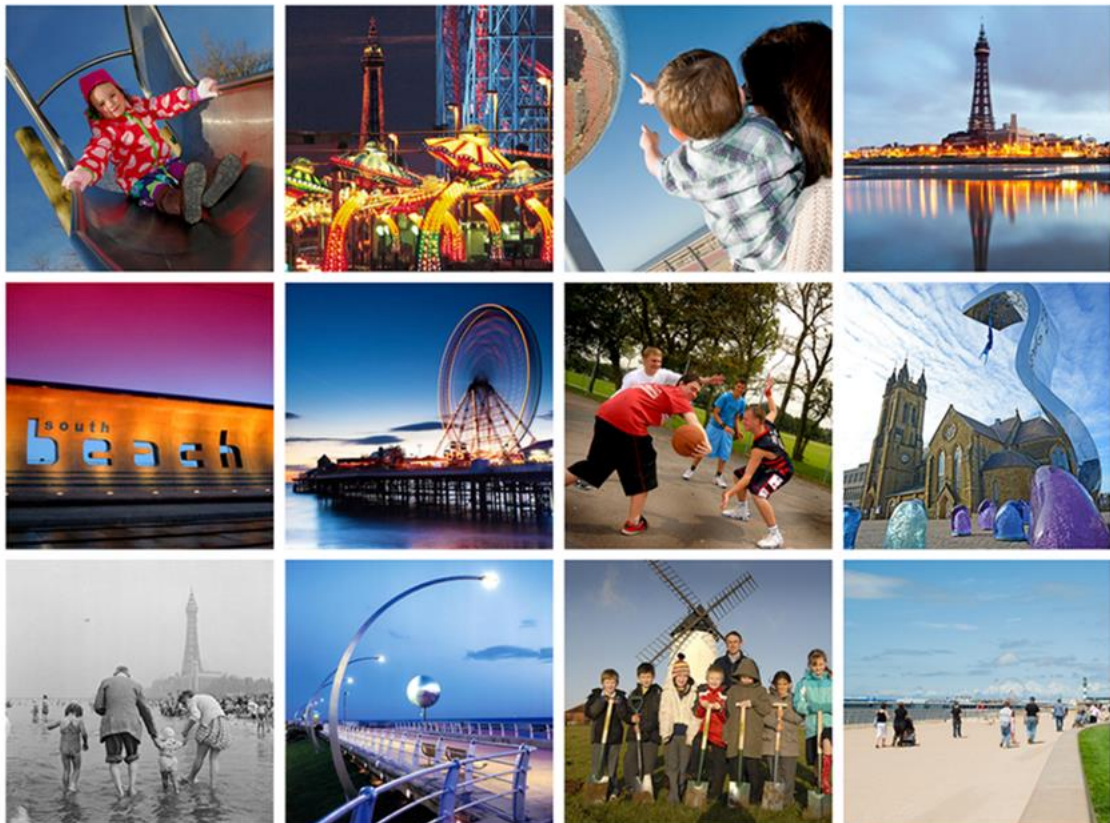


Blackpool Local Plan Part 2: Site Allocations and Development Management Policies

Representations received to the Main Modifications consultation

September 2022

Blackpool Council



Representations Received

001 – National Highways.....	4
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001 – National Highways

From: Hilton, Warren <Warren.Hilton@nationalhighways.co.uk>
Sent: 27 July 2022 13:58
To: Planning Strategy
Subject: RE: Blackpool Local Plan Part 2 – Proposed Main Modifications Consultation

CAUTION: This email originated from outside of the organisation. Do not provide any login or password details if requested. Do not click on any links or attachments unless you are sure that the content is safe. If you are unsure about this email or its content forward it to: cyber.security@blackpool.gov.uk.

FAO: Planning Strategy Team, Blackpool Borough Council

Thank you for inviting National highways to comment on the Proposed Main Modifications to the Blackpool Local Plan Part 2.

There are no observations that we wish to make on the proposed modifications to the Plan.

If you would like to discuss anything about this email, please contact me.

Kind regards,

Warren Hilton, Assistant Spatial Planner

Operations North West | National Highways | Piccadilly Gate | Store Street | Manchester | M1
2WD

Web: www.nationalhighways.co.uk

For information and guidance on planning and the Strategic Road Network in England please visit:

<https://nationalhighways.co.uk/our-work/planning-and-the-strategic-road-network-in-england/>

002 – Coal Authority

From: The Coal Authority-Planning <TheCoalAuthority-Planning@coal.gov.uk>
Sent: 02 August 2022 11:56
To: Planning Strategy
Subject: FW: [External] Blackpool Local Plan Part 2 – Proposed Main Modifications Consultation

CAUTION: This email originated from outside of the organisation. Do not provide any login or password details if requested. Do not click on any links or attachments unless you are sure that the content is safe. If you are unsure about this email or its content forward it to: cyber.security@blackpool.gov.uk.

Dear Planning Strategy team

Thank you for your email below regarding the Blackpool Local Plan Part 2 – Proposed Main Modifications Consultation.

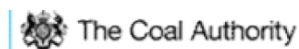
The Coal Authority is a non-departmental public body sponsored by the Department of Business, Energy & Industrial Strategy. As a statutory consultee, the Coal Authority has a duty to respond to planning applications and development plans in order to protect the public and the environment in mining areas.

As you are aware, Blackpool Council lies outside the defined coalfield and therefore the Coal Authority has no specific comments to make on any stages of your Local Plan.

In the spirit of ensuring efficiency of resources and proportionality, it will not be necessary for the Council to provide the Coal Authority with any future drafts or updates to the emerging Plans. This letter can be used as evidence for the legal and procedural consultation requirements at examination, if necessary.

Kind regards

Deb Roberts



Deb Roberts *M.Sc., MRTPI*
Planning & Development Manager – Planning & Development Team
T : (01623) 637 281
M: 07769 876 387
E : planningconsultation@coal.gov.uk
W: gov.uk/government/organisations/the-coal-authority

My pronouns are: she / her
How to pronounce my name (phonetic spelling): Deb Roh-berts

003 – Natural England

Date: 24 August 2022
Our ref: 402518



E. Jane Saleh
Blackpool Council
planning.strategy@blackpool.gov.uk

Hornbeam House
Crewe Business Park
Electra Way
Crewe
Cheshire
CW1 6GJ

T 0300 060 3900

BY EMAIL ONLY

Dear Ms Saleh

Blackpool Local Plan Part 2 – Proposed Main Modifications Consultation

Thank you for your consultation on the above which was received by Natural England on 27 July 2022.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

We have reviewed the following documents:

- EL5.002 – Schedule of Proposed Main Modifications
- EL5.003 – Schedule of Additional (Minor) Modifications
- EL5.004 – Publication Polices Map – Schedule of proposed changes
- EL5.005 – Suitability Appraisal Addendum – Main Modifications
- EL5.006 – Habitat Regulations Assessment (HRA) Addendum – Main Modifications

Natural England has no objection to the Draft Schedule of Proposed Main Modifications and we concur with the conclusions of the Sustainability Appraisal Addendum Main Modifications Report and HRA Addendum.

If you have any queries relating to the advice in this letter please email consultations@naturalengland.org.uk, quoting the reference number at the top of this letter.

For any new consultations, or to provide further information on this consultation please send your correspondences to consultations@naturalengland.org.uk.

Yours sincerely

Alice Watson
Sustainable Development Lead Adviser
Cheshire, Greater Manchester, Merseyside & Lancashire

004 – Historic England



Historic England

By email: planning.strategy@blackpool.gov.uk

Our ref: PL00108325 &
PL00117234

Your ref:

Date: 24 August 2022

Dear Planning,

BLACKPOOL LOCAL PLAN PART 2 – PROPOSED MAIN MODIFICATIONS AND SUSTAINABILITY APPRAISAL ADDENDUM MAIN MODIFICATIONS

Historic England is the Government's statutory adviser on all matters relating to the historic environment in England. We are a non-departmental public body established under the National Heritage Act 1983 and sponsored by the Department for Culture, Media and Sport (DCMS). We champion and protect England's historic places, providing expert advice to local planning authorities, developers, owners and communities to help ensure our historic environment is properly understood, enjoyed and cared for.

Thank you for consulting Historic England on the above documents. At this stage we have no comments to make on its content.

If you have any queries or would like to discuss anything further, please do not hesitate to contact me.

Yours sincerely,

Emily Hrycan

Historic Environment Planning Adviser (North West)

Historic England

Telephone: 0161 242 1423

e-mail: emily.hrycan@HistoricEngland.org.uk



Historic England, Suite 3.3, Canada House, 3 Chepstow Street, Manchester M1 5FW
Telephone 0161 242 1416 HistoricEngland.org.uk

Please note that Historic England operates an access to information policy.

Correspondence or information which you send us may therefore become publicly available.



005 – Sport England

PART A: Contact Information

You must provide a contact name and address.
Please complete Part A in BLOCK CAPITALS as appropriate.

