APPENDIX 2: SITE SPECIFIC SUPPLEMENTARY INFORMATION

SITE SPECIFIC SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Rugby Road, Burbage	Site Address:	Rugby Road (between lampposts 62 and 63), Burbage, Hinckley, Leicestershire, LE10 2NP
NGR:	E442844 N292403		
Site Ref Number:	18612	Site Type:[1]	Macro

2. Pre Application Check List

Site Selection

Was an LPA mast register used to check for suitable sites by the operator or the LPA?	Yes	
If no explain why:		
Was the industry site database checked for suitable sites by the operator:	Yes	
If no explain why:		

Annual roll out consultation with LPA

Date of last annual rollout information/submission:	October 2010
Name of Contact:	Sarah Fryer
Summary of outcome/Main issues raised:	Rollout proposals noted

Pre-application consultation with LPA

Date of written offer of pre-application consultation:	1/8/2011	
Was there pre-application contact:	Yes	
Date of pre-application contact:	As above	
Name of contact:	Cathy Horton	
Summary of outcome/Main issues raised: In this (and two other cases) the LPA was asked for its views on possible re-submitted applications with revised designs. LPA indicated that they would consult with stakeholders (ward councillors and parish council) and put together a comprehensive reply. This has still not been received after two months despite progress chasing.		

[1] Macro or Micro

Ten Commitments Consultation

Rating of Site under Traffic Light Model:			Red
Outline Consultation carried out: See above. Also, voluntary site notice was posted on 27/9/2011.			
Summary of outcome/Main issues raised: No reply, but informally planning officers anticipate further objections.			

School/College

Location of site in relation to school/college: N/A
Outline of consultation carried out with school/college: N/A
Summary of outcome/Main issues raised: N/A

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

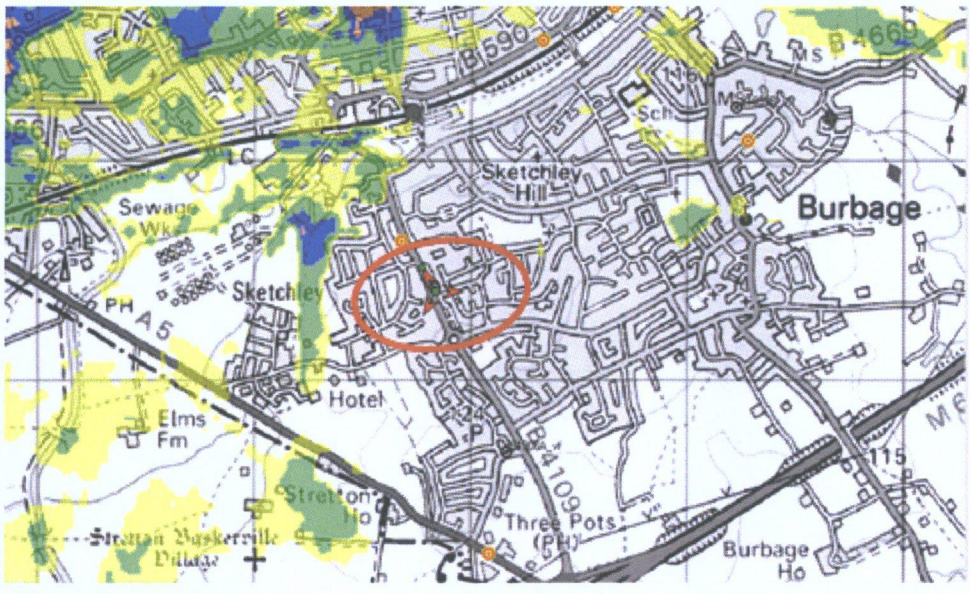
Will the structure be within 3km of an aerodrome or airfield?		No
Has the Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator been notified?		No
Details of response: N/A		

Developer's Notice

Copy of Developer's Notice enclosed?		Yes	
Date served:	20/9/2011		

3. Proposed Development

The proposed site:
It is located on a wide landscaped verge between the main carriageway of Rugby Road and a service road to the east. The verge is well landscaped (trees typically 8-10 m to crown) and there are regularly spaced 10 m high lampposts along the main carriageway. Nearest residential property is some 20 m distant.

Enclose map showing the cell centre and adjoining cells:
 Full coverage plots are attached at Appendix 4.

