SITE SPECIFIC SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Burbage Hinckley	Site Address:	Rugby Road, Burbage, Hinckley, LE10 2NB
NGR:	E442710 N292680		
Site Ref Number:	CS35755	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?		No
Hinckley & Bosworth Borough Council		
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:	Nov 2008
Name of Contact:	The Chief Planning Officer
Summary of outcome/Main issues raised:	The site was not included in the roll out plans at the time of issue.

Pre-application consultation with LPA

Date of written offer of pre-application consultation:	04/03/09	
Was there pre-application contact:	Yes	
Date of pre-application contact:	26/03/09	
Name of contact:	Sarah Humphries	



[1] Macro or Micro

Summary of outcome/Main issues raised: In an informal opinion it was suggested that due to the history of the site, the request by the Council to withdraw the original appeal and resubmit and application and the technical need of Vodafone, there may be potential for a site at this location. It should be noted though that the change in design from the original telegraph pole would require a full evaluation of the siting and appearance of the development and due to the proximity of the trees, care and evidence of construction and impact should be provided.

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Ten Commitments Consultation

Rating of Site under Traffic Light Model:			Red
Outline Consultation carried out: Burbage Sketchley & Stretton Ward Council, Burbage Parish Council and The residents of 176-208 Rugby Road, Burbage were written to In a addition a site notice was erected on the tree next to the proposed location			
Summary of outcome/Main issues raised: Burbage Parish Council objects to the proposal on visual amenity grounds. 63 letters of objection have been received from local residents, signed by a total of 87. There grounds for objection included: 1. *"Visually damaging to the environment – the position of the mast is amongst two mature trees and therefore not sympathetic to the area or in keeping with the street scene.* 2. *Potential damage to the roots of the mature trees* 3. *Rugby Road is a regular school route for those attending Sketchley Hill Junior school, less than 500m away from the proposed site.* 4. *The safety of such devices has not been proven and therefore could be a threat to the health of my family and I and a potential threat to others around us* 5. *Due to the real or perceived danger, properties will be devalued and become less desirable to potential purchases. "*			

School/College

Location of site in relation to school/college: Sketchley Hill Primary School, Sketchley Road, Burbage LE10 2DY which is over 600m south and Burbage Junior School, Grove Road, Burbage, Hinckley LE10 2AD, approximately 1.4Km west of the site.
Outline of consultation carried out with school/college: The above schools were written to
Summary of outcome/Main issues raised: No response received directly from the schools but have been mentioned in residents responses to consultation.

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:		

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Developer's Notice

Copy of Developer's Notice enclosed?	Yes	
Date served:	03/04/09	

3. Proposed Development

The proposed site:



Rugby Road, Burbage, Hinckley, LE10 2NB
NGR E442710 N292680

The above aerial captures shows the current urban sprawl which is the area requiring coverage with the main Rugby Road running through the area

Enclose map showing the cell centre and adjoining cells:
Plots are included in this application to show the need for this development and why the location is the best available to meet the technical needs of Vodafone Plot 1 shows the current levels of 3G coverage in the vicinity being given by the existing network. Plot 2 accurately predicts the coverage gained by this development in place. Plot 3 is included to highlight the area that will be covered by this site only. From this page the small area such a cell site can be seen, proven why sites are needed in and around populated areas, where the technology is being accessed.

Type of Structure:	
Description: A 10m mast supporting 3 antennas in a GRP shroud, giving a total height of 12.4 m AGL, with a single equipment cabinet and associated works.	
Overall Height:	12.400 Metres
Equipment Housing:	
Length:	1.580 Metres
Width:	0.380 Metres
Height:	1.350 Metres
Materials:	
Tower/mast etc – type of material and external colour:	Steel as standard (colour can be alter at the request of the Council)
Equipment housing – type of material and external colour:	Steel painted green (NCS-8010G 10Y)

Reasons for choice of design:
The design has been chosen as the most minimal design that can meet the technical needs of Vodafone to provide coverage to the target area. This street-pole design allows for better orientation of the antennas which allows more efficient coverage by adjusting the antennas to specific topography. This aspect of the design is not found on a 'telegraph pole' deployment due to the aesthetics of such a design.

