

SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Bury Plant Hire	Site Address:	26 Whitelegge Lane, Bury, Lancashire, BL8 1SW
National Grid Reference:	E 378965 N 411655		
Site Ref Number:	CTIL12817922	Site Type: ¹	Macro

2. Pre Application Check List

Site Selection (for New Sites only)

(Would not generally apply to upgrades/alterations to existing site including redevelopment or replacement of an existing site to facilitate an upgrade or sharing with another operator)

Was a local planning authority mast register available to check for suitable sites by the operator or the local planning authority?	Yes	No
If no explain why:		
Were industry site databases checked for suitable sites by the operator:	Yes	No
If no explain why:		

Site Specific Pre-application consultation with local planning authority

Was there pre-application contact:	No
Date of pre-application contact:	
Name of contact:	

¹ Macro or Micro

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Summary of outcome/Main issues raised:
NA

Annual area wide information to planning authority

Has annual area wide information been provided?	No
If no explain why:	
Summary issues raised: Cornerstones commercial relationship with Vodafone has changed, effectively increasing our independence to work with other companies in the deployment of mobile infrastructure. It means we no longer have visibility of Vodafone's full update plan. However, Cornerstone is fully committed to working closely with Local Planning Authorities and following best practice guidance. We aim to engage and work with the planning department at the earliest opportunity from when we are instructed to deliver new infrastructure within your Local Authority area and often conduct strategic pre-rollout engagement meetings to discuss our wider rollout. If your Local Authority would like a meeting to discuss wider Cornerstone rollout plans then please advise. We recognise the importance of developing long term partnerships and will always work with you to deliver improved mobile connectivity.	

Community Consultation

Rating of Site under Traffic Light Model:	Red	Amber	Green
Outline of consultation carried out: Pre-application consultation emails were sent to the Ward Councillors on 13/02/24 and invited to comment. No response has been received to date.			
Summary of outcome/main issues raised (include copies of relevant correspondence): No responses were received to date or as part of the application public comments.			

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School/College

Location of site in relation to school/college (include name of school/college): NA
Outline of consultation carried out with school/college (include evidence of consultation):
Summary of outcome/main issues raised (include copies of main correspondence): To date, no comments have been received.

Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator consultation (only required for an application for prior approval)

Will the structure be within 3km of an aerodrome or airfield?	Yes	No
Has the Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator been notified?	Yes	No
Details of response:		

Developer's Notice

Copy of Developer's Notice enclosed?	Yes	No
Date served:	27/02/24 Tracking Ref: KL 7182 5089 5GB	

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3. Proposed Development

The proposed site:

The site is currently host to an existing telecommunications base station comprising of a 15m tower host to 6no antennas and 1no. transmission dish. The area is of industrial use, with the site being immediately surrounded by 2.4m high palisade fencing. This is the main context of the area with the site bound by:

- Whitelegge Street and adjacent industrial complexes to the east.
- L&P Auto Repair building to the south.
- Further industrial buildings to the west and Goodlad Street beyond.
- Car parking to the north.

The site is on the outskirts of Bury in the north western corner of Elton in the centre of a large industrial estate.



Figure 1- Aerial Imagery of Proposed Site (Google, 2024)



Figure 2- Streetview image of current site (Google, 2024)

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Background

Cornerstone are proposing a telecommunications site to provide a mast capable of accommodating the operator's latest 4G and 5G technologies. The current site is supplying 4G service to the now, limited coverage cell. Limited in that with modern design improvements, the coverage cell currently being supplied would be considered small in modern comparison. This application forms part of the wider expansion of the mobile network across the Bury area and aims to extend the current service and improve network speeds and reliability.

As part of the operator's continued network improvement program, there is a specific requirement for an installation to provide, 4G and 5G technologies. The operator is limited in base station design as there are no existing masts within the area capable of sharing or any suitable rooftop sites. The best option here is to upgrade the existing site.