Type of Structure: Mast	
Description: 15 m high replica telegraph pole mast radio base station supporting two sets of 3 No 2100 antennas – all within GRP shroud. GRP finish of wood moulded and coloured to brown finish.	
Overall Height:	15 m
Height of existing building:	N/A Metres
Equipment Housing:	
Length:	1.8 Metres
Width:	0.8 Metres
Height:	1.6 Metres
Materials:	
Tower/mast etc – type of material and external colour:	Wood moulded GRP – brown
Equipment housing – type of material and external colour:	GRP coated steel – green

Reasons for choice of design:
Design chosen to cause minimal visual impact on street scene.

4. Technical Information

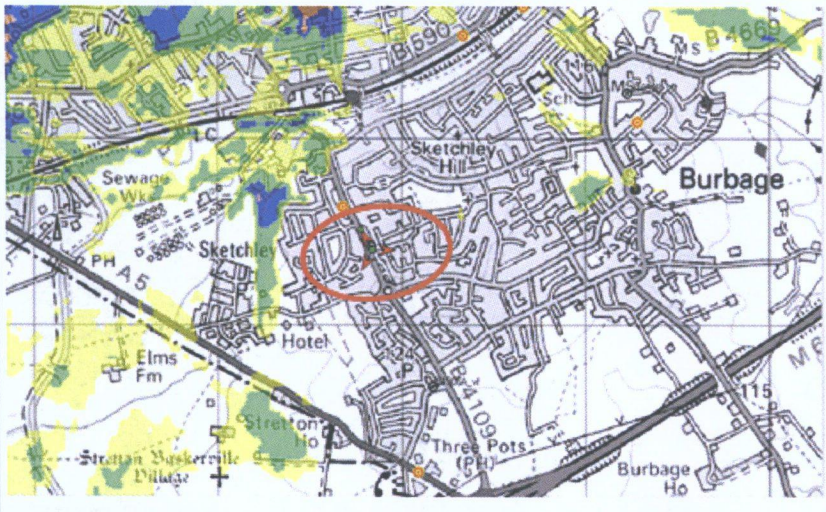
ICNIRP Declaration attached ICNIRP public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and/or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines.	Yes	

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

Frequency:	2100 MHz
Modulation characteristics[2]	QPSK
Power output (expressed in EIRP in dBW per carrier) In order to minimise interference within their own networks and with other radio networks, Vodafone and O2 operate their networks in such a way the radio frequency power outputs are kept to the lowest levels commensurate with effective service provision As part of Vodafone and O2's networks, the radio base station that is the subject of this application will be configured to operate in this way.	
Height of antenna (m above ground level)(top)	Vodafone 14.7 m Telefónica 12.6 m

5. Technical Justification
Enclose predictive coverage plots.

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



This site is required for infill radio coverage for both operators 2G (GSM) and 3 (UMTS) services and additional capacity. The search area is quite small (150 m radius) due to the necessity for a dense urban cell geometry in order to provide necessary coverage and capacity for two networks' 3G (UMTS) requirements. In a primarily residential area, this imposes significant constraints on identifying a full range of options especially when seeking to minimise possible adverse effects on residential amenity whilst also accommodating other material considerations including technical and legal constraints and the wider policy matrix of the Development Plan.

The installation subject of this application is required to provide high quality 3G services to a predominantly residential area.

The proposed site will allow the applicants to offer 3G high speed data access and 3G video telephony services to customers in these areas. In addition to voice services, 3G technology enables the applicants to offer high resolution video and multi-media applications. Among other things this enables office services, virtual banking, e-retailing, video conferencing and high quality broadband internet access to be provided to users at home and on the move. Due to the increased data transfer, the siting of 3G base station sites is even more critical than the existing 2G system. Base stations must be located where local demand exists in order to

[2] The modulation method employed in GSM is GMSK (Gaussian Minimum Shift Keying) which is a form of Phase modulation
The modulation method employed in UMTS is QPSK (Quad Phase Shift Keying) which is another form of Phase Modulation

provide the required levels of service; otherwise the network will not function.

General Information on the technical issues surrounding the development of telecommunications networks has been submitted with this application, along with a set of site-specific coverage plots, which illustrate the need for an installation at this location, in order to provide 3G coverage to the surrounding area. Separate Plots illustrate the existing levels of 3G coverage for each operator in the area, with further separate plots providing a comparison by showing the levels of coverage that each operator would achieve from the proposed installation. These plots clearly demonstrate the improvement to the 3G coverage network that would arise from the appeal proposal and, furthermore, illustrate that the proposed coverage would fit in well with the appellants' existing 3G coverage in the surrounding area. The plots are colour-coded in order to illustrate varying qualities of existing and predicted coverage.

