

Planning Statement

Bellmont College, 88-96 High Road, N22 6HE

July 2024

Turley

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1. Introduction

- 1.1 This Planning Statement (“Statement”) has been prepared by Turley on behalf of Belmont College (“the Applicant”) in support of a live application for the change of use from Class E (offices) to Class F1 (non-residential education and training facility) of floorspace within the first floor of the building at 88-96 High Road, Wood Green, N22 6HE (“the site”).
- 1.2 Belmont College is a higher education college offering a diverse range of courses, ranging from Level 3 (Foundation) to Level 7 (Master’s degrees). The college is connected to Liverpool Hope University (LHU), and is the only college that LHU is connected to in London. Degree programmes offered at Belmont College are accredited by LHU, and therefore the proposals are a key opportunity to introduce higher education directly into Wood Green Town Centre.
- 1.3 Once in full occupation, the proposed college (Class F1) will be expected to support 55-75 staff in a variety of roles, including teaching, administration and back of house staff. Furthermore, the proposed college will provide educational opportunities for up to 400 students, comprising school leavers through to adults. Thus, the proposals will enable Belmont College to provide significant local employment for Wood Green, as well as opening up educational opportunities for local people of a range of ages and stages in their career to gain qualifications or get upskilled.
- 1.4 This live application, validated on 24th August 2023, is currently under consideration by the relevant Local Planning Authority (LPA) of the London Borough of Haringey (“LBH” / “the Council”), assigned the application reference number HGY/2023/2298. The application is being considered with the following description of development:

“Change of use of first floor from class E (offices) to College, Class F1 (Non-residential education institute)”
- 1.5 This application was originally submitted with the following documents:
 - Application form;
 - Location Plan;
 - Block Plan;
 - Existing Layout;
 - Proposed Layout; and
 - Transport Statement.
- 1.6 Along with this Planning Statement, the following additional documents have been submitted in support of this application:
 - Framework Travel Plan, prepared by Transport Planning Associates (TPA) and submitted to LBH via email on 18th June 2024; and

- Economic Benefits Statement, prepared by Turley and submitted to LBH via email on 1st July 2024.

1.7 This Statement, the Framework Travel Plan, and the Economic Benefits Statement are being submitted following constructive discussion with Officers at LBH, in which it was established that further information was required from the Applicant to demonstrate:

- the economic and employment benefits of the proposed college to justify the principle of the change of use; and
- sufficient assessment and measures put in place in regards to transport to the site once in occupation for its proposed college use.

1.8 The structure of this Statement is as follows:

- Chapter 2 – Site Description
- Chapter 3 – Planning History
- Chapter 4 – LPA Engagement
- Chapter 5 – Proposed Development
- Chapter 6 – Planning Policy Context
- Chapter 7 – Planning Considerations
- Chapter 8 – Conclusion

1.9 This Statement has been prepared to assist in the assessment of the proposed development against the Development Plan and all other material planning considerations. It should be read alongside all documents submitted for approval (i.e. the set of plans and drawings and any documents specifically required through the use of conditions) or in support of this application.

2. Site Description

- 2.1 The site comprises internal floorspace on the first floor and towards the southeastern corner of *88-96 High Road*, a 20th-century mixed-use complex within the Wood Green Metropolitan Centre. Specifically, the site is bounded by Lymington Avenue to the south and Noel Park Road to the east. Due to the site comprising only part of the wider complex, its northern and western boundaries are internal, adjacent to further internal floorspace that falls outside the development boundary.
- 2.2 The wider complex, of which the site occupies part, comprises a variety of uses across Class E and Sui Generis classes, predominantly retail but also office space, a gymnasium and cinema, as well as a roof car park.
- 2.3 Beyond the complex, surrounding uses consist of further retail uses predominantly concentrated on High Road, as well as residential houses and flats in the wider surroundings.
- 2.4 The 88-96 High Road complex forms the eastern part of Site Allocation SA12 (“The Mall”) in the adopted local plan.
- 2.5 The site is neither statutorily or locally listed, nor is it located within a Conservation Area. The nearest designated heritage assets include the Grade II listed “Church of St Mark, Noel Park” and “Parish Hall to Church of St Mark”, both approximately 150m to the northeast. Furthermore, the Grade II* listed “Top Rank Club” is located approximately 330m to the northwest of the site.
- 2.6 The site has a Public Transport Accessibility Level (PTAL) of 5, the third best score within a 9-point scale. The site is also closely surrounded by PTAL 6a locations, the second best score. Accordingly, the site has good accessibility to public transport. Figure 2.1 provides an extract of Transport for London’s PTAL map, centred on the site.

