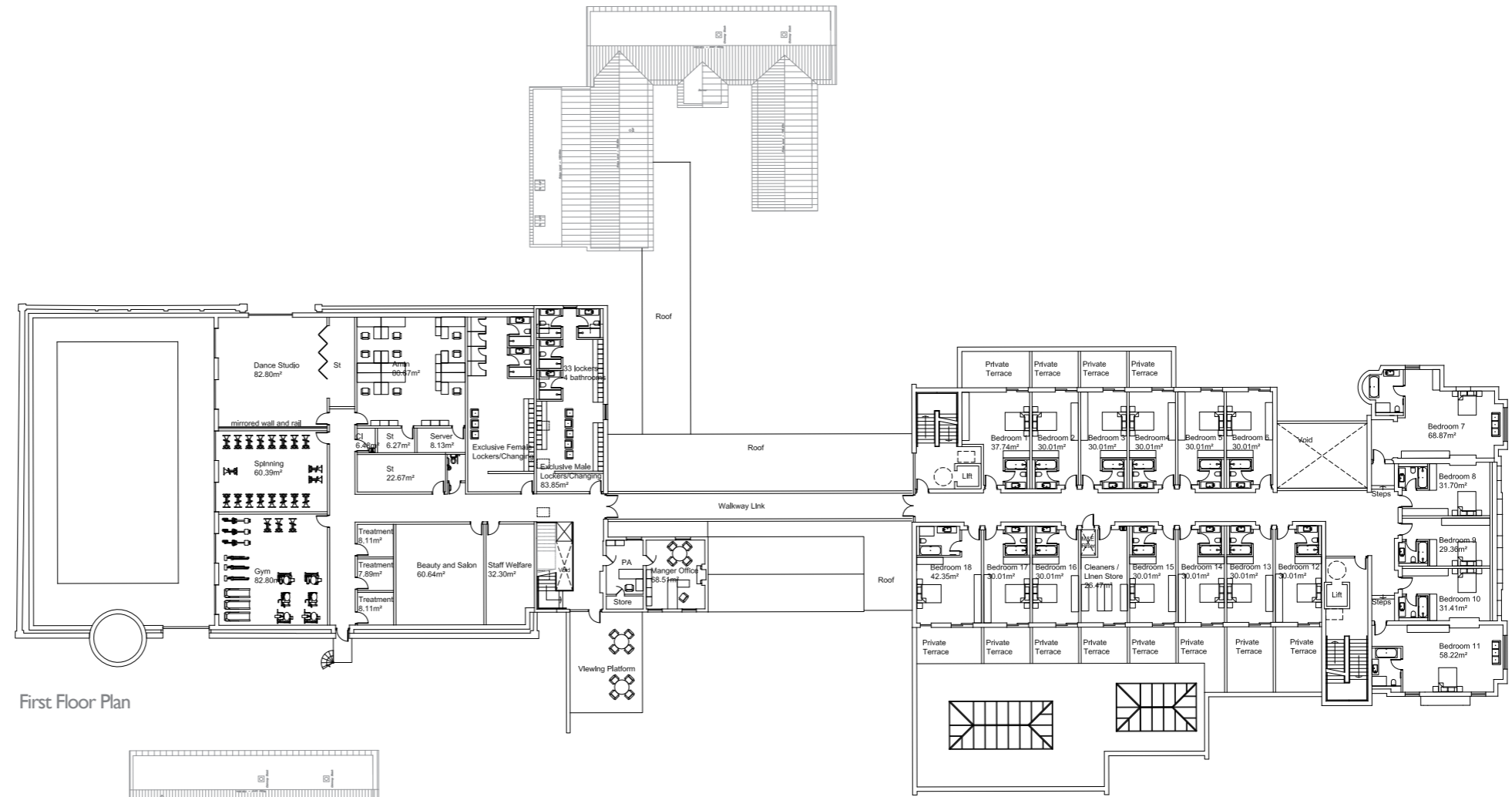
The decline that has been suffered to the ruins over the years will be halted and a new internal structure will be placed behind to stop any further erosion or decay. The front elevation will leave exposed the crumbling edges, that have been a result of the decay to the ruins. A glass screen wall will be placed/set behind the existing ruin sitting in stark juxtaposition between modern methods of construction and the 18th century ruin. The glass screen has been set back to be subservient in terms of its scale and mass but very much reflect a more modern approach to the new facility. The club house and hotel facility behind the ruins will use an external palette of materials consisting of brick, render and glass with aluminium framing. It is envisaged that a polyester powder coated standing seam roof matching in colour to existing roofs will be implemented within the new design. Structural glazing with its clean lines and simple detail will form the balustrade to the balcony terraces with PPC pressed metal dividing walls between.