For official use only

Ref: LPP2MM/ 005

	Person/Organisation	Agent (if applicable)
Name	Fiona Pudge	
Organisation	Sport England	
Address	SportPark	
	3 Oakwood Drive	
	Loughborough	
	Leicestershire	
Postcode	LE11 3QF	
Telephone	07747 763534	
Email	planning.north@sportengland.org	

For official use only

Ref: LPP2MM /

PART B: Representation

Please use a separate form for each proposed Main Modification you wish to comment on

Name of Person / Organisation (if appropriate) making representation:

Name:	Fiona Pudge
Organisation	Sport England

Which document does your comment refer to?	
Local Plan Part 2 Proposed Main Modifications	<input checked="" type="checkbox"/>
Proposed Changes to Policies Maps	<input type="checkbox"/>
Sustainability Appraisal of the Proposed Main Modifications	<input type="checkbox"/>
HRA of the Proposed Main Modifications	<input type="checkbox"/>

Please state the reference number of the Proposed Main Modification or the section in the Sustainability Appraisal Addendum to which your comment specifically refers	
Main Modification:	MM..... 36
Policies Map Change	PM.....
SA/HRA Addendum	Page/Section:

In the context of the Proposed Main Modifications, do you consider the Local Plan Part 2 is:	
(a) Legally compliant?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(b) Sound?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
If you have answered no to (b) please state why you consider the Main Modification is unsound:	
(i) Not positively prepared	<input type="checkbox"/>
(ii) Not justified	<input type="checkbox"/>
(iii) Not effective	<input type="checkbox"/>
(iv) Not consistent with national policy	<input type="checkbox"/>

Please give details of why you consider the Main Modification to be not legally compliant or unsound. Your reason should concisely cover all the information, evidence and supporting information necessary to support or justify your comments.

You may also use this box if you wish to support the legal compliance or soundness of the Local Plan Part 2 Proposed Main Modifications or make a representation on the SA/HRA Addendum of the Proposed Main Modifications.

Support - Sport England has worked proactively with Blackpool Council since the commencement of work on the Blackpool Local Plan Part 2 in 2017 and in particular over the last 2 years in finalising the Blackpool Playing Pitch Strategy update published April 2021, the relevant sports evidence base to support Local Plan policies. All amendments to the wording of policy HSA1.2 has been agreed with Sport England to ensure compliance with the NPPF and Sport England's Playing Fields Policy.

Continue on a separate sheet/expand box if necessary

Please set out the change(s) you consider necessary to make the Local Plan Part 2 legally compliant or sound, having regard to the test you have identified previously where this relates to soundness. You will need to say why this change will make the Local Plan Part 2 legally compliant or sound. It is helpful if you are able to put forward your suggested revised wording for the proposed modification or any additional modification you deem necessary to ensure the Plan is sound. Please be as precise as possible

Continue on a separate sheet/expand box if necessary

Declaration

I understand that all representations submitted will be made available for public inspection and will be identifiable to my name and organisation (if applicable).

Signature:



Date: 26th August 2022

For official use only

Ref: LPP2MM /

PART B: Representation

Please use a separate form for each proposed Main Modification you wish to comment on

Name of Person / Organisation (If appropriate) making representation:

Name:	Fiona Pudge
Organisation	Sport England

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Proposed Changes to Policies Maps	<input type="checkbox"/>
Sustainability Appraisal of the Proposed Main Modifications	<input type="checkbox"/>
HRA of the Proposed Main Modifications	<input type="checkbox"/>

Please state the reference number of the Proposed Main Modification or the section in the Sustainability Appraisal Addendum to which your comment specifically refers	
Main Modification:	MM..... 38
Policies Map Change	PM.....
SA/HRA Addendum	Page/Section:

In the context of the Proposed Main Modifications, do you consider the Local Plan Part 2 is:	
(a) Legally compliant?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(b) Sound?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Continue on a separate sheet/expand box if necessary


Please set out the change(s) you consider necessary to make the Local Plan Part 2 legally compliant or sound, having regard to the test you have identified previously where this relates to soundness. You will need to say why this change will make the Local Plan Part 2 legally compliant or sound. It is helpful if you are able to put forward your suggested revised wording for the proposed modification or any additional modification you deem necessary to ensure the Plan is sound. Please be as precise as possible

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Signature:



Date: 26th August 2022

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Ref: LPP2MM /

PART B: Representation

Please use a separate form for each proposed Main Modification you wish to comment on

Name of Person / Organisation (if appropriate) making representation:

Name:	Fiona Pudge
Organisation	Sport England

Which document does your comment refer to?	
Local Plan Part 2 Proposed Main Modifications	<input checked="" type="checkbox"/>
Proposed Changes to Policies Maps	<input type="checkbox"/>
Sustainability Appraisal of the Proposed Main Modifications	<input type="checkbox"/>
HRA of the Proposed Main Modifications	<input type="checkbox"/>

Please state the reference number of the Proposed Main Modification or the section in the Sustainability Appraisal Addendum to which your comment specifically refers	
Main Modification:	MM..... 43
Policies Map Change	PM.....
SA/HRA Addendum	Page/Section:

In the context of the Proposed Main Modifications, do you consider the Local Plan Part 2 is:	
(a) Legally compliant?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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(iv) Not consistent with national policy	<input type="checkbox"/>

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Continue on a separate sheet/expand box if necessary

Please set out the change(s) you consider necessary to make the Local Plan Part 2 legally compliant or sound, having regard to the test you have identified previously where this relates to soundness. You will need to say why this change will make the Local Plan Part 2 legally compliant or sound. It is helpful if you are able to put forward your suggested revised wording for the proposed modification or any additional modification you deem necessary to ensure the Plan is sound. Please be as precise as possible

Continue on a separate sheet/expand box if necessary

Declaration

I understand that all representations submitted will be made available for public inspection and will be identifiable to my name and organisation (if applicable).

Signature:



Date: 26th August 2022

006 – Homes England



Homes
England

Planning Strategy Team
Blackpool Council
PO Box 17
Corporation Street
Blackpool
FY1 1LZ

By email: planning.strategy@blackpool.gov.uk

26th August 2022

Dear Sir / Madam,

Consultation on the Blackpool Local Plan Part 2 – Proposed Main Modifications

Homes England Response

As a prescribed body, we would firstly like to thank you for the opportunity to comment on the above consultation.

Homes England is the government's housing accelerator. We have the appetite, influence, expertise, and resources to drive positive market change. By releasing more land to developers who want to make a difference, we're making possible the new homes England needs, helping to improve neighbourhoods and grow communities.

Homes England does not wish to make any representations on the above consultation. We will however continue to engage with you as appropriate.

Yours faithfully,



P.P Nicola Elsworth
Head of Planning and Enabling

Homes England
1st Floor Churchgate House
56 Oxford Street
Manchester
M1 6EU

Please send all Local Plan and related consultations to
nwlocalplanconsultat@homesengland.gov.uk

0300 1234 500
www.gov.uk/homes-england

OFFICIAL

007 – Planware Ltd on behalf of McDonalds

Planware Ltd on behalf of McDonald's Restaurants Ltd

Objection Response to Blackpool Local Plan Part 2: Site Allocations and Development Management Policies – Main Modifications July 2022 (Wednesday, 31 August 2022)

Policy DM16 – Hot Food Takeaways

Further to our initial response to Policy DM16 we have considered the proposed modifications proposed to the supporting text. No changes are considered to the policy wording itself. No justification has been provided for limiting hot food takeaways from such a broad area such as an entire ward. It is recognised that other local authorities have introduced restrictions around specific uses such as schools, however to introduce restrictions around an entire ward is considered entirely disproportionate with a lack of specific evidence to what benefit this would serve over a restriction on specific areas, such as other authorities have introduced. This lack of evidence is in direct conflict with Paragraph 31 of the Framework.

The initial objection to DM16 is included below for completeness.

1 Introduction

- 1.1 We have considered proposed Policy DM16 – Hot Food Takeaways – with regard to the principles set out within the Framework. We fully support the policy's aim of promoting healthier living and tackling obesity. However, the proposed policy approach is unsound and fails to provide an evidence-based way of achieving the policy's objective. It has also been found unsound by several planning inspectors. It is too restrictive and prevents local planning authorities from pursuing more positive policy approaches. The London Borough of Waltham Forest has had such a policy in place for over a decade and its application has proven ineffective in tackling obesity to date.
- 1.4 Within these broad points we have the following policy objections to draft Policy DM16:
 - A. The 400m exclusion zone is inconsistent with national planning policy
 - B. The policy is inconsistent, discriminatory and disproportionate.
 - C. Examination of other plans have found similar policy approaches to be unsound.
 - D. There needs to be further exploration into policies that are more positive, have a reputable evidence base and that comply with the Framework.
- 1.5 In summary, Planware Ltd consider there is no sound justification for a policy such as Policy DM16, which imposes a blanket ban on restaurants that include an element of hot food takeaway *"in or within 400 metres of wards where there is more than 15% of the year 6 pupils or 10% of reception pupils with obesity."* Policy DM16 is unsound it should be deleted from the plan.
- 1.6 However, as stated in the opening paragraph, Planware Ltd supports the aim of promoting healthier living and tackling the obesity crisis. We acknowledge that planning can have a role in

furthering these objectives. We would therefore welcome and support any studies between obesity and their relationship with development proposals, including examination of how new development can best support healthier lifestyles and tackling the obesity crisis. When a cogent evidence base has been assembled, this can then inform an any appropriate policy response. This has still not emerged.

