

Business

LOCATION · SERVICES · LTD

PLANNING, URBAN REGENERATION, GRANT FUNDING
AND ECONOMIC DEVELOPMENT CONSULTANCY

1, Riverside House, Heron Way, Newham, Truro, Cornwall TR1 2XN
Tel: 01872 222777 E-mail: info@bis.co.uk

**Demolition of Part Existing Buildings,
Conversion of Part Existing Hotel Building and
Erection of 3 Replacement Open Market
Residential Dwellings (C3 Use Class) and 20
Unit Apartment Hotel (C3 Use Class Restricted
by Holiday Use Only Planning Condition), 2
Key Worker Units, Restaurant/Shop E (a&b)
and A5 Use Class, Off Site Highway
Improvements and Stabilisation, Access, Car
Parking, Landscaping and Biodiversity,
Infrastructure and Ancillary Works**

**Pendower Beach Hotel
Rocky Lane
Ruan High Lanes
Truro
TR2 5LW**

PBHH Ltd

Statement of Community Involvement

11th September 2023

1.0 INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Business Location Services Ltd, Town Planning Consultants and accompanies a planning application for Demolition of Part Existing Buildings, Conversion of Part Existing Hotel Building and Erection of 3 Replacement Open Market Residential Dwellings (C3 Use Class) and 20 Unit Apartment Hotel (C3 Use Class Restricted by Holiday Use Only Planning Condition), 2 Key Worker Units, Restaurant/Shop E (a & b) and A5 Use Class, Off Site Highway Improvements and Stabilisation, Access, Car Parking, Landscaping and Biodiversity, Infrastructure and Ancillary Works at the Pendower Beach Hotel, Rocky Lane, Ruan High Lanes, Truro, TR2 5LW on behalf of PBHH Ltd. PBHH Ltd have owned the Pendower Beach Hotel since 2009 and have demonstrated a significant commitment to consultation with local stakeholders and the local community in respect of this planning application.
- 1.2 PBHH Ltd has undertaken an extensive consultation strategy with the local community, Philleigh, Veryan and Gerrans Parish Councils, Cornwall Local Ward Member, statutory consultees and third party stakeholders in respect of the proposals for the future of the Pendower Beach Hotel site. This SCI provides the details of the community and stakeholder consultation undertaken together with the scope and chronology of the consultation activity in respect of the pre-planning application stage together with an outline of the further community consultation to be undertaken post submission of the planning application.
- 1.3 All the details and feedback received from the consultative and engagement process is documented in this SCI.

2.0 BACKGROUND

- 2.1 The Pendower Beach Hotel is located at the end of Rocky Lane close to the village of Ruan High Lanes on the Roseland Peninsula. The Pendower Beach Hotel lies immediately adjacent to Pendower Beach and comprises a previously developed brownfield site.
- 2.2 The proposed development involves both the past conversion buildings to include the replacement of 3 existing open market residential dwellings and erection of 20 unit apart hotel, 2 lay worker units and restaurant/shop. The scale of the development has been significantly reduced compared with the previously withdrawn proposal. It is acknowledged that the Pendower Beach Hotel site lies in a highly sensitive location particularly in respect of the AONB.

3.0 PRE-APPLICATION CONSULTATION

- 3.1 Paragraph 39 of the NPPF states that early engagement has potential to improve the efficiency and effectiveness of the planning application system for all parties. Paragraph 40 requires Local Planning Authorities to encourage applicants to engage with the local community and statutory and non-statutory consultees before submitting their planning applications.
- 3.2 Cornwall Council published a Statement of Community Involvement for Planning

in July 2018 and sets out guidance for pre-application engagement in respect of the planning application process. The guidance encourages applicants to carry out early engagement with the local community and the Council before submitting a planning application.

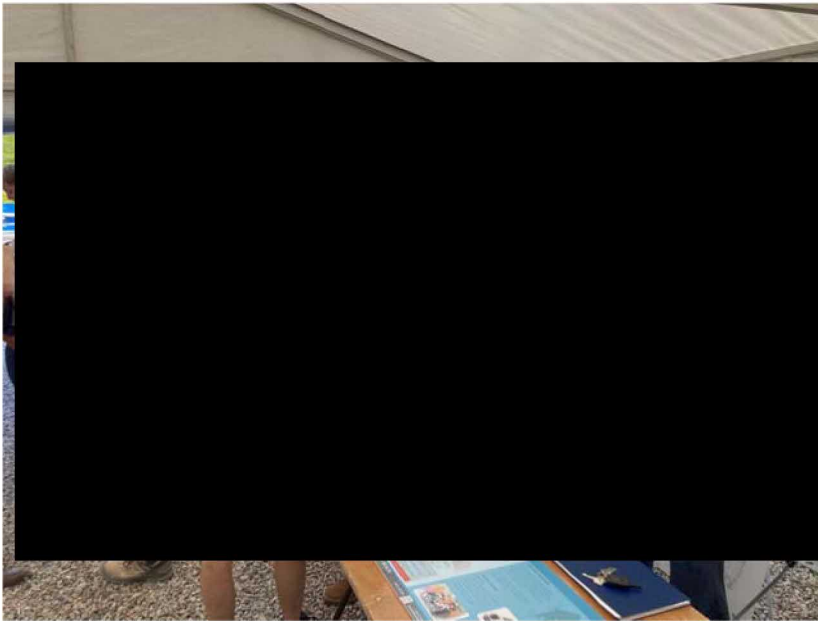
Stakeholder Consultation

- 3.3 A Teams meeting was held with the planning officers of Cornwall Council on the 7th February 2022. A copy of the minutes of the meeting are attached at Appendix 1.
- 3.4 An application for pre application advice was submitted to Cornwall Council on the 28th September 2021 following the withdrawal of the previous application with the reference PA21/02630/Preapp. A formal pre application advice letter was provided by Cornwall Council in a letter dated 27th May 2022 (Appendix 2).