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

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Frequency:	900 Mhz, 1800 Mhz, 2Ghz
Modulation characteristics[2]	QPSK and GMSK
Power output (expressed in EIRP in dBW per carrier) In order to minimise interference within its own network and with other radio networks, Vodafone Ltd operates its network in such a way the radio frequency power outputs are kept to the lowest levels commensurate with effective service provision As part of Vodafone Ltd's network, the radio base station that is the subject of this application will be configured to operate in this way	43dBm
Height of antenna (m above ground level)	10m to the base of the antennas

5. Technical Justification

Enclose predictive coverage plots.

Reason why site required: coverage & upgrade:
The site is required to provide coverage and therefore access to the 3G Vodafone network. In addition to better providing coverage for this suburban area, it also improves the capacity of the network which is a requirement in this area. Further detail regarding the general operation of the Vodafone 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.



[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

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

Site[3]	Site Name and address	Reason for not choosing[4]
GF	Grass verge on Boys lade Road, Hinckley, LE10 2RP	P – A proposed development was submitted to the Council and refused planning permission (08/01035/GOT).
RT	Web lark Engineering Ltd, Britannia Buildings, Coventry Road, Burbage, Hinckley, LE10 2HL	SP - This site is over 1km away and therefore no longer in the search area for this proposal but the wider area was also investigated after a 2 previous proposal sites being refused planning permission. The potential site provider did not, however, wish to provide a site.
GF	Land off Aston Lane, Burbage, Hinckley, Leics, LE10 2EN	T&P - A site here would not provide the required radio coverage. This location is at the edge of the populated area which will benefit from the proposed site. Due to this it would not be an efficient location as the area immediately to the east is not a populated area and therefore does not require coverage. This would therefore also represent a proposal contrary to PPG8
ETS	O2 Mast share at Deepdale Farm, Lutterworth Road, Burbage, Leics, LE10 2DL	T - A site here would not provide the desired radio coverage as it is over 1.6Km south east of the populated areas centre. In addition this site is specifically sited to services the M69 and does not work to serve the Burbage Hinkley area itself.
ES	National Grid Pylon 4WP35, Land adjacent to Lutterworth Road, Burbage, Leics	T - All of the pylons which run parallel to the M69 motorway are too far away from the target area to be of use in providing coverage and increased capacity. As these are structures that do lend themselves to telecommunications development and would be a preferred option where possible, they should be noted for not meeting the technical requirements of Vodafone.
GF	Streetworks in Fetherston Drive, Hinckley, Leics, LE10 2PW	P - On average the land here is 10m lower then the proposed site. Whilst the location would meet the technical needs of Vodafone, a mast here would have to be between 15m-18m high. This would not be an acceptable development in that location.
GF	Outwoods Timber Merchants, The Outwoods, Burbage LE10 2UD	T - A site here would not provide the desired radio coverage as it is at the very edge of the populated area and far outside the search area. This is included as it forms part of the history of trying to provide a network to the larger area which has resulted in a number of network planning changes to allow for the limited availability of viable sites.
RT	Atkinson Factory	SP - The Site Provider was unwilling to house a telecommunications mast.
GF	Unit 3 Hunts Building, Burbage Road, Hinckley, Leics, LE10 2TP	P - Previous O2 proposal was refused planning permission.
GF	Land at Cottage	T - The farm land is at the southern edge of the urbanised areas

[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

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	Farm, Lychgate Lane, Burbage, Hinckley, Leics, LE10 2EX	before the motorway. site here would not provide the desired radio coverage.
GF	Industrial land and buildings accesses of Brookfield Road, Rugby Road, south of the railway line.	T - The land here is primarily in industrial use and with regards to siting and design, as well as planning policy, is an excellent site for a telecommunications development. However any development here does not meet the technical needs of Vodafone and therefore is in no way a viable option to progress with. Comparing this general location with the proposed site, it should be first noted that on average the land is 20m lower then the proposal site and would require a substantial development to be of the same height above sea level as the proposal site. However if this was done, it would still not provide coverage to the target area. Additional plots are included in annex 1 to show that the current proposed cell is needed to service the residential areas only. The 3G signal, again as can be seen in the coverage plots has a small footprint in relation to the older 2G network. This is due to the increased amount of data that is transmitted (through wireless internet use for example). As this is a densely populated suburban area, any development will provide suitable access in its immediate area only and therefore must be sited where the technology is being accessed. In the additional plots, the next cell site is shown, north of the proposal site. As can be seen the footprint of this site is also small and does not serve the residential area, nor is it sited or designed to.