- 1.7 Given the lack of any clear agreement between experts on the indices of obesity or poor health, analysing the evidence is a necessary part of this objection by way of background. This will all be highlighted in the below text.

2 Contribution of McDonald's UK to the United Kingdom

- 2.1 This section of the objection sets out some background context relating to McDonald's own business, its contribution to United Kingdom, and information on the nutritional value and healthy options of the food that it offers in its restaurants. This evidence is relevant to understanding the adverse and unjustified impacts of the blanket ban approach proposed under draft Policy DM16.

Economic and Environmental Benefits

- 2.2 The first store in the United Kingdom was first opened in 1974 in Woolwich, London. The store is still opened and was interestingly the 3,000th store across the world.
- 2.3 With over 36,000 McDonald's worldwide, it operates in over 100 countries and territories. Approximately 120,000 people are employed by McDonald's UK, compared to just over 1 million employees worldwide.
- 2.4 McDonald's and its franchisees have become important members of communities in the United Kingdom: investing in skills and developing our people, supporting local causes and getting kids into football.
- 2.5 Nationally, the company operates from over 1,300 restaurants in the UK. Over 80% of restaurants are operated as local businesses by franchisees, that's around 1,100 franchised restaurants.
- 2.6 McDonald's is one of few global businesses that continues to anchor itself in high streets and town centres across the United Kingdom. Not just serving the general public but creating jobs and seeking to improve the communities around them.
- 2.7 All McDonald's restaurants conduct litter picks covering an area of at least 100 metres around the site, at least three times a day, picking up all litter, not just McDonald's packaging.
- 2.8 McDonald's is a founding member of the anti-littering campaign, Love Where You Live. As part of this, our restaurants regularly organise local community litter picks. The campaign has grown and in 2017, 430 events took place across the UK with around 10,000 volunteers involved. Since the campaign started, 2,600 events have taken place with around 80,000 volunteers involved.
- 2.9 McDonald's restaurants are operated sustainably. For example, their non-franchised restaurants use 100% renewable energy, combining wind and solar and use 100% LED lighting which means we use 50% less energy than fluorescent lighting. All of their used cooking oil is converted into biodiesel for use by delivery lorries. Their entire fleet of lorries runs on biodiesel, 40% of which comes from McDonald's cooking oil. This creates over 7,500 tonnes fewer CO₂

emissions than ultra-low sulphur diesel.

- 2.10 All new McDonald's restaurants in the United Kingdom are fully accessible and we are working toward delivering this same standard for all existing restaurants.
- 2.11 McDonald's restaurants provide a safe, warm and brightly lit space for people, especially those who may feel vulnerable or threatened waiting for a taxi or outside.
- 2.12 Many of their toilets are open to all members of the public. They are one of few night time premises that offer this service and given the fact restaurants are located in some of the busiest parts of the country, McDonald's are helping to keep the United Kingdom cleaner.

Nutritional Value of Food and Healthy Options

- 2.13 McDonald's offers a wide range of different food at its restaurants.
- 2.14 Nutritional information is easy to access and made available online, and at the point of sale on advertising boards, as well as in tray inserts. Information is given on calorie content and key nutritional aspects such as salt, fat and sugar content. This enables an individual is able to identify and purchase food items and combinations that fit in with their individualised calorie or nutritional requirements.
- 2.15 The menu offer includes a range of lower calorie options, some of which are set out in the on the next page.
- 2.16 The restaurants now suggest meal bundles to assist customers in making informed, healthier choices. McDonald's have suggested "favourites" meal bundles, across the breakfast and main menu that enable the choice of low-calorie options to be made even more easily. These 3-piece meal combinations will all be under 400kcal on the breakfast menu, and all under 600kcal on the main menu (with many options under 400kcal on the main menu also), and all individual items on these menu bundles will be either green (low) or amber (medium) on the Food Standards Agency traffic light system for food labelling.
- 2.17 Examples of low calorie (less than 400kcal) breakfast options (where no single item is red for FSA) include any combination of the following:
 - Egg & Cheese McMuffin / Egg & cheese snack wrap / bagel with Philadelphia / porridge; with fruit bag; and a medium black coffee, or espresso or regular tea or water.
- 2.18 Examples of low calorie (less than 600kcal) main menu options (where no single item is red for FSA) are included in the table below. Some 90% of our standard menu is under 500 calories.

Main	Side Options	Drinks Options	Total Calories *varies depending on side & drink choice
The Garlic Mayo Chicken One – grilled wrap	Fruit Bag – Pineapple Stick Carrot Sticks Side Salad with Fajita Dressing	Diet Drink Water Medium Black Coffee Regular Tea	Between 379-390kcal
The Sweet Chilli Chicken One – grilled wrap	Fruit Bag – Pineapple Stick Carrot Sticks Side Salad with Fajita Dressing	Diet Drink Water Regular Tea Medium Black Coffee	Between 374-383kcal
Grilled Chicken & Bacon Salad with Fajita Dressing	Fruit Bag – Pineapple Stick Carrot Sticks	Diet Drink Water Regular Tea Medium Black Coffee	Between 238-247kcal

2.19 Those specifically wanting a meal low in either fat, salt, or sugar, can tailor their choices accordingly. Any combination of menu items sold at McDonald's can be eaten as part of a calorie controlled nutritionally balanced diet. Customers alternatively eat anything from the menu allowing for this within their overall daily, or weekly nutritional requirements.

Quality of Ingredients and Cooking Methods

2.20 McDonald's are always transparent about both their ingredients and their processes and strive to achieve quality. Their chicken nuggets are made from 100% chicken breast meat, burgers are made from whole cuts of British and Irish beef. Coffee is fair trade and their milk is organic. McDonald's want their customers to be assured about what they are consuming. The 'Good to Know' section on our website - <https://www.mcdonalds.com/gb/en-gb/good-to-know/about-our-food.html> - provides a range of information about their processes and where produce is sourced from.

Menu Improvement and Reformulation

2.21 McDonald's is actively and continuously engaged in menu reformulation to give customers a

range of healthier options. Louise Hickmott, Head of Nutrition, at McDonald's UK, has provided a letter giving examples of the steps that have been taken in recent years. The information is summarised below.

2.22 In recent years McDonald's has made great efforts to reduce fat, salt and sugar content across their menu.

- 89% of their core food and drink menu now contains less than 500 kcals.
- Supersize options were removed from their menu in 2004;
- 72% of the Happy Meal menus are classified as not high in fat, salt or sugar according to the Government's nutrient profile model;
- Since October 2015, 50% of the options on the drinks fountain have been no added sugar (Diet Coke, Coke Zero and Sprite Z);
- Recent years have seen the introduction of new items, offering more choice that has included porridge, salads, grilled chicken wraps, carrot sticks, fruit bags including apple and grape, pineapple sticks, and melon chunks, as well as orange juice, mineral water and organic semi-skimmed milk;
- Customers can swap fries for fruit bags, carrot sticks or shake salad on the main menu, or the hashbrown for a fruit bag or carrot sticks on the breakfast menu, at no additional cost;
- In 2014, McDonald's introduced "Free Fruit Fridays" resulting in 3.7 million portions of fruit being handed out. Since then, discounted fruit is now available with every Happy Meal.

Fat

2.23 A recent meta-analysis and systematic review of 72 studies (45 cohort studies and 27 controlled trials) demonstrated that with the exception of Trans Fatty Acids (TFA), which are associated with increased coronary disease risk, there was no evidence to suggest that saturated fat increases the risk of coronary disease, or that polyunsaturated fats have a cardio-protective effect, which is in contrast to current dietary recommendations (Chowdrey et al, 2014).

2.24 However, UK guidelines currently remain unchanged; men should consume no more than 30g of saturated fat per day, and women no more than 20g per day (NHS Choices, 2013). It should be remembered that all fats are calorie dense (9kcal/g) and that eating too much of it will increase the likelihood of weight gain and therefore obesity, indirectly increasing the risk of coronary heart disease, among other co-morbidities.

2.25 What have McDonald's done?

- Reduced the saturated fat content of the cooking oil by 83%;
- Signed up to the Trans Fats pledge as part of the Government's "Responsibility Deal";
- The cooking oil has been formulated to form a blend of rapeseed and sunflower oils to reduce levels of TFA to the lowest level possible;
- They have completely removed hydrogenated fats from the vegetable oils;
- Reduced the total fat in the milkshakes by 32% per serving since 2010;
- Organic semi-skimmed milk is used in tea/coffee beverages and in Happy Meal milk bottles, with lower saturated fat levels compared with full fat variants.