Community Consultation

- 3.5 A presentation was made to the members of Philleigh Parish Council on the 31st January 2023. The notes of the meeting are attached at Appendix 3.
- 3.6 A presentation was made to the members of Veryan Parish Council on the 20th February 2023. The notes of the meeting are attached at Appendix 4.
- 3.7 A presentation was made to the members of Gerrans Parish Council on the 28th February 2023. The notes of the meeting are attached at Appendix 5.
- 3.8 A public consultation event was held on site at the Pendower Beach Hotel on the 5th June 2023 from 2.00pm to 7.00pm. The event was attended by members of the project professional team and was attended by some 150 members of the public. Electronic responses from members of the public are available on the “Pendower Beach Hotel Regeneration” website.





3.9 The public consultation event was advertised in the West Briton and Packet local newspapers. In addition notices advertising the event was posted in the following locations: -

- Community Hall, Tresillian
- Tresillian Church
- Grampound Church
- Ruan Laniorne Church
- Fish and Chip Shop, Portloe
- Grampound Primary School
- Tregony School
- New Inn, Veryan

3.10 In respect of the door drop process a negotiated distribution to Philleigh Parish was undertaken in conjunction with Cornwall Promotions. Some 500 flyers were distributed locally with a door drop including St Mawes, Veryan, Gerrans, St Just in Roseland, Portscatho, Philleigh and Tregony. In addition door drops included

Tresillian, Grampound, Portloe and Ruan Laniorne. Some 5,500 flyers were printed and distributed between 25th May and 2nd June.

- 3.11 In respect of social media the event was posted on the Pendower Beach Hotel Facebook and Instagram pages. Between the 25th April and 3rd July the social media pages received 432 likes and a total of 27 comments. Facebook posts were also shared a total of 22 times and received 2,680 link clicks. Overall social media uplift through campaigns on Facebook and Instagram led to a 16% rise in following, a 198% increase in reach and 3,095 post engagements.
- 3.12 The purpose of the public consultation event was to present the latest proposals to the community and to invite further feedback from interested parties prior to submission of any planning application.
- 3.13 On the day of the event members of the PBHH Ltd project team were available with a range of display boards showing layout, floor plans, elevations and 3D CGI imaging and physical model of the proposed development. Visitors to the event were requested to sign a registration form and were provided with feedback forms in respect of any comments in respect of the proposal.
- 3.14 There were a total of 48 responses made on the feedback comments and survey forms on the day of the event and a summary of the views is provided as follows:-

| Total No. of Responses | Support | Neutral | Object |
|-------------------------------|----------------|----------------|---------------|
| 48 | 17 | 10 | 21 |

- 3.15 There were a total of some 22 responses made on the comments forms and 26 responses made on the survey forms. Copies of the comments forms and survey forms are provided at Appendix 7.
- 3.16 A survey on Google Forms and uploaded to the website was also undertaken and as of the 16th June the survey had received 40 responses with 52.5% of responses in favour, 32.5% approved and 15% undecided. On the closure date of the 19th June and with the addition of the one page responses from the consultation event the final results from 97 respondents showed 42.9% against, 41.8% for with 15.3% undecided.
- 3.17 Presentation and meeting with the Friends of Pendower on the 17th March 2023.

Publicity

- 3.18 PBHH Ltd have used Absolute PR and Marketing to undertake the publicity and public relations coordination for the proposed development. Absolute produced a press release for the public consultation event and a copy of the press release is attached at Appendix 6. Public notices appeared in the West Briton, Falmouth Packet on the 1st June and 31st May respectively. In terms of online media news articles in appeared in the following:-
- West Briton
 - Falmouth Packet
 - South West Business Insider

- Western Morning News

4.0 POST APPLICATION SUBMISSION CONSULTATION

- 4.1 Following submission of the planning application PBHH Ltd will ensure further consultation and engagement with stakeholders and the community through the planning application process.
- 4.2 PBHH Ltd will consult further with Philleigh Parish Council, Gerrans and Veryan Parish Council statutory consultees through the planning application process. Following submission of the planning application to Cornwall Council all the submitted scheme drawings and supporting information will be able to be viewed on the Cornwall Council's online planning register and the Pendower Beach Hotel Regeneration Website.
- 4.3 PBHH Ltd will also undertake further community engagement post submission of the planning application.

APPENDICES

- Appendix 1 Minutes of the Meeting with the planning officers of Cornwall Council dated 7th February 2022.
- Appendix 2 Pre-application Advice Letter from Cornwall Council dated 27th May 2022.
- Appendix 3 Notes of meeting of presentation to Philleigh Parish Council dated 31st January 2023.
- Appendix 4 Notes of meeting of presentation to Veryan Parish Council dated 20th February 2023.
- Appendix 5 Notes of meeting of presentation to Gerrans Parish Council dated 28th February 2023.
- Appendix 6 Press Release
- Appendix 7 Copies of Comments Forms and Survey Forms from public consultation event dated 5th June 2023.
- Appendix 8 Minutes of National Trust Meeting dated 13th July 2023.