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Siting:




The proposal site, as shown above is located on the tree lined grass verge on Rugby Road, between the junction with Cowper Road and The Ridgeway.
The site would be accessed off Rugby Road itself with the site being located on the edge adjacent to B4109. The surrounding area is primarily in residential use of mixed style semi detached properties to the east of the site and to the west with the properties on west backing onto Rugby Road.

The nearest schools which have been consulted in relation to this proposal are Sketchley Hill Primary School, Sketchley Road, Burbage LE10 2DY which is over 600m south and Burbage Junior School, Grove Road, Burbage, Hinckley LE10 2AD, approximately 1.4Km west of the site.




Visual appearance:

The proposal is for a 10m mast supporting 3 antennas in a GRP shroud, giving a total height of 12.4 m AGL, with a single equipment cabinet and associated works.
This is the most minimal height that can be deployed here to meet the technical needs of this cell site. Considering other proposal in similar areas across the country, a 10m mast is often seen as the smallest that is deployed.
The design has been changed form the original that was proposed here and favoured by the Council. This is due to the advances in technology in other designed such as the ones proposed as well as the changes and improvements in the network since the original site was proposed. With this site and the drop in land directly north of the site, the proposed design can

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better tilt Its antennas to better cover the area, adapting to the local topography and built environment.

The proposal site has been progressed after a long history to find a site in the vicinity that meets the technical needs of Vodafone. The previous proposal for a development on Rugby Road (NGR E442710 N292680) was refused planning permission in June 2005 (05/00489/GDOT). This development did meet the technical needs of Vodafone, however after consultation with the planning department to progress the option again, it was found the development could not be realised as the underground services were to extensive to allow for the development to be built. This situation lead to a remapping of the cell sites and the progression of another site which was also refused planning permission and is included in the discounted options. Due to this and continued consultation with the planning department, we returned to this site and through re-siting and the possibility of diverting some underground services, it can now be progressed as the Council originally requested. To allow for this site to again work in the network, the deployment plan has again been revised.

Policies:

Policies for development in this area are found in the Hinckley and Bosworth Local Plan, adopted in September 2000

POLICY BE23 – TELECOMMUNICATIONS STATES:

PLANNING PERMISSION FOR TELECOMMUNICATIONS MASTS AND ANTENNAE WILL BE GRANTED UNLESS:

a THERE ARE FEASIBLE OPPORTUNITIES TO SHARE EXISTING FACILITIES; OR

b THE SPECIAL SITING NEEDS OF THE EQUIPMENT ARE OUTWEIGHED BY SIGNIFICANT DETRIMENTAL VISUAL IMPACT, ESPECIALLY IN AREAS OF PARTICULARLY ATTRACTIVE COUNTRYSIDE

With regards to the above policy, it has been shown through the discounted options and history of this cell site that there are no existing telecommunication structure in the search area that will meet the technical needs of Vodafone. The network plans have been altered to find an alternative and this is why location now outside the target area have been included.

The location has been picked with care to the urban landscape. The proposal site will have the most minimal impact that is possible in the urban area, due to the orientation of the properties to the west of the site, the mature trees which continue to grow and the larger road, the Rugby Road.

Other Policy Objectives
PPG 8 in Para 2 recognises that a fast effective and competitive mobile phone network has an essential role to play in promoting other policy goals.

The 3rd Generation system services through their combination of multi media systems incorporating video and Internet access and services offer mobile access to unheard of levels of information, which will assist in promoting the aims and goals of planning policies in

numerous ways. Some examples of this are outlined below.

The current 2G systems are capable of providing some level of up-to-date traffic information, which assists road users in deciding on their traffic movements. However, 3G systems will be able to offer a much more detailed traffic management tool for road users. PPG 8 recognises that telecommunication development can reduce the need to travel; thereby decreasing congestion on roads and the adverse impact this has on local residents businesses. This will have a direct impact not only the quality of life for the individual but the general population through a decrease in traffic movement with the resultant reduction in pollution end improvements in air quality.

National Planning Policy Guidance
National planning Guidance on telecommunications in England is contained in Planning Policy Guidance Note 8 (PPG8).

Para 66 of the annex of PPG8 attaches considerable importance to keeping the number of masts and of sites for such installations to the minimum consistent with the efficient operations of the network. The sharing of mast and sites is strongly encouraged where that represents the optimum environmental solution. Use should be made of existing buildings and other structures to site new antennas. Local planning authorities may reasonably expect applicants for new masts to show evidence that they have explored the possibility of using existing buildings, mast or other structures.