Sugar

- 2.26 Dietary carbohydrates include sugars, starches and fibre, and each has approximately 4kcal/g.
- 2.27 The Scientific Advisory Commission on Nutrition (SACN) currently recommends that approximately 50% of total dietary energy intake should be from carbohydrates (SACN Report, 2015). In 2015 SACN recommended that the dietary reference value for fibre intake in adults be increased to 30g/day (proportionally lower in children) and that the average intake of “free sugars” (what used to be referred to as non-milk extrinsic sugars) should not exceed 5% of total dietary energy, which was in keeping with the World Health Organisation (WHO) recommendations.
- 2.28 Current average intake of free sugars far exceeds current recommendations, and excess intake is associated with dental issues and excess calorie intake which can lead to weight gain and obesity.
- 2.29 Over the last 10 years our reformulation work has resulted in 787 tonnes less sugar across our menu in 2017 versus 2007. What have McDonald’s done?
- Reducing the sugar in our promotional buns, this removed 0.6 tonnes of sugar
 - Their Sweet Chilli Sauce has been reformulated to reduce sugar by 14% this equates to 155 tonnes of sugar removed
 - Their Festive Dip has removed 4 tonnes of sugar
 - Their famous McChicken Sandwich Sauce has reduced in sugar 45%
 - Their Tomato Ketchup has reduced in sugar by 20% which equates to 544 tonnes of sugar removed from the system
 - Their Chucky Salsa has reduced in sugar by 28%
 - Since 2016 they have reduced the sugar content of Fanta by 54%
 - The Toffee Syrup in their Toffee Latte has been reformulated to remove 20% of the sugar
 - McDonald’s have also reformulated their Frozen Strawberry Lemonade this has led to 8% sugar reduction per drink

Salt

- 2.30 A number of health-related conditions are caused by, or exacerbated by, a high salt diet. The strongest evidence links high salt intake to hypertension, stroke and heart disease, although it is also linked with kidney disease, obesity and stomach cancer (Action on Salt website).
- 2.31 Salt is often added to food for either taste or as a preservative, and in small quantities it can be useful. Adults in the UK are advised not to exceed 6g of salt per day, but the average intake at a population level is consistently higher than this.
- 2.32 Salt does not directly lead to obesity; however, it does lead to increased thirst, and not everyone drinks water or calorie-free “diet” beverages. If our thirst increases and leads to increased consumption of calories from extra fluid intake, then this may lead to increased weight and obesity. 31% of fluid drunk by 4-18-year-old children is sugary soft drinks (He FJ et al, 2008), which has been shown to be related to childhood obesity (Ludwig DS et al, 2001).

2.33 What have McDonald's done?

- The salt content across the UK menu has been reduced by nearly 35% since 2005;
- Customers can ask for their fries to be unsalted;
- The salt added to a medium portion of fries has been reduced by 17% since 2003;
- The average Happy Meal now contains 19% less salt than in 2006
- Chicken McNuggets contain 52% less salt than in 2003.

2.34 The process continues. McDonald's have recently made the following changes to further improve their menu

- Making water the default drink in the Happy Meals;
- Making it easier for people to understand the existence of a wide range of under 400 and 600 calorie meal options that are available.

Third Party Opinions of McDonald's

2.35 McDonald's regularly receive supportive comments from independent third parties.

2.36 Professor Chris Elliott, of the Department for Environment, Food & Rural Affairs' independent Elliott Review into the integrity and assurance of food supply networks: interim report, December 2013:

"Each supply chain is unique, showing that there is no single approach to assuring supply chain integrity. The review has seen many examples of good industry practice that give cause for optimism. There is not space within this final report to reference all the good industry practices but those that have stood out include McDonald's and Morrisons."

2.37 Jamie Oliver, the TV chef, food writer and campaigner speaking in January 2016 at the Andre Simon Food & Drink Book Awards to the Press Association:

"Everyone always liked to poke at McDonald's. McDonald's has been doing more than most mid and small-sized businesses for the last 10 years. Fact. But no one wants to talk about it. And I don't work for them. I'm just saying they've been doing it - 100% organic milk, free range eggs, looking at their British and Irish beef."

2.38 Raymond Blanc, the TV chef and food writer, speaking in 2014, after having presented McDonald's UK with the Sustainable Restaurant Association's Sustainability Hero award:

"I was amazed. All their eggs are free-range; all their pork is free-range; all their beef is free-range."

"[They show that] the fast-food business could change for the better. They're supporting thousands of British farms and saving energy and waste by doing so."

"I was as excited as if you had told me there were 20 new three-star Michelin restaurants in London or Manchester."

2.39 Marco Pierre White, TV chef and food writer, speaking in 2007:

"McDonald's offers better food than most restaurants and the general criticism of the company is very unfair."

"Their eggs are free range and the beef is from Ireland, but you never hear about that. You have to look at whether restaurants offer value for money, and they offer excellent value."

These comments below represent independent opinions

Supporting Active and Healthy Lifestyles among Employees and Local Communities

- 2.40 McDonald's is focused on its people and is proud to have been recognised for being a great employer. For example:
- Great Place to Work 2017 'Best Workplaces' – McDonald's are ranked 4th on the Great Place to Work 2017 'Best Workplaces' list (large organisation). This is our 11th year on the list.
- The Sunday Times Best Company to Work for List 2017 - we have made The Sunday Times 30 Best Big Companies to Work for list for the seventh consecutive year, achieving 6th position.
 - Workingmums.co.uk Employer Awards 2017- Innovation in Flexible Working - in November 2017, we were awarded the Top Employer for Innovation in Flexible Working by workingmums.co.uk. The judges specifically recognised our approach to Guaranteed Hours contracts.
 - The Times Top 100 Graduate Employers - the Times Top 100 Graduate Employers is the definitive annual guide to Britain's most sought after employers of graduates.
 - Investors in People Gold - Investors in People accreditation means we join a community of over 15,000 organisations across 75 countries worldwide and it is recognised as the sign of a great employer.
 - School leavers Top 100 Employers - McDonald's UK has been certified as one of Britain's most popular employers for school leavers in 2017, for the third consecutive year. An award voted for by 15-18 year olds in the UK.
- 2.41 In April 2017, McDonald's began to offer employees the choice between flexible or fixed contracts with minimum guaranteed hours. This followed trials in 23 restaurants across the country in a combination of company owned and franchised restaurants. All of their employees have been offered this choice and around 80% have selected to stay on flexible contracts.
- 2.42 Over the past 15 years, McDonald's has been proud partners with the four UK football associations: The English Football Association; The Scottish Football Association; The Football Association of Wales; and The Irish Football Association.
- 2.43 This partnership has seen them support over one million players and volunteers. In London since 2014, more than 1,000 people have attended their Community Football Days and have distributed 3,328 kits to accredited teams in the Capital. Of the 171 McDonald's restaurants within the M25, approximately 88 are twinned and actively supporting a local football club. This serves as an example of the company's willingness to confront the obesity crisis by a multitude of different approaches.
- 2.44 McDonald's do this work because increasing standards will ultimately create a better experience for young footballers, leading to increased participation and retention of children and young people in sport.

- 2.45 Their Community Football programme helps to increase participation at all levels. McDonald's remain absolutely committed to it and are in the final stages of planning a new programme for future years.

Marketing

- 2.46 As a business, McDonald's are committed to ensuring their marketing will continue to be responsible and will be used as a positive influence to help our customers make more informed choices.
- 2.47 McDonald's recognise that marketing has a part to play in influencing customers' choices. They comply, and go beyond, the UK's stringent regulations on marketing to children and use their marketing to help families understand more about the range of food options they have to offer.
- 2.48 McDonald's never market products classified as high in fat, salt or sugar to children in any media channel, at any time of the day. They are committed to ensuring that marketing is always responsible as well as informative, and that it reinforces positive food messages.
- 2.49 In addition, they go beyond the regulations in a lot of cases. For example, when advertising a Happy Meal, they only ever do so with items such as carrot sticks, a fruit bag, milk or water to ensure McDonald's are not marketing HFSS food to children. This has been done voluntarily since 2007.

Summary

- 2.50 In the light of the above it is clear that McDonald's restaurants offer the district considerable and substantial economic benefits, are supportive of active and healthy lifestyles. They also enable customers to make informed, healthy decisions from the wide-ranging menu options available. It is important that this is acknowledged, given the assumption in proposed Policy DM16, that all hot food takeaways uses should fall under a blanket ban if they are in or within 400 metres of wards where there is more than 15% of the year 6 pupils or 10% of reception pupils with obesity. Given the policy aim – which McDonald's supports – of promoting healthier lifestyles and tackling obesity, other alternatives would be more effective than allowing blanket bans on certain use classes, which in turn will have negative land use consequences.
- 2.51 We turn now to the main points of the objection.