Type of Structure (e.g. tower, mast, etc): Monopole Mast	
Description: The removal and replacement of the existing 15m monopole tower (Antenna top height of 17.8m) with a new 20m tower to host 6no. new antennas, 1no. existing transmission dish alongside ancillary works both to the tower and base.	
Overall Height: 20m	
Height of existing building (where applicable):	9.8m
Equipment Housing: Existing cabinets to be upgraded internally	
Width:	
Depth:	
Height:	
Materials (as applicable):	
Tower/mast etc – type of material and external colour:	Tower to be completed in galvanised steel
Equipment housing – type of material and external colour:	Galvanised Steel

Reasons for choice of design, making reference to pre-application responses:

This proposal is for the installation of a base station to boost the capacity on the network in this location for the operator.

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The operator has carefully considered the design of the proposed column. The operator is proposing the most sensitive design currently available to provide the necessary coverage and capacity to the surrounding area. The current site hosts a 15m design which was to reduce visual impacts on the surrounding area. Modern telecommunications can no longer incorporate these heights in built up areas as design and operational constraints have changed with improved technologies. The most up to date 4G technologies and 5G technologies are heavier and stronger, requiring more structural integrity in the proposed towers and increased height to comply with ICNIRP and to achieve the coverage from the better frequencies.

The proposed height at 20m is essential in order to provide coverage to the target coverage area. New radio technologies operate in higher frequency bands than older technologies. Since it operates at higher frequencies where attenuation of the radio signal is naturally higher and the effects of clutter are greater it will normally require a higher structure to achieve the same coverage footprint. To increase capacity and data speeds to the user, the antenna will normally need to be mounted higher than conventional antennae.

The new antennas are all unshrouded for technical reasons. However, they have been designed to be as tight as possible and virtually the same width as the main column, to minimise their visual appearance.

The higher the radio frequency the more signal attenuation there is. The higher frequency antennas are unable to operate effectively through the Glass Reinforced Plastic that the shroud is made up of and as such if these antennas were to be covered then they would not be able to provide the necessary coverage to the target coverage area. An additional installation would be needed elsewhere within the cell area, leading to the proliferation of masts.

This is the slimmest design possible which will enable the technologies to be supported from this site. If the column and shroud width were to be any slimmer then the technology would not fit in the one column and another radio base station would be required, which would lead to the proliferation of masts contrary to national Government guidance set out in the NPPF and The Code of Practice. Similarly, if the column were to be a uniform width throughout then the overall width would have to increase which would appear more visually prominent than the proposed design.

The design of the column is a simple, functional, vertical structure which should not appear incongruous within the landscape, especially within the

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location proposed, where there is sufficient context for the development to blend into.

The column is proposed to be finished in galvanised steel and the ground-level cabinets to be coloured the same to assimilate into the palisade fencing around the compound and surrounding buildings. However, the column can be coloured any other colour the LPA consider appropriate.

It is therefore considered that the proposal before you strikes the best balance between environmental impact and operational considerations. The proposed height and design represent the best compromise between the visual impact of the proposal on the surrounding area and meeting the operator's technical requirements for the site. Taking all matters into account it is considered that this proposal, providing high quality dense coverage and capacity, would not appear out of place within the landscape.

Health and Safety - including ICNIRP compliance

International Commission on Non-Ionizing Radiation Protection Declaration attached (see below)

International Commission on Non-Ionizing Radiation Protection public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and/or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines.

When determining compliance, the emissions from all mobile phone network operators on or near to the site are taken into account.

In order to minimise interference within its own network and with other radio networks, Vodafone operates its network in such a way the radio frequency power outputs are kept to the lowest levels commensurate with effective service provision.

As part of Vodafone's network, the radio base station that is the subject of this application will be configured to operate in this way.

All operators of radio transmitters are under a legal obligation to operate those transmitters in accordance with the conditions of their licence. Operation of the transmitter in accordance with the conditions of the licence fulfils the legal obligations in respect of interference to other radio systems, other electrical equipment, instrumentation, or air traffic systems. The conditions of the licence are mandated by Ofcom, an agency of national government, who are responsible for

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the regulation of the civilian radio spectrum. The remit of Ofcom also includes investigation and remedy of any reported significant interference.

The telecommunications infrastructure the subject of this application accords with all relevant legislation and as such will not cause significant and irremediable interference with other electrical equipment, air traffic services or instrumentation operated in the national interest.