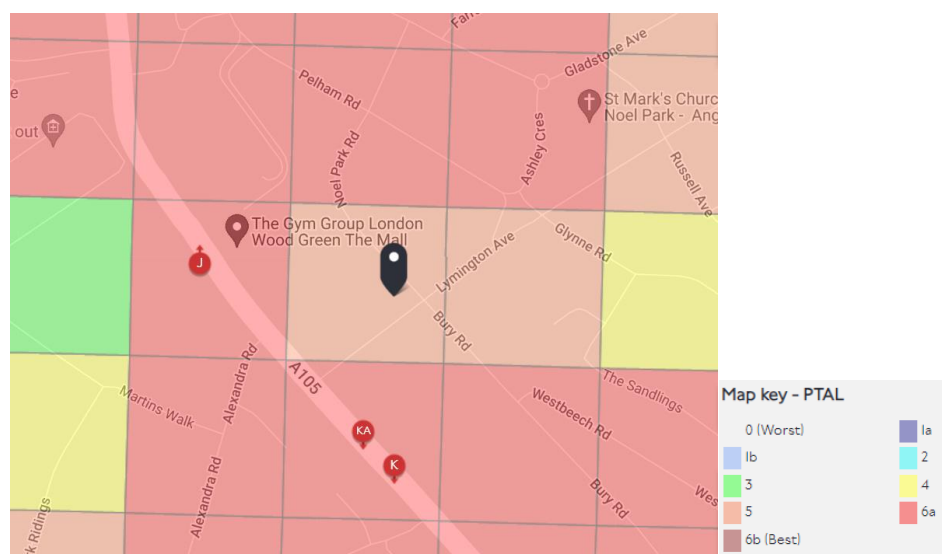


Figure 2.1: Extract of Transport for London’s online PTAL map and legend. Map centred on the site location (indicated by the marker)

- 2.7 The PTAL 5 score reflects the site's good connectivity to local bus and London Underground transport modes. A wide variety of bus routes serve Bus Stops K and KA in a southerly direction, and Stop J in a northerly direction. These include services towards the north (Palmers Green, Edmonton, Enfield and Barnet), west (St Raphael's), east (Walthamstow and Tottenham) and south (London Bridge, Charing Cross and Kingsland). Furthermore, Wood Green Underground Station, located approximately 430m from the site, provides direct services towards Central and West London or Enfield via the Piccadilly Line.
- 2.8 The site is located within Environment Agency Flood Zone 1, indicating that it has a low probability of flooding.

Previous use

- 2.9 The floorspace comprising the site was previously occupied by the Mayor's Office for Policing as an office for back-of-house functions, thus falling within Use Class E. The Mayor's Office for Policing served notice on the offices in December 2022, vacating in December 2023.
- 2.10 The landlord used their letting agents to market the offices from January 2023 and advertised the floorspace internally and via an advertisement on Wood Green High Road. Following the falling through of initial interest in the site for office use, the Applicant signed their lease in August 2023.
- 2.11 The Applicant previously occupied floorspace in Thorton Heath (Croydon) for the provision of the higher education college, before moving into the site. The relocation is considered to be an opportunity to now contribute towards the provision of new educational and training facilities within Wood Green and Haringey more broadly, with associated local employment and economic benefits and within this accessible Town Centre location.