3 The 400m Exclusion Zone is Inconsistent with National Policy

Introduction

- 3.1 This section of the objection considers the proposed policy against national policy. The lack of evidence to support the policy is also discussed in the next section.
- 3.2 National policy contains no support for a policy approach containing a blanket ban or exclusion zone for hot food takeaways (or indeed any other) uses. Such an approach conflicts sharply with central planks of Government policy such as the need to plan positively and support economic development, and the sequential approach that seeks to steer town centre uses – which include hot food takeaways - to town centres.
- 3.3 Planware Ltd feel that restricting hot food takeaways in or within 400m of an entire ward is

in direct conflict with the framework as the approach is not positive, justified, effective or consistent. The policy, as currently worded, provides no flexibility in accordance with town centre sites, thus conflicting with the sequential approach. These points are further explained in this objection.

Practical Impacts

- 3.4 The practical impacts of a 400m exclusion zone around an entire ward would have unacceptable negative land use consequences.
- 3.5 Consideration should be given to school rules in terms of allowing children outside of the school grounds at lunch times. This is an overly restrictive approach based on primary school data, for which those children would not make such a dietary decision.
- 3.6 The Framework does not support the use of planning as a tool to limit people's dietary choices. In addition to this, other E class uses can provide unhealthy products, therefore, there is limited justification for the proposed Policy DM16 to focus exclusively upon hot food takeaways.

Conflict with National Policy

- 3.7 The local policy team do not appear to have fully assessed the potential impact of the policy. It essentially creates a moratorium against hot food takeaways uses leaving limited reasonable space for them to locate. A detailed map of the entire borough should be provided showing exactly where a future hot food takeaway could reasonably locate.
- 3.8 Restricting the location of new hot food takeaway proposals through a 400m exclusion zone around in and around an entire ward is not a positive approach to planning, thus failing to comply with the Framework.
- 3.9 The suggested restriction within proposed Policy DM16, takes an ambiguous view of hot food takeaways across an entire area. The policy would apply an over-generic approach to restrict hot food takeaway development with little sound planning reasoning or planning justification. This is contrary to paragraph 11 of the Framework that advises authorities to positively seek opportunities to meet development needs of their area.
- 3.10 Thus, is consistent with paragraph 80-81 of the Framework.
- 3.11 Para 80 states:

“Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.”

- 3.12 Para 81 states:

Planning policies should:

“a) set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;

b) set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;

c) seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and

d) be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.”

- 3.13 As explained in this objection, no evidence exists to suggest a blanket ban on hot food takeaways would impact obesity rates. The need for evidence is emphasised in paragraph 31 of the Framework that states that each local plan should be based on adequate, up-to-date and relevant evidence. Neither the policy nor the supporting text address this point. Policy needs to be based on evidence and the lack of evidence should highlight a red flag concerning the draft policy.
- 3.16 Paragraph 3.149 is misguided, no other authorities have sought to ban hot food takeaways across an entire ward or within 400m from one. The land use consequences of such a policy are vast.
- 3.17 The policy is likely to be damaging to the district’s economy due to the fact that it is restricting hot food takeaways to an unprecedented level without regard to the local area or the economy.
- 3.18 The Framework cannot be interpreted to provide generic restrictions on a particular use class. There is no basis for such a blanket ban approach in the Framework or Planning Practice Guidance. In fact, the Planning Practice Guidance emphasises that planning authorities should look at the specifics of a particular proposal and seek to promote opportunity rather than impose blanket restrictions on particular kinds of development. In the section on “Health and Wellbeing”:
- 3.19 Paragraph: 002 (Reference ID: 53-002-20140306) states that in making plans local planning authorities should ensure that:
- “opportunities for healthy lifestyles have been considered (eg. planning for an environment that supports people of all ages in making healthy choices, helps to promote active travel and physical activity, and promotes access to healthier food, high quality open spaces, green infrastructure and opportunities for play, sport and recreation);”*
- 3.20 Paragraph: 006 (Reference ID: 53-006-20170728) says that a range of criteria should be considered, including not just proximity to schools but also wider impacts. It does not support a blanket exclusion zone. Importantly, the criteria listed are introduced by the earlier text which states:

“Local planning authorities can have a role in enabling a healthier environment by supporting opportunities for communities to access a wide range of healthier food production and consumption choices.”

3.21 The above guidance serves to emphasise why it is important to look at particular proposals as a whole, rather than adopting a blunt approach that treats all proposals that include a Sui Generis use as being identical.

4 The Policy is Inconsistent, Discriminatory and Disproportionate

4.1 The policy aims to address obesity but instead simply restricts new development that comprises an element of Sui Generis use. Yet Class E retail outlets and food and drink uses can also sell food that is high in calories, fat, salt and sugar, and low in fibre, fruit and vegetables, and hot food from a restaurant unit can be delivered to a wide range of locations. This means that the policy takes an inconsistent approach towards new development that sells food and discriminates against operations with an Sui Generis use. It also means that the policy has a disproportionate effect on operations with an Sui Generis use.

4.2 The test of soundness requires that the policy approach is “justified”, which in turn means that it should be the most appropriate strategy when considered against the reasonable alternatives and based on proportionate evidence (paragraph 35 of the Framework).

4.3 Given the objectives of the policy, it ought to apply equally to all relevant food retailers. It is unclear how the policy would be implemented and work in a real life scenario.

4.4 The table below shows the kind of high calorie, low nutritional value food that can be purchased from a typical A1 high street retailer at relatively low cost. It is contrasted with the kind of purchase that could be made at a McDonald’s. The evidence provided at **Appendix 1** confirms that 70% of purchases by students in the school fringe were not purchased in a hot food takeaway. ¹

Company	Snack or meal	Salt (g)	Fat (g)	Calories (kcal)	Price (£)
McDonald’s	Apple and Grape fruit bag	0.0	0.1	46	49p
McDonald’s	Garlic Mayo chicken wrap	1.3	11.0	345	2.99
Greggs	Sausage roll	1.6	22.0	317	90p
Greggs	Cheese and Onion bake	1.6	30.0	436	1.35
Costa Coffee	Nutty flapjack	0.1	23.2	425	1.70
Costa Coffee	Ham and Cheese panini	2.5	13.5	427	3.95

4.5 If the policy is to be based on Use Classes, then the proposed policy should place restrictions on other use classes in addition to hot food takeaways. In fact, by restricting hot food takeaway uses only, the policy would encourage food purchases at other locations and allows for the overarching objectives to be compromised.

4.6 The policy’s blanket approach fails to acknowledge that the opportunity for children to access hot food takeaways, as part of a school day, is extremely limited. The complete ban is wholly disproportionate to the circumstances when the concern underlying the policy might become a more prominent matter. Only limited purchases of food are made

at hot food takeaways on journeys to and from school. Further details are set out in **Appendix 2**.

¹ The School Fringe: What Pupils Buy and Eat From Shops Surrounding Secondary Schools, July 2008, Sarah Sinclair and Professor JTWinkler, Nutrition Policy Unit of London Metropolitan University.

5 The Policy is not Justified because of a Lack of an Evidence Base

- 5.1 The test of soundness requires policy to be evidence based. With no basis to indicate over-concentrated areas gives rise to obesity or poor health outcomes, justification is evidently incomplete. In fact, the studies that have considered whether such a causal connection exists [between proximity of a hot food takeaway and poor health outcomes], have found none.
- 5.2 Public Health England (PHE), which is part of the Department of Health and Social Care, expressly accept that the argument for the value of restricting the growth in fast food outlets is only “theoretical” based on the “unavoidable lack of evidence that can demonstrate a causal link between actions and outcomes.”²
- 5.3 A systematic review of the existing evidence base by Oxford University (December 2013), funded by the NHS and the British Heart Foundation ‘did not find strong evidence at this time to justify policies related to regulating the food environments around schools.’ It instead highlighted the need to ‘develop a higher quality evidence base’.³
- 5.4 The range of US and UK studies used to support many beliefs about obesity, including the belief that the availability of fast food outlets increased obesity, was comprehensively reviewed in papers co-written by 19 leading scientists in the field of nutrition, public health, obesity and medicine. Their paper “Weighing the Evidence of Common Beliefs in Obesity Research” (published in the Critical Review of Food, Science and Nutrition (Crit Rev Food Sci Nutr. 2015 December 6; 55(14) 2014-2053) found that the current scientific evidence did not support the contention that the lack of fresh food outlets or the increased number of takeaway outlets caused increase obesity (see pp16-17 of the report).
- 5.5 There appears to have been no critical assessment of whether the underlying evidence supports the proposed policy approach.
- 5.6 In this context, it is important to consider the evidence from the Borough of Waltham Forest, which introduced a school proximity policy in 2008 – about a decade ago. Over that period, the Public Health England data for the borough shows that there has been no discernible impact on childhood obesity rates – with these worsening in recent years. The borough’s Health Profile for 2017 records childhood obesity (year 6) at 26.1% up from 20.3% in 2012, the year London hosted the Olympic Games.
- 5.7 While it is accepted that the causes of obesity are complex, it is clear that the school exclusion zone policy had no discernible effect in Waltham Forest. More research and investigation is needed before such a policy approach can be justified by evidence.