A glazed link will be visible forming the connection between the golf and leisure facilities. In this location the existing retained 2 storey building with its dark red bricks and dark blue slate roof will be repaired sympathetically as required. New gables on each of the north and south elevations will be contrasted in render reflecting new construction. The elevations forming the leisure facilities to the rear of the development are prominently dominated by the existing red brick garden walls. The complex is set out within the confines of the existing boundary walls and set back from the main face subservient in its scale and mass. Strips of glazing or louvres depending upon location will sit above the garden wall between that and the eaves of the new roof over. Again a polyester powder coated standing seam roof will be implemented here in the design with a series of pitched roofs located over the swimming pool.

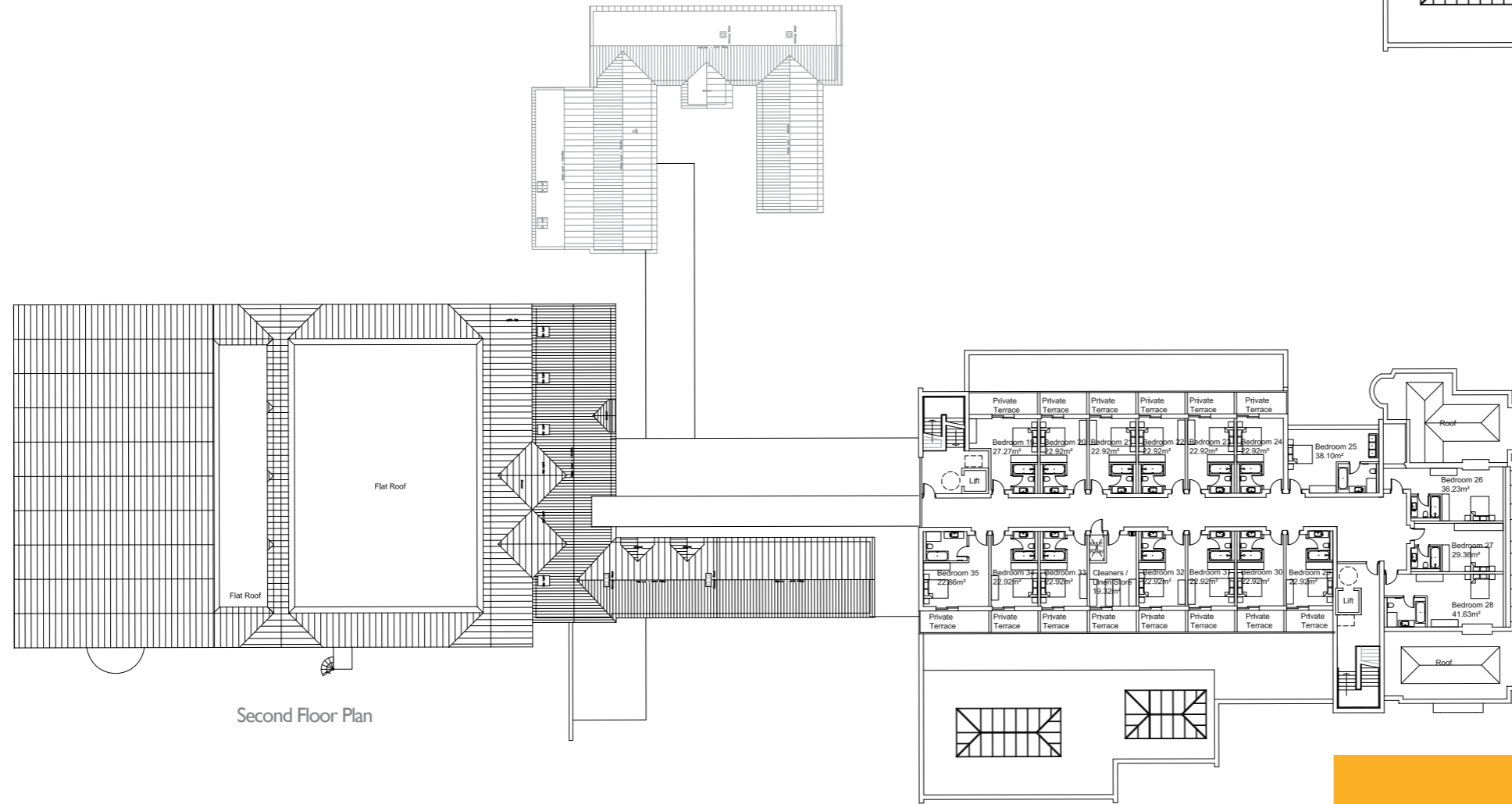
A separate structure can be seen to the rear of the development housing the plant and squash courts. Again a simple palette of materials will be implemented with brick and aluminium louvres over. A sedum green roof is envisaged to this structure only.