4. Technical Justification

Reason(s) why site required e.g. coverage, upgrade, capacity

This application is driven by the requirement of Vodafone to improve network coverage and capacity in the surrounding area with a proposal site that will result in a more reliable mobile digital connectivity infrastructure that provides 4G and 5G coverage.

The proposed installation will provide 4G coverage in addition to new 5G services. As such, the proposal will assimilate within the planned expansion of the 4G/5G network for Vodafone in the areas surrounding Bury/Elton.

Base stations use radio signals to connect mobile devices and phones to the network, enabling people to send and receive calls, texts, emails, pictures, web, TV and downloads. Without base stations, mobiles will not work. They are made up of three main elements. The cabinets, which contain the equipment, used to generate the radio signal. The supporting structure such as a mast, which holds the antennas in the air and the antennas themselves. Only the antennas emit radio signals.

Many other everyday items also use radio signals to send and receive information, such as television and radio broadcasting equipment and two-way radio communications. Base stations are connected to each other and telephone exchanges by cables or wireless technology such as microwave dishes, to create a network. The area each base station covers is called a cell. Each cell overlaps with its neighbouring cells to create a continuous network. The size and shape of each cell is determined by the features of the surrounding area, such as buildings, trees and hills, which can block signals. When people travel between cells, the signal is transferred between base stations without a break in service. Each base station covers a certain area only and can only handle a limited number of calls at once. As mobile phones and devices become more popular more base stations are needed to ensure continuous coverage.

Vodafone is an Electronic Communications Code Systems Operator licensed under the terms the Communications Act 2003 to provide mobile personal communications networks in the UK. In order to improve the level of service it provides for their customers in line with its licence requirements, they are constantly developing their networks, as

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well as refining and modernising their equipment. Given the dynamic and constantly evolving nature of technological advances in telecommunications products, coupled with the demands on operators from subscribers to provide new and better-quality services, this dictates a continual reinvestment programme in the infrastructure behind the use of mobile devices. Operators are currently involved in developing sites to provide coverage to areas which have not benefited from access to the full services they offer and to areas of their existing network where increased or improved service quality is required.

Due to the dramatic rise in the use of mobile data, the industry has had to consider new operating models that are efficient at delivering services to a much larger percentage of the UK's population. As previously discussed, companies will pool their basic network infrastructure, while running two, independent, nationwide networks. By doing this, they will both reach far more of the country far faster than they could achieve on their own. This single network grid will automatically increase each operator's footprint by 40%, adding competition and choice for customers in areas that previously only had one operator's coverage available.

Further detail regarding the general operation of the network can be found in the accompanying document entitled 'General Background Information for Telecommunications Development'. This information is provided to assist the local planning authority in understanding any technical constraints on the location of the proposed development.

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5. Site Selection Process

Alternative sites considered and not chosen (not generally required for **upgrades/alterations to existing sites** including redevelopment of an existing site to facilitate an upgrade or sharing with another operator)

If no alternative site options have been investigated, please explain why:

As the proposed works are to replace an existing telecommunications mast and upgrade this existing telecommunications site, the applicants search for alternative sites was limited. In accordance with NPPF the operator has sought to minimise the number of radio communication masts through the upgrade of an existing mast rather than proposing a new mast somewhere else in the immediate surrounds. As such, no alternative site options were investigated.

There are no other Vodafone, or other operator installations in the surrounds that can be upgraded to provide the level of service required under the proposal. For this reason, no other alternative site existing was considered and no greenfield site was considered either.

Additional relevant information (include planning policy and material considerations):

Visual Impact and Appearance

In line with national planning policy guidance and the relevant policies of the Development Framework, the impact of the development is minimised through siting and design initiatives.

The proposals have been designed with the aim of achieving a balance between minimising visual impact and achieving the technical requirements driving the need for this site. It is considered that the development as contained within this application for the installation of a Streetworks monopole mast with associated multiband antennas and associated ground based equipment in this roadside setting is the least visually intrusive in terms of siting and design available whilst providing the required significant uplift in network services for Vodafone.