The discounted options enclosed as well as the history of the cell shows every effort has been made to progress the optimum environmental solution. It is therefore considered that the development complies with National Planning Policy.

Contact Details

Name: (Agent)	George Oliver	Telephone:	0161 777 8007
Operator:	Vodafone Ltd	Fax no:	0161 777 8087
Address:	Theatre Building, Carrington Business Park, Carrington, Manchester M31 4DD	Email Address:	George.oliver@patrickfarfan.com
Signed:		Date:	03/04/09
Position:	Planning & Environmental Consultant	Company: (Agent) (on behalf of Vodafone Ltd)	Patrick Farfan Associates.

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Annex 1

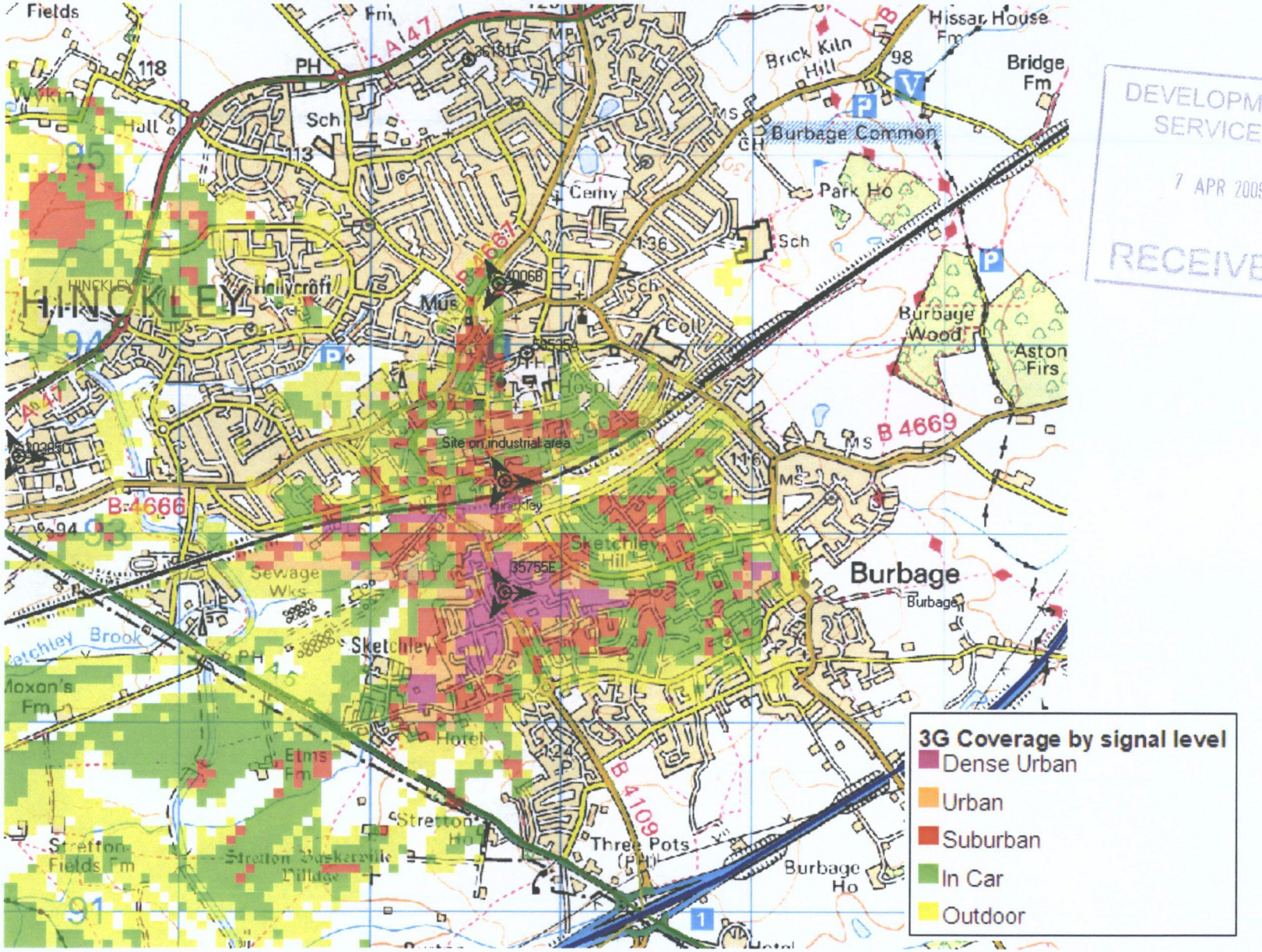
Additional coverage plots in relation to section 6 of the supporting information