Elsewhere on the site the bungalow opposite the leisure entrance will be altered to accommodate a work shop and stewards accommodation. The appearance will remain unaffected. The buggy and refuse enclosures located in close proximity to this building will be made of brick skin walls. It is not envisaged that any roofs will be accommodated to these structures.

The maintenance stores shown within the application details will be simple steel frame structures with green metal panels externally reminiscent of agricultural buildings within the local setting. Two golf course rain shelters will be present within the golf course. These are located in close proximity to the tee positions of holes 7 and 17. These elements will be of timber structure and plain dark blue tiled roof over.



First Floor Plan



Second Floor Plan

5.6 Access and highways

A transport report and a full travel plan have been undertaken by BWB (Please refer to full reports)

5.7 Landscape

A full landscaping scheme has been prepared by Bright & Associates to sympathetically enhance the existing gardens around Woodseat Hall and incorporate them into the proposed golf course development.

Please refer to Bright & Associate Drawings.



Key

Planning boundaries (see also)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)
Areas of high ground (see also aerial photograph for context and location information (2015) and aerial photograph (2015))	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)
Areas of high ground (see also aerial photograph for context and location information (2015) and aerial photograph (2015))	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)	Existing woodland (permitted treatment options)	Proposed woodland (planting or natural regeneration)

NOTE: This plan should be read in conjunction with the Woodseat Hall Golf Course Development (2015) Golf Course Masterplan.

JCB Bedford Properties Ltd.

**Woodseat Hall
Proposed Golf Course Development
Landscape Masterplan**

Scale: 1:5000

Project No: JCB/15/004

Client: JCB

Date: January 2016

Bright & associates

Figure L2(ii)



Scheme Proposals

5.8 Ecology

S. Christopher Smith MRICS MSc CEnv has undertaken a Preliminary Ecological Survey for the land adjacent to JCB Heavy products, Uttoxeter Road, Beamhurst. (please refer to full report)

As part of the proposed ecological enhancements and mitigation the following proposals will be implemented.

The development of the Golf Course will be an opportunity to create better linkage within the landscape and an opportunity to improve bio-diversity. There will be an extension of the areas under woodland planting and there is proposed to be a new lake in the golf course. The proposed works and actions listed below would be opportunities to improve bio-diversity in the area.

1. Remove Rhododendron planting. The removal of the rhododendrons from all of the woodland areas should be commenced as a part of a woodland management programme. This will allow the bluebells and ground cover to begin to spread and return the woodland to indigenous species before any woodland relocation schemes are pursued.
2. Relocation of the woodland soil. If planning permission is granted for the development of the Golf Course then the areas where woodland is removed are to have the top 400mm of soil taken and used in the newly created woodland areas.
3. Lake creation. There is to be a new lake created within the Golf Course. This should be designed to have areas of deeper water, shallows and ideally an area of wetland that will provide opportunities for birds, amphibians and invertebrates.
4. Ditch lines. New ditches to drain the Golf Course will provide commuting routes between ponds and water features.
5. Pond Improvement. The opening of the southern sides of ponds will increase sunlight and improve the opportunities for bio-diversity enhancement.
6. Rough Grassland. There will be areas of mown grassland on the Greens and Fairways but there will also be large areas of rough grassland. This will provide forage areas for local birds and small mammals and may be an opportunity for the planting of indigenous grassland plants. These areas will be mown occasionally which will promote the growth and spreading of wild flowers.
7. The woodlands to be lost are semi-natural woodlands, not ancient woodlands and with the relocation of 400mm of the soil and the planting of the new woodland areas, with a mix

of indigenous tree species, there will be no nett loss of woodland.