When viewed with the wider context of the surrounding environment features, the proposed development works are the most suitable choice for this site, integrating the elements of this proposed base station into the context of its surroundings, the slim Streetworks style monopole design of the mast ensuring that the proposed

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development shall not be overly incongruous, particularly when viewed in context of the surrounding large scale industrial estate.

As such, a balance shall be achieved between the technical requirements necessitating these works and the inevitable impact of any development works upon both the immediate and wider local environment.

Education:

The relationship between 5G and education is evolving at a massive rate with educators exploring the relevance of Virtual Reality (VR) technologies for education and training. Crucially, VR can support remote learning, allowing students a presence in the classroom even when working elsewhere.

5G's ability to deliver real-time information (low latency), ultra-fast speeds (critical for high definition images and video), increased capacity and heightened security will also allow learning on the job, thanks to technologies such as Augmented Reality (AR) goggles, which can give engineers real-time instructions on how to fix a machine on a production line, for example.

Health:

Patients across the country are now becoming accustomed to relying on remote healthcare services such as NHS 111, virtual GP appointments, and ordering online deliveries of essential medical supplies.

5G will prove critical in providing the infrastructure required to deliver remote health services over the next decade. By design, 5G's ability to deliver real-time information (low latency), ultra-fast speeds (critical for high definition images and video), increased capacity and heightened security are going to be fundamental in scaling the patient benefits of remote healthcare and keeping medical records secure and private. For instance, trials have shown that connecting ambulance crews to expert resources using 5G allows paramedics to work with doctors and conduct specialist procedures in real time whilst on the road.

House of Commons: Written Statement (HCWS631): Boosting Mobile Connectivity (17 March 2016)

The written statement outlined the Government's commitment to improving mobile connectivity; "The Government is firmly committed to ensuring there is sufficient capacity to meet the growing demand for mobile connectivity..." "This Government intends to bring forward provisions in England to provide greater freedoms and flexibilities for the deployment of mobile infrastructure..."

The above confirms the Government's commitment to good and improved communications. Recognising the vital importance of mobile connectivity for residents and local economies, the urgent delivery of the required network improvements continues to be a Government priority.

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This proposal assists in meeting this objective.

The Digital Economy Act (2017)

The new Digital Economy Act (2017) and the new Electronic Communications Code (2017) came into force to enable access to fast digital communication services by citizens and businesses, to shape the emerging digital world for consumers and businesses, and to support the delivery of better public services for citizens by the government. The above legislations reflect the government's vision towards developing digital infrastructure in the country and should therefore, be given appropriate weight in decision-making.

National Planning Policy Framework

The National Planning Policy Framework – revised July 2021 - sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced.

This includes supporting high quality communications stating that:

114. Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high-quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).

115. The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged. Where new sites are required (such as for new 5G networks, or for connected transport and smart city applications), equipment should be sympathetically designed and camouflaged where appropriate.

116. Local planning authorities should not impose a ban on new electronic communications development in certain areas, impose blanket Article 4 directions over a wide area or a wide range of electronic communications development, or insist on minimum distances between new electronic communications development and existing development. They should ensure that: a) they have evidence to demonstrate that electronic communications infrastructure is not expected to cause significant and irremediable interference with other electrical equipment, air traffic services or instrumentation operated in the national interest; and b) they have considered the possibility of the construction of new buildings or other structures interfering with broadcast and electronic communications services.

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117. Applications for electronic communications development (including applications for prior approval under the General Permitted Development Order) should be supported by the necessary evidence to justify the proposed development. This should include:

- a) the outcome of consultations with organisations with an interest in the proposed development, in particular with the relevant body where a mast is to be installed near a school or college, or within a statutory safeguarding zone surrounding an aerodrome, technical site or military explosives storage area; and
- b) for an addition to an existing mast or base station, a statement that self-certifies that the cumulative exposure, when operational, will not exceed International Commission guidelines on non-ionising radiation protection; or
- c) for a new mast or base station, evidence that the applicant has explored the possibility of erecting antennas on an existing building, mast or other structure and a statement that self-certifies that, when operational, International Commission guidelines will be met.