² Public Health England & LGA, Healthy people, healthy places briefing: Obesity and the environment: regulating the growth of fast food outlets, page 5, November 2013

³ J Williams, P Scarborough, A Matthews, G Cowburn, C Foster, N Roberts and M Rayner, Nuffield Department of Population Health, University of Oxford, page 13, 11th December 2013. A systematic review of the influence of the retail food environment around schools on obesity-related outcomes.

6 Similar Policies Have Been Found Unsound When Promoted in Other Plans

- 6.1 The lack of evidence between proximity of takeaways to local schools and its impact on obesity has been confirmed in a number of planning decisions. No evidence has been provided in this case to justify a restriction on an entire ward.
- 6.2 In South Ribble the Planning Inspectorate raised concerns about a similar 400m school proximity restriction on fast food, stating ‘the evidence base does not adequately justify the need for such a policy’, and due to the lack of information, it is impossible to ‘assess their likely impact on the town, district or local centres’.⁴
- 6.3 Similarly, research by Brighton & Hove concluded that ‘the greatest influence over whether students choose to access unhealthy food is the policy of the individual schools regarding allowing students to leave school premises during the day’.⁵
- 6.4 The recent Inspectors response to the London Borough of Croydon (January 2018) regarding a similar prohibition on hot food takeaways, (where a similar campaign to persuade takeaway proprietors to adopt healthy food options existed) confirmed that the councils own ‘healthy’ plans would be stymied by the proposed policy, as would purveyors of less healthy food. The policy failed to distinguish between healthy and unhealthy takeaway food, and “confounds its own efforts to improve healthiness of the food provided by takeaway outlets” and failed to “address the demand for the provision of convenience food”. The Inspector concluded that because the reasons for the policy do not withstand scrutiny, they must be regarded as unsound.
- 6.5 The inspector at Nottingham City Council stated “*There is insufficient evidence to support the link between childhood obesity and the concentration or siting of A3, A4 and A5 uses within 400m of a secondary school to justify the criterion of policy LS1 that proposals for A3, A4 and A5 uses will not be supported outside established centres if they are located within 400m of a secondary school unless it can be clearly demonstrated that the proposal will not have a negative impact on health and well-being the criterion and justification should therefore be deleted/amended*”.
- 6.6 The inspector at Rotherham stated “*Policy SP25 sets out various criteria against which proposals for hot food takeaways will be assessed. One of the criteria is designed to prevent hot food takeaways within 800 metres of a primary school, secondary school or college when the proposed site is outside a defined town, district or local centres. Having carefully considered the material before me and the discussion at the Hearing I do not consider there is sufficient local evidence to demonstrate a causal link between the proximity of hot food takeaways to schools and colleges and levels of childhood obesity. Although I accept that levels of childhood obesity need to be tackled by both local and national initiatives I do not*

consider there are sufficient grounds at the present time to include this particular aspect of land use policy in the RSPP”.

- 6.7 In Guildford, the inspector stated “*Finally, the submitted Plan contains a requirement common to Policy E7 Guildford town centre, E8 District Centres and E9 Local Centres and isolated retail units that resists proposals for new hot food takeaways within 500 metres of schools. However, the evidence indicates that childhood obesity in Guildford is lower than the average for England.*

⁴ Letter to South Ribble Borough Council, 29th April 2013, from Susan Heywood, Senior Housing & Planning Inspector, The Planning Inspectorate.

⁵ Brighton & Hove City Council & NHS Sussex, Hot-food takeaways near schools; An impact study on takeaways near secondary schools in Brighton and Hove, page 30, September 2011

Childhood obesity may be a product of a number of factors, not necessarily attributable to takeaway food; takeaways often sell salads as well as nutritious foods; not all kinds of takeaway food are bought by children; children have traditionally resorted to shops selling sweets and fizzy drinks, which would be untouched by the policy; and the policy would have no bearing on the many existing takeaways. In this context there is no evidence that the requirement would be effective in safeguarding or improving childhood health. It would be an inappropriate interference in the market without any supporting evidence and would therefore be unsound”.

- 6.8 The proposed exclusion zone in and around entire wards is a policy that we cannot agree to. The proposed approach is in direct conflict with the Framework. There is a clear absence of evidence to suggest restricting hot food takeaway use in over-concentrated areas lead to healthier lifestyles or influence an individual’s dietary choice.

7 Alternative Approaches

- 7.1 Planware Ltd considers there is no sound justification for Policy DM16. It should therefore be removed to provide consistency and to abide by the Framework.
- 7.2 Planware Ltd would welcome and support proposals for a wider study of the causes of obesity and their relationship with development proposals, including examination of how new development can best support healthy lifestyles and the tackling of obesity. When a cogent evidence base has been assembled, this can then inform an appropriate policy response. That time has not yet been reached.
- 7.3 It is considered until such a time has been reached, Policy DM16 should be removed.

8 Conclusion

- 8.1 McDonald’s supports the policy objective of promoting healthier lifestyles and tackling obesity. It does not consider that the proposed Policy DM16 is a sound way of achieving those objectives. The underlying assumption in the policy is that all hot food takeaways

(and any restaurants with an element of takeaway use) are inherently harmful to health. In fact, this is not supported by evidence. McDonald's own business is an example of a restaurant operation which includes takeaway but which offers healthy meal options, transparent nutritional information to allow healthy choices, and quality food and food preparation. The business itself supports healthy life styles through the support given to its staff and support given to football in the communities which the restaurants serve.

- 8.2 In addition, the policy fails to acknowledge the wider benefits that restaurants can have, including benefits relevant to community health and wellbeing. McDonald's own business is an example of a restaurant operation that supports sustainable development through the use of renewable energy, the promotion of recycling, the use of energy and water saving devices. The economic benefits of its restaurants in supporting town centres and providing employment opportunities and training are substantial, and important given that improved economic circumstances can support improved health.
- 8.3 The policy fails to acknowledge that food choices which are high in calories and low in nutritional value are made at premises trading with Class E consents and can be delivered from the latter. The policy makes no attempt to control these uses.
- 8.4 No evidence is provided to prove that restriction hot food takeaways in an entire ward would have any desirable impact.
- 8.5 For the reasons given in this objection the proposed policy is very clearly inconsistent with government policy on positive planning, on supporting economic development and the needs of businesses, on supporting town centres, and on the sequential approach. There is no justification in national policy for such restrictions to be applied to hot food takeaways. The effect of the policy had it existed in the past would have been to exclude restaurants such as McDonald's from major commercial and tourist areas.
- 8.6 For the reasons given in this objection the proposed policy lacks a credible evidence base, and similar policies have been found to be unsound by inspectors who have examined other plans. In the one London Borough that has had a similar policy, concerning a school exclusion zone, for around a decade (LB Waltham Forest). It has had no discernible effect on obesity levels, which have in fact increased since its introduction.
- 8.7 Given the overall objective of improving lifestyles and lowering obesity levels, restrictive policy regarding hot food takeaway development is a narrow-sighted approach. There is no mention of other possible reasons behind the national high levels of obesity. To discriminate against hot food takeaways alone is worrying and using the planning system to influence people's daily lifestyle choices is not acceptable.

Appendix 1 – Food in the School Fringe Tends to be Purchased in Non-Hot Food Takeaway Properties

1. Research by Professor Jack Winkler (London Metropolitan University) into the 'school fringe' – found just 3/10 purchases by students in a 400m school fringe were made in A5 properties.⁶
2. 70% of purchases in the school fringe were made in non-fast food outlets, and the

same research concluded ‘the most popular shop near Urban was the supermarket, with more visits than all takeaways put together’.

3. Professor Winkler’s findings are not an isolated case. A report by Public Health England and the LGA states that fast food school proximity restrictions do ‘not address sweets and other high-calorie food that children can buy in shops near schools.’⁷
4. Research by Brighton and Hove found that ‘Newsagents were the most popular premises [in the school fringe], with more pupils visiting newsagents than any A5 premises’.⁸
5. Likewise, research for the Food Standards Agency on purchasing habits in Scotland found that ‘Supermarkets were the place that children reported they most frequently bought food or drinks from at lunchtime’.⁹
6. Indeed, there are several more researchers who have found no evidence to support the hypothesis that less exposure to fast food, or better access to supermarkets are related to higher diet quality or lower BMI in children.¹⁰¹¹¹²

⁶ The School Fringe: What Pupils Buy and Eat From Shops Surrounding Secondary Schools, July 2008, Sarah Sinclair and Professor J TWinkler, Nutrition Policy Unit of London Metropolitan University

⁷ Public Health England & LGA, Healthy people, healthy places briefing: Obesity and the environment: regulating the growth of fast food outlets, page 5, November 2013

⁸ Brighton & Hove City Council & NHS Sussex, Hot-food takeaways near schools; An impact study on takeaways near secondary schools in Brighton and Hove, page 28, September 2011

⁹ Jennie Macdiarmid et al. Food Standards Agency. Survey of Diet Among Children in Scotland (2010) -http://www.esds.ac.uk/doc/7200/mrdoc/pdf/7200_final_report_part_2.pdf

¹⁰ Forsyth, A., et al., Do adolescents who live or go to school near fast-food restaurants eat more frequently from fast-food restaurants? Health and Place, 2012. 18(6): p. 1261-9.