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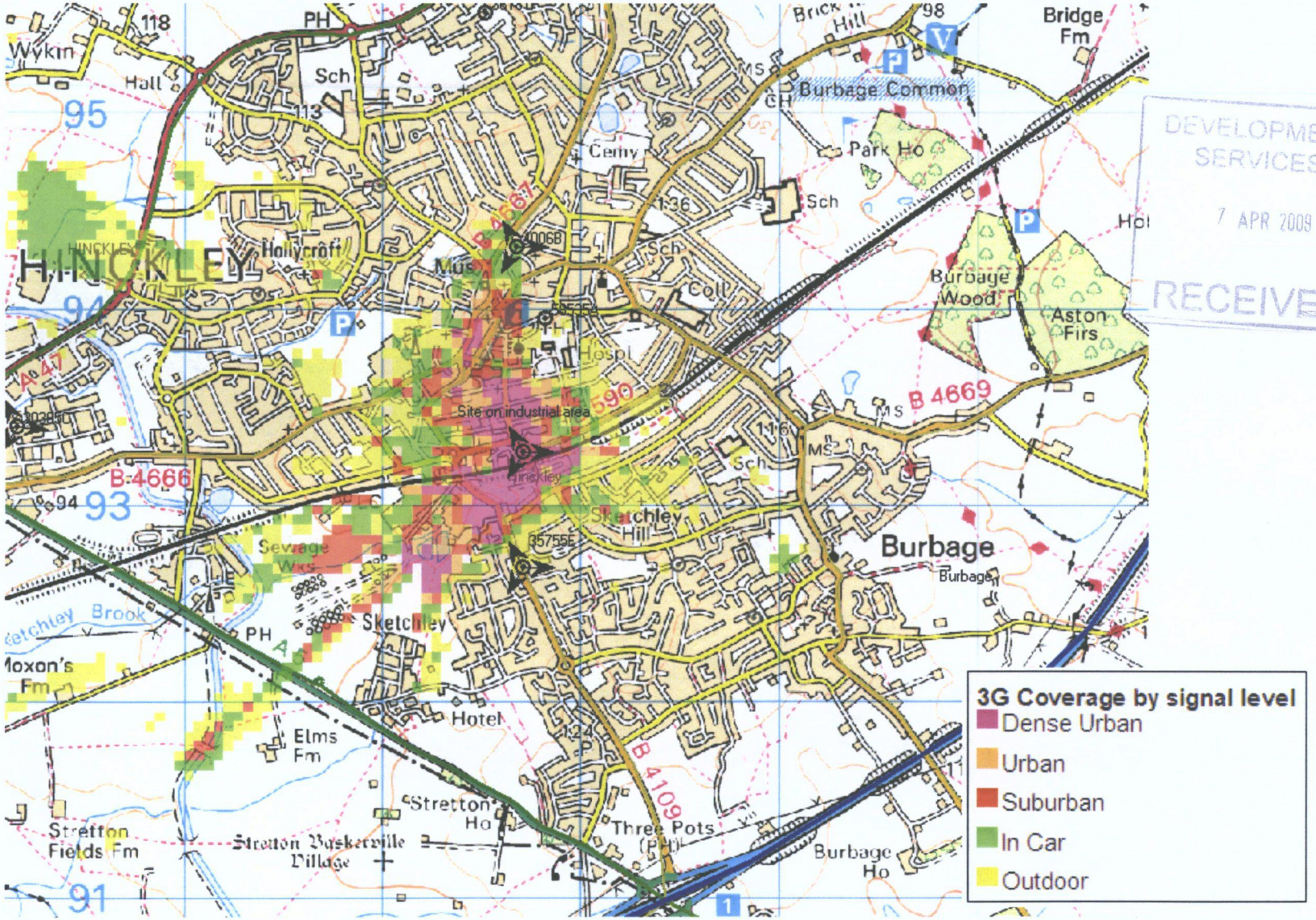
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Coverage for current option 35755E



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Coverage for option on the industrial state



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