118. Local planning authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure.

It is considered the proposed development complies with the broad aims of the NPPF. The equipment has been sympathetically designed with the height kept to a minimum and it would enhance the provision of local community facilities and services.

Code of Best Practice on Mobile Network Development (CoBP) 2022

1. The Code of Practice provides guidance to Code Operators (referred to as 'operators' throughout the Code of Practice), including the Mobile Network Operators and wireless infrastructure providers, their agents and contractors, local planning authorities, and all other relevant stakeholders in England on how to carry out their roles and responsibilities when installing wireless network infrastructure. It is also a useful tool for other interested stakeholders such as community groups, amenity bodies and individuals with an interest in mobile connectivity.

2. The aim of the Code of Practice is to support the government's objective of delivering high quality wireless infrastructure whilst balancing these needs with environmental considerations. It also has an important role in making sure that appropriate engagement takes place with local communities and other interested parties.

3. The Code of Practice covers all forms of wireless infrastructure development, including mobile masts and cabinets. It is recommended that other wireless communications operators follow the principles of this Code of Practice, where appropriate.

4. Led by the Department for Digital, Culture, Media and Sport (DCMS), this Code of Practice has been developed in collaboration with representatives of the mobile network industry, other government departments and public bodies, local planning authorities, and protected landscapes. This document replaces the previous Code of Best Practice on Mobile Network Development, which was published in 2016.

Policy framework

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8. Digital connectivity is vital to enable people to stay connected and businesses to grow. Fast, reliable digital connectivity can deliver economic, social and well-being benefits for the whole of the UK.

9. As the demand for mobile data in the United Kingdom is increasing rapidly, it is important that everyone has access to dependable and consistent mobile coverage where they live, work and travel.'

11. The government has committed to extending mobile coverage across the UK. The government's Levelling Up White Paper has set a mission that the UK will have nationwide 4G coverage, with 5G coverage for the majority of the population by 2020. In support of this, the government and the UK's mobile network operators agreed a £1 billion Shared Rural Network deal to extend 4G mobile geographical coverage to 95% of the UK by the end of the programme.

Principles and commitments

19. Local planning authorities should support the deployment of digital infrastructure by:

- Incentivising connectivity: support the expansion of telecommunications networks, and take a 'joined-up' approach to the wireless infrastructure planning process, including ensuring that Local Plans effectively support the deployment of digital infrastructure.
- Facilitating sites: engage with operators when new sites have been proposed and discuss site requirements.
- Engagement with operators: respond positively to requests for engagement and make decisions in line with national policy and Local Plans. For planning applications, find solutions to issues and ensure timely decisions are made.
- Information and communication: ensure that members of the public can access information about any development proposals within their local area.⁸ Send communications promptly to an appropriate operator contact (or their representatives).

Ground-based masts

37. Operators have committed to use existing structures for network deployment wherever viable to reduce the need for new development and minimise visual impact. However, new ground-based masts will sometimes be required to accommodate the ever-increasing coverage and capacity needs of the country. 4G and 5G are likely to require further network densification in order to meet growing customer demand for data. Where higher frequencies are used, with lower signal propagation characteristics, apparatus will need to be located in closer proximity to user devices. The type of mast deployed will depend upon the location and setting, as well as the coverage requirements of the site. There are many ways by which the potential for environmental and visual impact of a ground-based mast can be reduced.

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Local Policy – Bury Unitary Development Plan (Adopted August 1997)

Schedule 38(6) of the Planning and Compulsory Purchase Act 2004 states "If regard is to be had to the development plan for any determination to be made under the Planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

Primarily, the Strategy is a response to the changes which have taken place in the local economy over recent years and the growing concern for the environmental quality of the area. Such matters can also be seen to be at the heart of the emerging interest in the concept of "sustainability" where it is recognised that, if development is to be sustainable, its impact should not result in the irreversible or unacceptable deterioration of the environment.

The intention of the Strategy is to give direction to the Plan. This, in turn, will help the Borough to balance the need to meet the challenges and develop the opportunities of the 1990's in a positive manner, whilst at the same time enhancing the quality of the environment and ensuring that the needs of all sectors of the population are taken into account.