8. A bat box scheme will be put together for the retained woodlands to provide new roosting opportunities for bats and this will be monitored during the development, should planning permission be granted, and for two years after the completion of the golf course.

9. The areas of pasture land that will be lost are largely the area where there has been top soil tipping from the development of the JCB production facility. These have been re-seeded after soil tipping so this is new seeded grassland not old pastureland.

10. A biodiversity management plan will be agreed between the applicant, the council and Staffordshire wildlife trust to ensure the management of the habitats on the site in such a way that they increase the opportunities for biodiversity action plan species.

5.9 Energy Use and Environment

Resources and Waste

The building has been designed to be constructed and serviced from readily available materials and the existing ruins and coach house will be retained and refurbished.

All relevant materials are specified to have 0 ozone depletion characteristics and materials can be tracked from manufacturer to ascertain their carbon footprint.

It is intended that the building will operate a waste management plan which will include separation of various waste materials for recycling. Space will be provided in the courtyard adjacent to the golf buggy store to enable separate recycling of glass, paper, metal, cardboard and plastics.

Environmental and Energy Use

JCB recognises the importance of sustainability and energy efficiency in the construction of new developments, and the potential benefits of constructional innovation to reduce waste, reduce costs of maintaining the building, as well as reducing harmful emissions into the atmosphere.

Certain building design drivers that may be considered in the next phase of building procurement to address carbon/energy targets are:

- Efficient cooling systems,
- High levels of air tightness,
- High levels of insulation,
- Efficient lighting with automatic daylight sensing,
- Variable speed drives on fans and pumps,
- Mixed mode ventilation,
- Solar hot water.
- Natural ventilation where possible

Lighting Controls

Photocell and presence / absence detection controls and systems will be considered and balanced against the intended occupancy patterns and actual daylight calculations. Daylight linked dimming will be considered in all areas as appropriate.

External lighting shall be provided for various areas and will be operated by time switch controls and photocells.

The scheme will not include floodlighting.

Scheme Proposals

Conclusion

The proposals to provide a high quality golf club and course on the Woodseats Estate have been thoughtfully considered and enhance the local setting. Primary the golf course will be used by JCB staff from around the world and used as part of their marketing tool helping to grow sales, create jobs and boost global awareness. The golf course will have the potential to be a world class event possibly hosting major tour events bringing economic value to the local economy and promoting the area to outside visitors. The development shows a continued investment by JCB bringing further employment opportunities not only during the construction period but creating jobs in running of the facility.

To conclude, we consider that the design proposals have responded in full:

- Although most users to the site will be by car, the site is in a sustainable location accessible by public transport.
- 187 car park spaces including 9 disabled bays have been provided to meet demand.
- Alternative means of transport has been provided with 6 motorcycle bays.
- Green travel is encouraged with cycle storage for 20 bikes being provided and associated shower facilities available.
- The effects of the development upon highways is minimal with improved road junction improvements scheduled.
- The ecology on the site will be enhanced.
- Although Bluebells have been found in existing woodland a scheme undertaken by the golf course designers and will allow the bluebell woods to be retained where possible and for the tip soil to be relocated to new woodland areas to be created within the site.
- Although some existing trees will need to be removed to enable development new trees will be planted in numbers far in excess of tree numbers lost.
- Rights of way across the site will not be affected with the public footpath remaining in the proposals.
- Heritage or Archaeology issues existing on site with a possible roman road can be mitigated via a watching brief and should not deter from an approved planning application.
- It is considered that there is no visual impact of the development from the main roads.
- It is not envisaged that the new development will have any risk of flooding.
- The noise generated by the development to the site will be minimal and not adversely affect the surrounding setting.
- The buildings have been designed to fit within the scale and massing of the local setting.
- After decades of decline and decay the existing mansion ruins will be brought back into use.
- Although some pockets of building demolition as identified is necessary, it is considered that these elements have no architectural merit.
- Proposed New Building footprint to rear of development has been defined and built within existing garden boundary walls to reduce the visual impact of the new structure.

In conclusion it is the intention of this planning application to provide a high quality development of golf and leisure facilities in the Woodseats Hall Estate. Consultation Documents produced relating to and registered as part of this planning application have carefully considered and addressed where appropriate factors and detailed mitigating measures as appropriate. JCB through this development and continued investment will exhibit a further strong, sustainable and forward thinking identity for this global company with important links to this local context. The application details have responded in full and planning approval is now sought.



Aerial View of proposed Golf Course