3. Planning History

- 3.1 According to LBH's online planning register, there is a limited planning history online that directly relates to the site, i.e. the floorspace specifically subject to this application.
- 3.2 A more extensive planning history for *88-96 High Road* in its totality relates to past change of use applications and consent to display advertisements in relation to the retail units within the shopping centre floors. However, these are considered to have little relevance to the proposals for this specific site.
- 3.3 However, the following planning records indicate previous approvals related to the wider development of the complex, as available on LBH's online planning register:

Application Reference	Development Description	Decision (Date of Decision)
HGY/2007/0500	Development to extend the Mall, Wood Green shopping centre, to include erection of new retail store (10,000sq.m) on 3 floors and storage; extension to restaurant adjacent to Mayes Road Service Yard; demolition of existing petrol filling station and provision of new Service Yard; landscaping and associated plant and machinery.	Approved (14/06/2007)
HGY/1996/1461	Erection of leisure and recreational facility, multiplex cinema and restaurants, together with some reconfiguration and extension of existing shop units. The formation of new service/delivery facilities and some demolition. (Outline Application)	Approved (02/06/1998)
OLD/1976/0476	Erection of up to 575000 sq ft of gross shopping floor space, a market hall, servicing facilities, up to 1450 car parking spaces, showrooms and offices, post office, public house, two restaurants, garage and petrol filling station, 220 housing units with car parking provision, a doctors group practice and childrens creche and public toilets	Approved (19/01/1976)

4. LPA Engagement

- 4.1 Engagement has been held with LBH officers during determination of the application. A virtual meeting was held on 30 April 2024 with Robbie McNaugher (Head of Development Management), Tania Skelli (Deputy Team Leader) and Oliver Reinhold (Regeneration Manager), to discuss the application, and specifically principle of development.
- 4.2 Officers advised that due to the lack of marketing evidence the usual policy tests to justify the change of use could not be met, and therefore it was agreed the benefits of the proposal must be demonstrated to justify the change of use and a departure from the Development Plan.

5. Proposed Development

- 5.1 This application seeks the change of use of the site from its existing office (Class E) use to a non-residential college use within Use Class F1, in order to enable its occupation by Belmont College as higher education and training facility.
- 5.2 Belmont College is a higher education college offering a diverse range of courses, ranging from Level 3 (Foundation) to Level 7 (Master's degrees). The college is connected to Liverpool Hope University (LHU), and is the only college that LHU is connected to in London. Degree programmes offered at Belmont College are accredited by LHU, and therefore the proposals are a key opportunity to introduce higher education directly into Wood Green Town Centre.
- 5.3 Once in full occupation, the proposed college (Class F1) will be expected to support 55-75 staff in a variety of roles, including teaching, administration and back of house staff. Furthermore, the proposed college will provide educational opportunities for up to 400 students, comprising school leavers through to adults. Thus, the proposals will enable Belmont College to provide significant local employment for Wood Green, as well as opening up educational opportunities for local people of a range of ages and stages in their career to gain qualifications or get upskilled.
- 5.4 The college initial will offer Foundation (0 year) +3 years Business Management Degree course within the first year, however by the second year it plans to launch the following courses:
- Level 6 – Undergraduate Degrees
 - o BA- Accounting and Finance and Business Management
 - o BA- Travel and Tourism Degree
 - o BSc Mental Health and Well-being
 - o Law LLB (Hons)
 - Level 7- Postgraduate Degrees
 - o MBA- Marketing and Finance
 - o MSc- Project Management
 - o MSc Financial Management
- 5.5 The College will also have its own library, reading space and common rooms for students to use.
- 5.6 **Appendix 1** of this Statement provides an example marketing banner and the brochure for the College's Business Management course. These provide insight into how the College markets its offer, as well as additional detail on the educational opportunities afforded by one of the College's courses.