¹¹ An, R. and R. Sturm, School and residential neighborhood food environment and diet among California youth. American Journal of Preventative Medicine, 2012. 42(2): p. 129-35.

¹² Timperio, A.F., et al., Children's takeaway and fast-food intakes: associations with the neighbourhood food environment. Public Health Nutrition, 2009. 12(10): p. 1960-4.

Appendix 2 – Food Purchases made on School Journeys

Only a limited number of journeys to and from school involve a purchase at a food outlet.

1. This has been confirmed in research by the Children’s Food Trust, which found that only 8% of all journeys to and from school included a purchasing visit to a food outlet.¹³

Table 3. Total number of journeys including a food outlet visit

	<i>n</i>	Number of journeys to school	Number of journeys from school	Total number of journeys	Percentage (%) of all journeys
Journeys including a visit to a food outlet		11	6	17	10
Journeys including a purchase from a food outlet		8	6	14	8

2. Of the food purchases made on school journeys, confectionary was the most popular item sold –which McDonald’s does not offer on its menu.

3. Likewise, research by Ashelsha Datar concluded that children ‘may not purchase significant amounts of junk food in school’ – partly due to ‘fewer discretionary resources to purchase them’.¹⁴
4. Indeed, even where purchases were made, ‘children may not change their overall consumption of junk food because junk food purchased in school simply substitutes for junk food brought from home.’
5. Similarly, research by Fleischhacker highlighted the need for future school-based studies to ‘gather information on whether or not the students attending the studied schools actually eat at the restaurants near their schools.’¹⁵
6. This was also highlighted in the systematic review by Oxford University, which states ‘future work should also incorporate a child’s usual mode of travel to and from school into decisions about appropriate buffer distances.’ The review added that age should also be taken into consideration, as this can impact on travel time and the availability of pocket change.¹⁶

¹³ Children’s Food Trust – November 2011, page 1
http://www.childrensfoodtrust.org.uk/assets/research-reports/journey_to_school_final_findings.pdf

¹⁴ Ashelsha Datar & Nancy Nicosia, Junk Food in Schools and Childhood Obesity, page 12, May 2013

¹⁵ S Fleischhacker et al. A systematic review of fast food access studies, page 9, 17th December 2009

¹⁶ J Williams, P Scarborough, A Matthews, G Cowburn, C Foster, N Roberts and M Rayner, Nuffield Department of Population Health, University of Oxford, page 13-14, 11th December 2013. A systematic review of the influence of the retail food environment around schools on obesity-related outcomes.

008 – Home Builders Federation

Planning Department,
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SENT BY EMAIL
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07/09/2022

Dear Planning Policy Team,

BLACKPOOL LOCAL PLAN PART 2: SITE ALLOCATIONS AND DEVELOPMENT MANAGEMENT POLICIES

1. Thank you for consulting with the Home Builders Federation (HBF) on the Blackpool Local Plan Part 2: Site Allocations and Development Management Main Modifications consultation.
2. The HBF is the principal representative body of the house-building industry in England and Wales. Our representations reflect the views of our membership, which includes multi-national PLC's, regional developers and small, local builders. In any one year, our members account for over 80% of all new "for sale" market housing built in England and Wales as well as a large proportion of newly built affordable housing.
3. The HBF would like to submit the following comments on the proposed Main Modifications.

Policy DM1: Design Requirements for New Build Housing Developments

4. The HBF considers that the proposed modifications to policy DM1 are appropriate. The HBF considers that the amendment to part 1 which now states that as a minimum, 20% of all new buildings on sites of five or more dwellings or more must meet the NDSS is appropriate and adds clarity to the policy. The HBF also considers that the addition of part 8 which now adds flexibility into the policy in relation to the feasibility and viability of the proposals is beneficial and appropriate.

Policy DM35: Biodiversity

5. The HBF considers that the proposed modifications to part 1 of Policy DM35 are appropriate. The addition of either on or off site in part 1a is appropriate and the addition of in line with relevant legislation and guidance to part 1b is appropriate and will provide consistency in requirements as the Environment Act requirements for biodiversity net gain come forward.

Future Engagement

6. I trust that the Council will find these comments useful as it continues to progress its Local Plan. I would be happy to discuss these issues in greater detail or assist in facilitating discussions with the wider house building industry.



Home Builders Federation
HBF House, 27 Broadwalk, London SE1 9PL
Tel: 0207 960 1600
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Twitter: @HomeBuildersFed

7. The HBF would like to be kept informed of all forthcoming consultations upon the Local Plan and associated documents. Please use the contact details provided below for future correspondence.

Yours sincerely,



Joanne Harding
Planning Manager – Local Plan (North)
Email: joanne.harding@hbf.co.uk
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009 – Environment Agency

Planning Strategy Team
Growing Places Department
Blackpool Council
Number One Bickerstaffe Square
Blackpool
FY1 1LZ

Our ref: NO/2012/103892/CS-03/EW1-L01

Your ref:

Date: 07 September 2022

Dear Planning Strategy Team

BLACKPOOL LOCAL PLAN PART 2: SITE ALLOCATIONS AND DEVELOPMENT MANAGEMENT POLICIES | PROPOSED MAIN MODIFICATIONS CONSULTATION

Thank you for consulting us on the above.

We have reviewed the following documents:

- Schedule of Proposed Main Modifications
- Publication Policies Map – Schedule of Proposed Changes
- Sustainability Appraisal Addendum - Main Modifications
- Habitats Regulations Assessment Addendum – Main Modifications
- Schedule of Proposed Additional (Minor) Modifications

We have also reviewed the updated evidence base documents.

Environment Agency position

Having reviewed the available documents and considered the proposed main modifications, insofar as it relates to our remit, we are satisfied that the Local Plan Part 2 is legally compliant and sound, and we have no further comments to make.

Yours faithfully

Mr Alex Hazel
Planning Advisor - Sustainable Places Team

Tel: 020 302 51215

E-mail: clplanning@environment-agency.gov.uk

Environment Agency
Lutra House Walton Summit, Bamber Bridge, Preston, PR5 8BX.
Customer services line: 03708 506 506
www.gov.uk/environment-agency
End

010 – Lichfields on behalf of Bourne Leisure

LICHFIELDS

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98 King Street
Manchester M2 4WU

0161 837 6130
manchester@lichfields.uk
lichfields.uk

Planning Department
Blackpool Council
PO Box 17
Corporation Street
Blackpool
FY1 1LZ

Date: 7 September 2022

Our ref: 04051/31/NT/RHt/25767234v1

Dear Sir or Madam

On behalf of our client, Bourne Leisure Ltd. (“Bourne Leisure”), please find below representations in response to the Blackpool Local Plan Part 2: Site Allocations and Development Management Policies Proposed Main Modifications consultation which ends on 7 September 2022. Representation forms have been submitted alongside this letter as required by Blackpool Council. On behalf of Bourne Leisure, Lichfields previously responded to an earlier iteration of the Local Plan in April 2021.

The enclosed representations relate to the following elements of the Local Plan Part 2: Site Allocations and Development Management Policies:

- 1 Policy DM18: High Speed Broadband for New Developments;
- 2 Policy DM35: Biodiversity; and,
- 3 Policy DM36: Controlling Pollution and Contamination.

DM18 High Speed Broadband for new development (ref. MM17)

Bourne Leisure endorses the change to this emerging policy, and it reflects the position taken in our previous letter of representation.

DM35 Biodiversity (ref. MM29)

Bourne Leisure endorses the modification to paragraphs 1(a) and 4 which reflects the position taken in our previous letter of representation.

DM36 Controlling Pollution and Contamination (ref. MM30)

Bourne Leisure endorses the modification to paragraph 1(a) which reflects the position taken in our previous letter of representation.

Conclusion

We trust that these representations are clear and will assist in finalising the Blackpool Local Plan Part 2: Site Allocations and Development Management Policies. Should you have any questions regarding any aspect of the representations please contact me or my colleague Steve Rowe.



We would be grateful if you would ensure that we are notified of any future consultations on the emerging Local Plan Parts 1 and 2 or other planning policy, or guidance documents being prepared for Blackpool City Council.