EN1/10 - Telecommunications

The Council will give favourable consideration to proposals for new telecommunications developments. In assessing such proposals the Council will have regard to the following:

- The operating requirements of available and new telecommunications technology, and the national telecommunications network;
- The legal requirements of telecommunications code system operators;
- siting and design - including the opportunity for sharing masts or siting on existing buildings, height, ancillary development, landscaping, screening and the type and colour of materials used;
- The visual and physical impact, especially on the Green Belt, river valleys, Special Landscape Areas, Listed Buildings, Conservation Areas, ancient monuments and archaeological remains.

Justification:

Modern telecommunications are an essential and beneficial element in the life of the local community and in the national economy. Government guidance published in PPG 8 "Telecommunications", requires local planning authorities to respond positively to telecommunications development. The guidance also suggests that UDP's should

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take account of the 1984 Telecommunications Act; the limitations imposed by the nature of the telecommunications network and the technology; and the need to protect the best and most sensitive environments. This policy reflects this guidance and whilst endeavouring to respond to proposals for new telecommunications development the Council will seek to minimise any environmental impact. This will be particularly important in and around the Borough's more environmentally sensitive areas.

EN1 - BUILT ENVIRONMENT

'The Council will seek to protect, preserve and enhance the character, appearance and amenity of the Borough's built environment.'

EN1/1 - Visual Amenity

'Development will not be permitted where proposals would have a detrimental effect on:

- Public views of prominent or important buildings, especially those in areas of architectural or historic interest;
- The visual amenity both within, or viewed from, areas of environmental interest such as the Green Belt, Special Landscape Areas or the river valleys.

EN1/2 - Townscape and Built Design

The Council will give favourable consideration to proposals which do not have an unacceptable adverse effect on the particular character and townscape of the Borough's towns, villages and other settlements. Factors to be considered when assessing proposals will include:

- The external appearance and design of the proposal in relation to its height, scale, density and layout;
- The relationship of the proposal to the surrounding area;
- The choice and use of materials;

Bury Local Plan (October 2018)

The new Bury Local Plan will set out a long-term framework to guide and control future growth and development and help shape what the Borough will look like in the future. The Plan will comprise a series of planning policies against which future development proposals will be considered and it will also allocate sites for various types of development as well as identifying areas where development will be restricted.

The Vision for Bury:

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"By 2037 the Borough will have embraced sustainable growth in a managed way and become a well-connected place with:

- A strong and competitive local economy;
- Strong, vibrant and healthy communities; and
- A high quality natural and built environment that is resilient to the effects of climate change"

Policy Direction OP1 - Sustainable Development

It is proposed that the Local Plan should include a policy that seeks to ensure that, in dealing with planning matters, the Council will contribute towards achieving sustainable development by considering growth and development in terms of its economic, social and environmental implications.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations (including policies in the NPPF) indicate otherwise.

Policy Direction IN3 - Digital and Communications Infrastructure

'High quality electronic communications infrastructure, including high speed broadband access, is essential for developing a sustainable local economy and is important for education and enhances the provision of local community facilities and services. It is also vital for home working and helps to reduce the need to travel and to create more resilient rural communities as it enables more efficient working practices and provision of online facilities and services

'In terms of telecommunications infrastructure, it is proposed that the policy should specify that developers should aim to minimise the number of masts and explore the potential for utilising existing structures before considering the erection of a new mast. Where this is not possible and new equipment is required, the Council will expect this to be sympathetically designed and, where possible, camouflaged in order to minimise its visual impact.' Digital Communications Infrastructure 'Provision of high speed quality digital infrastructure is considered a key requirement of attracting business and investment and is now a key component of everyday life.'

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Greater Manchester Digital Strategy (2018-2020)

The foreword to this Digital Strategy states:

'We live in a world where the number of digital devices has now passed the number of people. Digital technology is now shaping every aspect of our lives in ways which were inconceivable a generation ago: how we work, travel, shop, access services, meet people, communicate and are entertained.

Greater Manchester has always been a pioneer city region, with an eye for opportunity and the drive and pragmatism to seek out new solutions to old problems with almost 80000 digital and digital-intense creative businesses in Greater Manchester employing more than 82300 people generating £4.1bn of economic growth annually.

