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Development Management  
Cheshire West and Chester Council  
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Cheshire  
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**Date:** 15 February 2019  
**Our ref:** 41915/01/JG/MW1/17147651v1  
**Your ref:** 18/04948/S73

Dear Nick

### **Encirc Glass, Ash Road, Elton - Section 73 Application (Reference: 18/04948/S73): Response to Representations Received from Third Parties**

On behalf of Encirc Limited (Encirc), Lichfields would like to set out a series of responses to the comments raised by local residents in response to the public consultation regarding the above application. Specifically, we would like to respond to the concerns raised regarding increased HCV movements and the perceived consequent increase in noise levels, issues of nuisance from HCV traffic using Ash Road and potential alternative access solutions.

As the Council will appreciate, Encirc has successfully operated its Elton facility since 2005, and employment on site has grown to nearly 1000 employees as well as substantial spin-off employment and multiplier effect within the wider Chester area. The facility's success means that it is now able to take advantage of its market position to secure greater productivity and employment, further enhancing the economic health of the area.

At the point of construction, the plant was heavily constrained in terms of its ability to access its markets via its road entrance from Ash Road to the strategic highway network at M56 J14. This was based on an assessment of likely impacts of HCV traffic on residential amenity and as a basis to encourage the use of Rail from the Plant. The latter has been achieved. It is right for the business to now assess the extent to which increased economic productivity at the plant, through new investment and higher levels of product export can be accommodated in the context of local amenity as we now have the benefit of actual HCV activity on which to base such an assessment.

Encirc appreciates the concerns of local residents in terms of increased numbers of HCVs using Ash Road and the perceived increase in noise levels that they consider may result. However, the technical assessment of this effect demonstrates that while there is likely to be an increase in noise along Ash Road, this level of increase would be acceptable by current standards.

The site access to Ash Road is the only available route to market for the plant's product. Other access/routing solutions have been examined by the business. Rail use is maximised in terms of importing of raw material and rail movement of product has been fully explored. The alternative access to the M56, via Grinsome Road, controlled by a third party has been the subject to extensive negotiation over a considerable period of time, and while raised by some local residents as an alternative to increased use of Ash Road, is simply not available to Encirc.

Encirc requires the increase in HCV use of Ash Road for the business to continue to succeed and prosper at Elton. The use of the Ash Road as proposed will increase over a period of time and it is likely to be some years before the level of use requested in the planning application is realised. Within this time, Encirc proposes to work with partners, including neighbouring industrial operators and the Council, to seek to secure an additional M56 junction to the east of J14 to service the employment areas in the locality. This would negate the need to use Ash Road as an access to the Elton plant in its entirety. Further, Encirc will seek enhancements to rail services to Elton to increase the proportion of employees who access the plant by rail and thereby reduce the number of cars using Ash Road as well.

With regard to other issues raised by residents relating to nuisance caused by HCV drivers on Ash Road, Encirc would be willing to work with Chester West and Chester Council to agree measures to combat these such as introducing parking/stopping restrictions and enhanced directional signage.

From the above, you will be able to conclude that Encirc would rather not be seeking to increase the use of Ash Road to import raw materials and export product but simply, at this stage, has no option. The use of the road as proposed will not manifest to its full extent for many years because productivity increases will take time to be realised. Alternative access solutions will continue to be explored and it is hoped that these will be in place well before the maximum usage level is reached, however, this cannot be guaranteed.

We trust that you will find this response to the concerns of local residents helpful and that, as requested by the submission of the planning application, balances the concerns expressed by residents with the policy objectives of increasing economic prosperity by productivity enhancement and the limited harm caused as demonstrated by the submitted technical assessments.

Yours sincerely



**Justin Gartland**

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Encirc