Yours faithfully



Helen Ashby-Ridgway
Planning Director

Enc. Part A and B Representation Forms

011 – United Utilities



United Utilities Water Limited
Grasmere House
Lingley Mere Business Park
Lingley Green Avenue
Great Sankey
Warrington WA5 3LP

unitedutilities.com

Planning.Liaison@uuplc.co.uk

By email only: planning.strategy@blackpool.gov.uk

Planning Department
Blackpool Council
PO Box 17
Corporation Street
Blackpool
FY1 1LZ

Your ref:

Our ref:

Date: 07-SEPT-22

Dear Sir / Madam

BLACKPOOL LOCAL PLAN PART 2: SITE ALLOCATIONS AND DEVELOPMENT MANAGEMENT POLICIES PROPOSED MAIN MODIFICATIONS CONSULTATION

In respect of the above consultation, United Utilities Water Limited (UUV) wishes to make the following comments.

Introduction

UUV aims to build a strong partnership with all local planning authorities (LPAs) to aid sustainable development and growth within its area of operation. We aim to proactively identify future development needs and share our information. This helps:

- ensure a strong connection between development and infrastructure planning;
- deliver sound planning strategies; and
- inform our future infrastructure investment submissions for determination by our regulator.

We encourage you to direct future developers to our **free pre-application service** to discuss their schemes and highlight any potential issues by contacting:

Developer Services – Wastewater
Tel: 03456 723 723
Email: WastewaterDeveloperServices@uuplc.co.uk

Developer Services – Water
Tel: 0345 072 6067
Email: DeveloperServicesWater@uuplc.co.uk

Our response to the consultation is set out below.

Suggested Amendments to Main Modifications

MM11 Policy DM8 Blackpool Airport Enterprise Zone Paragraph 3.89

We suggest that additional wording is added to criterion 6e so that it includes reference to the delivery of multi-functional sustainable drainage. We suggest the following amendment.

e. supporting infrastructure including multifunctional sustainable drainage.

MM26 Policy DM31 Surface Water Management Criterion 2 and 3

As highlighted previously, UUW believes it is important to explain that the existing drainage system in Blackpool is largely dominated by combined sewers. Combined sewers take both foul and surface water. These sewers include combined sewer overflows that are permitted by the Environment Agency. The purpose of such overflows is to prevent network flooding by discharging into a nearby watercourse at times of high flow. If the surface water entering the sewer network in the area is significantly reduced by discharging in a controlled way and to more sustainable forms, it decreases the discharges from such overflow points. This will result in the discharges occurring less frequently, with resultant environmental improvements for the river environment.

We note the amendments to this policy include the following amendments.

2. On greenfield sites applicants will be required to demonstrate that the current natural discharge rate is replicated as a minimum. The starting point for this will be a maximum greenfield run-off rate for greenfield sites.

3. On previously developed sites applicants should target a reduction from pre-existing discharges of surface water to a target of greenfield rates and volumes so far as reasonably practicable, with a starting point of a minimum of a 30% reduction in run-off rates. In critical drainage areas the greenfield standard will be expected, with a minimum of a 50% reduction in run-off rates.

With respect to Criterion 2, we are concerned with the inclusion of the words *'The starting point for this...'*. In order to ensure there is no increase in flood risk post development, there should be no increase in the rate of discharge beyond the greenfield rate of discharge on greenfield sites. Therefore, unlike the proposed amendments to previously developed sites, the words *'The starting point for this'* are not required as this implies some flexibility to the rate of discharge on greenfield sites. We therefore suggest the following amendment to criterion 2.

2. On greenfield sites applicants will be required to demonstrate that the current natural discharge rate is replicated as a minimum. ~~The starting point for t~~This will be a maximum greenfield run-off rate. for greenfield sites.

With respect to criterion 3, we request that the policy includes further wording to state that any reduction in the rate of discharge on previously-developed sites should be based on a survey of the existing drainage arrangements with clear evidence of operational drainage connections. Where this is not the case, the rate of discharge shall be based on a greenfield rate of discharge. This is critical to ensure that there is no increase in flood risk from previously-developed sites. We therefore suggest the following amendment.

3. On previously developed sites applicants should target a reduction from pre-existing discharges of surface water to a target of greenfield rates and volumes so far as reasonably practicable, with a starting point of a minimum of a 30% reduction in run-off rates. In critical drainage areas the greenfield standard will be expected, with a minimum of a 50% reduction in run-off rates. In order to demonstrate any reduction in the rate of discharge, applicants should include clear evidence of existing operational connections from the site with associated calculations on rates of discharge. In the absence of such evidence, a greenfield rate of discharge will be required to ensure that there is no increase in the risk of flooding as a result of development.

Whilst being supportive of Policy DM31, we also recommend that the policy explicitly refers to sustainable drainage which is multi-functional and integrated with green infrastructure (such as green roofs, tree-lined streets and wider landscaping proposals) reflecting the 4 pillars of sustainable drainage in 'Building for a Healthy Life' (water quantity, water quality, amenity and biodiversity). We therefore suggest the following additional criterion to Policy DM31.

Drainage proposals should incorporate sustainable drainage solutions which maximise opportunities to integrate surface water management with green infrastructure to secure multi-functional benefits in accordance with the 4 pillars of sustainable drainage in Building for a Healthy Life.

This is reflective of the NPPF and recent changes to planning policy relating to flood risk and sustainable drainage in the Planning Practice Guidance.

MM30 Policy DM36: Controlling Pollution and Contamination
Paragraph 3.336

We note the proposed modification to Paragraph 3.336 which states:

In considering planning applications for developments and uses that would have a potentially adverse impact on their surroundings, the Council will seek to control the location of such activities and land uses and restrict their development in close proximity to residential, educational, institutional, recreational and other environmentally sensitive areas such as designated sites of importance for biodiversity. Where necessary the Council will require measures to be undertaken to mitigate any unacceptable effects of development. These measures might include remediating contaminated land, screening, landscaping, sound insulation or changing the layout of the site. In certain circumstances the Council would expect an Air Quality Impact Assessment to accompany a planning application, which would identify any impacts on air quality and mitigation, as set out in national guidance. Whilst there isn't a definitive guide to when such an impact would be required, this would typically be where a development is in an area where air quality is known to be of concern; and/or if the development would be likely to give rise to a negative impact on air quality. The requirement for an impact assessment should be agreed with the Council prior to the submission of an application.

We wish to suggest that this paragraph is amended to reflect the agent of change principle and the fact that new uses can be introduced next to existing businesses / operations where impact assessments may also be required. We therefore suggest the following amendment.

In considering planning applications for developments and uses that would have a potentially adverse impact on their surroundings, the Council will seek to control the location of such activities and land uses and restrict their development in close proximity to residential, educational, institutional, recreational and other environmentally sensitive areas such as designated sites of importance for biodiversity. Where

necessary the Council will require measures to be undertaken to mitigate any unacceptable effects of development. These measures might include remediating contaminated land, screening, landscaping, sound insulation or changing the layout of the site. In certain circumstances the Council would expect an Air Quality Impact Assessment to accompany a planning application, which would identify any impacts on air quality and mitigation, as set out in national guidance. Whilst there isn't a definitive guide to when such an impact would be required, this would typically be where a development is in an area where air quality is known to be of concern; and/or if the development would be likely to give rise to a negative impact on air quality; and/or where the operation of an existing business, community facility or operation could have an adverse effect on the proposed new development (including changes of use). The requirement for an impact assessment should be agreed with the Council prior to the submission of an application.

General Advice

Our Assets

It is important to outline to the LPA the need for our assets to be fully considered in development proposals. Sites may have existing infrastructure crossing through and near to them. It will be important that any applicant produces a detailed constraints plan to inform any development layout on these sites. Applicants are advised to contact U UW at the earliest opportunity to discuss any constraints and any potential diversions. U UW will not normally permit development over or in close proximity to our assets. All U UW's assets will need to be afforded due regard in the masterplanning process for a site. This should include careful consideration of landscaping and biodiversity proposals in the vicinity of our assets and any changes in levels and proposed crossing points (access points and services). We strongly recommend that the LPA advises future applicants of the importance of fully understanding site constraints as soon as possible, ideally before any land transaction is negotiated, so that the implications of our assets on development can be fully understood. Where our assets exist on a site, we ask site promoters to contact U UW to understand any implications using the above contact details.

We wish to highlight that where sewers pass through, and/or near to a potential development site, it will be critical that the risk of flooding from sewers is considered. Applicants should consult with the sewerage undertaker to confirm the nature and extent of any flood risk from public sewers. Applicants should not assume that changes in levels or any proposed diversion of the public sewerage system will be acceptable as such proposals could increase flood risk.

Moving forward, we are keen to work alongside the council and any development partners to ensure the delivery of development. If you have any queries or would like to discuss this representation, please do not hesitate to contact me at planning.liaison@uuplc.co.uk.

Yours faithfully

Andrew Leyssens
Planning, Landscape and Ecology
United Utilities Water Limited