In the Greater Manchester Strategy we set a clear ambition to be a world-leading digital city region, and committed to taking an open, innovative and connective approach to delivering that ambition.

...to be a digital City-Region with a Difference and drive real change together, from the bottom up. We can only be a world leading city-region if we bridge the digital divide. Progress must be universal; geographically, socially and economically...using digital to connect young people to opportunity or tackle homelessness...we will capitalise on Greater Manchester's unique ability to use digital to connect and enhance our other high value sectors such as creative industries, health innovation and advanced manufacturing and materials.

The GM Digital Strategy asks why it is vital for Greater Manchester to be a leading digital City-Region and quotes:

"The future vitality of cities is increasingly based on their ability to use digital networks in intelligent, strategic ways" (Aspen Institute, Washington).

The Strategy goes on to state that:

...'digital technology has catalysed the interconnection of the global economy, with the internet enabling the free exchange of goods and services, providing consumers with greater choice and businesses with access to skills, resources and customers. As a result, people are now accessing more digital content and services from outside their own country, cross-border payments increasing, and small companies are more easily becoming more "multi-national".'

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Digital technology is increasingly the backbone of all industries, regardless of the nature and type of business. Embracing digital technology throughout all sectors, geographies and occupations is fundamental to Greater Manchester's current and future international competitiveness'.

"We want to be recognised as an international thought leader and do-er in digital innovation and adoption across our economy and communities"...

'This strategy is therefore founded on evidence that becoming a leading digital city-region is imperative to deliver our wider vision. We must do it to deliver the economic, social and inclusion improvements we need and want to see. We can do it because we have the vision, leadership and both the industrial and political will, coupled with strong academic, industrial and community foundations and an exciting and disruptive set of emerging activities and technology'.

The Digital Strategy sets out the Greater Manchester Vision: A city with a Difference:

"It would be fantastic if we led the country in encouraging digital innovation which supports businesses and investment, creating jobs and opportunity, but focusing on improving outcomes for people such as loneliness or homelessness in our society.

I don't want Manchester to be just a smart city – I want it to be the smartest city"
(Andy Burnham Mayor of Greater Manchester).

Conclusion

Having regard to the assessment above, it can be seen that the development as proposed within this application has been sited and designed in line with all local, national and international guidelines as well as the telecommunication industries Code of Best Practice. The sequential site selection process has been followed in choosing to upgrade an existing site up to modern standards. There is a clear and demonstrable need for the proposal to provide improved electronic communications services, primarily to alleviate dropped calls and poor quality service to the area and in addition, to provide 5G to the area. The current installation satisfies a coverage cell, providing 4G and for to introduce 5G to this area, the 5G technologies must be sited within the same area to satisfy the same cell. Due consideration has been given to all practicable solutions for providing the required telecommunications service and this proposal has been designed in such a way as to minimise its impact upon both the immediate and wider area, with any minor negative impact from this development

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As mentioned previously, it is considered that the proposed telecommunications infrastructure is in line with the planning policies above and seeks to strengthen network provision for the community. This proposal brings the current installation up to modern standards of service and coverage, while providing 5G and potential for next generation technologies. The proposal is better suited for 2024 and the technologies required.

In light of the above and with bearing in mind the proposed height, location, and surrounding context of this area, it is considered that the proposal would not be overly intrusive in the area and its visual impact would not outweigh the continued need and future demands to provide coverage to this area; striking an acceptable balance between operational needs and the environment. It has been explained that a height increase is required due to design and operational constraints as well as keeping within ICNIRP guidelines.

It would not have a significantly adverse effect on the character and visual amenities of the locality; the development has been sited within an industrial estate, set back from the main road. It is not located within any special/ sensitive land. The fact that the installation will be visible at point to some of the surrounding area does not itself demonstrate that the proposal will cause unacceptable harm to the visual amenity of locality. It is hoped that the LPA can understand the reasons as to why the current site must be upgraded and why the design has to differ from what is currently existing. An ICNIRP Declaration has been submitted with this application.

Confirmation that submitted drawings have been checked for accuracy

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