The orange colouring indicates the areas that benefit from high quality 'dense urban' 3G coverage. The absence of this colouring in the 'existing' plots indicates that the majority of the target area for the proposed installation currently only benefits, at best, from an 'in car' or 'outdoor' quality of coverage (illustrated by the yellow and green colouring). This low level of coverage will not allow people to make use of the 3G network when they are inside buildings and will not have capacity to allow a large number of users to access the 3G network at one time.

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.

6. **Site Selection Process – alternative sites considered and not chosen**

Site[3]	Site Name and address	NGR	Reason for not choosing[4]
GF	Sketchley Lane/Rugby Road roundabout LE10 2SQ	E442926 N292220	P – considered too visually prominent. Proximity to primary school.
GF	Rugby Road (between lamp posts 52 and 53) LE10 2XB	E442800 N292514	P – considered too visually prominent
GF	Rugby Road (west end of Cowper Road LE10 2NB	E442648 N292740	P – considered too visually prominent
GF	Former industrial units, off Rugby Road	E442400 N292960	T – lower ground level than target area. Area is in the course of re-development
GF	Sketchley House Hotel	E442375 N292000	T- too far from target area to provide required coverage

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

Additional relevant information:

The Development Plan is silent on the matter of telecommunications development as the relevant Local Plan Policy is not saved. There is a saved policy in the Local Plan which is a generic design policy (BE1). The relevant section of this policy says:

The Borough Council will seek to ensure a high standard of design in order to secure attractive development and to safeguard and enhance the existing environment. Planning permission will be granted where the development:

a) **Complements or enhances the character of the surrounding area with** regard to scale, layout, density, mass, design, materials and architectural features;
b) Avoids the loss of open spaces, important gaps in development, vegetation and features which contribute to the quality of the local environment;
c) **Has regard to the safety and security of both individuals and property**;
d) Incorporates design features which reduce energy consumption, encourage recycling and minimise the impact of the development on the local environment;
e) Incorporates landscaping to a high standard where this would add to the quality of the design and siting;
f) To which the General Public would have access, has regard to the needs of wheelchair users, other people with disabilities, elderly people and those with young children;
g) **Ensures that there is adequate highway visibility for road users** and adequate provision for on and off street parking for residents and visitors, and manoeuvring facilities;
h) Is not adversely affected by activities in the vicinity of the site which are likely to cause a nuisance to the occupiers of the propose development;
i) **Does not adversely affect the occupiers of neighbouring properties;** and

[3] ETS – Existing Telecomm site, ES – Existing Structure, RT – Roof Top, GF – Greenfield
[4] SP – Site Provider, RD – Redevelopment Not Possible, T – Technical Difficulties, P – Planning, O - Other

j) The development of the site is not prejudicial to the comprehensive development of the larger area of land of which the development forms part.

In my submission the criteria highlighted in bold are of principal relevance to this case.

With regard to criterion (a), the proposed design (a replica telegraph pole) will blend in with its visual context of the local streetscape being adjacent to street lights and set amongst trees thus ensuring minimal visual impact. Full regard (criterion (c)) is paid to safety and security and the proposal is not directly adjacent to residential property, therefore there is no risk created of unauthorised access to property. Being set well back from the carriageway edge and not intruding into visibility splays, there is no conflict with criterion (g) and criterion (i) is met, in my submission, because it will not be a prominent or visually discordant element in the street scene as viewed from adjacent properties.

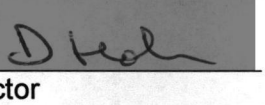
In terms of siting and design, I have sought to follow the design principles for new ground based masts in the Code of Best Practice (ODPM 2002).

- This mast is proposed to be located close to similar structures – in this case lamp standards.
- It is placed adjacent to trees to help to integrate it into the wider landscape.
- We have proposed an unfussy design – a simple vertical replica telegraph pole; and
- An appropriate brown colour is proposed (controlled by condition).

I would particularly draw your attention to page 34 of the Code; the criteria set out therein cross refer to the above points.

Overall this means that it is necessary to consider whether an optimal site has been chosen which best balances technical and environmental considerations. In this case we are proposing a low key design i.e. a replica telegraph pole – which is set in front of a backdrop of trees thus mitigating its visual impact. It will meet the required performance criteria and we consider that an appropriate balance has therefore been struck. We are not able to identify a preferable alternative as explained in Section (5) and (6) above.

Contact Details

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Operator:	Vodafone Limited	Fax no:	01608 645118
Address:	Vodafone House, The Connection, Newbury, Berkshire RG14 2FN	Email Address:	david@adamsholmes.co.uk
Signed:		Date:	30 September 2011
Position:	Director	Company: (on behalf of above operator)	Adams Holmes Associates Millhouse, Elmsfield, Worcester Road, Chipping Norton, Oxfordshire, OX7 5XS