6. Planning Policy Context

- 6.1 Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires that planning applications be determined in accordance with the Development Plan unless other material considerations indicate otherwise.
- 6.2 The purpose of this section of the report is to set out the relevant national and local planning policy and guidance relevant to the determination of the planning application, against which the proposals have been considered as they have been developed. An analysis of the key policies and tests relating to the Proposed Development are included in the relevant sections of this Statement.

Adopted Local Development Plan

- 6.3 The adopted Local Development Plan for the site comprises:

- The London Plan (2021)
- Haringey's Local Plan: Strategic Policies (2013, with alterations 2017)
- Haringey Development Management DPD (2017)
- Haringey Site Allocations DPD (2017)
- Policies Map

Other Material Considerations

- 6.4 The following documents are also material considerations in the determination of this application:
- The National Planning Policy Framework (NPPF) (December 2023)
 - National Planning Policy Guidance (PPG)

Haringey's Emerging Local Plan and Wood Green Area Action Plan

- 6.5 LBH is currently in the process of producing their new Local Plan. The formal consultation on the *New Local Plan: First Steps* took place between November 2020 and 1 March 2021, with the findings informing the *First Steps Summary Document* (November 2020). A Call for Sites consultation has also been carried out, concluding on 16th June 2024. The Regulation 18 Draft Local Plan is expected for publication later in 2024.
- 6.6 After the Regulation 18 Draft Local Plan, LBH's Local Development Scheme (November 2019) outlines further stages to pass before the new Local Plan is adopted, including the Proposed Submission (Regulation 19) Draft Local Plan, followed by submission to and examination by the Secretary of State (Regulations 22-25).
- 6.7 LBH had also been preparing Wood Green's emerging Area Action Plan (AAP) to coordinate the development of the Wood Green Area. Public consultations on the AAP have included the Issues and Options Consultation in 2016; Preferred Options in 2017; and a third consultation in 2018. However, the fourth Submission Consultation outlined

in the Local Development Scheme (2019) has not taken place as planned, nor has the adoption that was expected in January 2021.

- 6.8 Paragraph 48 of the NPPF states that LPAs may give weight to relevant policies in emerging plans, affording more weight the more advanced its preparation. As indicated above, LBH's emerging Local Plan is at an early stage, as the Regulation 18 Draft Local Plan is yet to be published with consultation stages incomplete. Accordingly, Draft Local Plan and Wood Green AAP policies should be given limited weight in planning decisions at present.

Opportunity Haringey

- 6.9 Opportunity Haringey is LBH's Inclusive Economy Framework. Although not part of the Development Plan for applications to be assessed against, it sets out the Council's vision for Haringey to create a fairer and greener local economy that builds on local creativity to harness Haringey's strengths. The vision is for an inclusive, more resilient local economy that is better able to withstand economic shocks and where our businesses can grow and thrive. This should be an economy that provides rewarding, well-paid work. Specific to the college proposals it:

- Promotes the development of future skills growth
- Seeks to promote the vibrancy of the town centres

Planning policies

- 6.10 The most relevant adopted policies applicable to the Proposed Development are listed below:

London Plan (2021)

- Policy GG1 (Building strong and inclusive communities)
- Policy GG2 (Making the best use of land)
- Policy GG5 (Growing a good economy)
- Policy SD6 (Town centres and high streets)
- Policy E1 (Offices)
- Policy E2 (Providing suitable business space)
- Policy T4 (Assessing and mitigating transport impacts)
- Policy T5 (Cycling)
- Policy T6 (Car parking) and Policy T6.5 (Non-residential disabled persons parking)

Haringey's Strategic Policies (2013, with alterations 2017)

- Policy SP8 (Employment)

- Policy SP9 (Improving skills and training to support access to jobs and community cohesion and inclusion)
- Policy SP10 (Town Centres)
- Policy SP16 (Community Facilities)

Haringey Development Management DPD (2017)

- Policy DM31 (Sustainable Transport)
- Policy DM32 (Parking)
- Policy DM40 (Non-Designated Employment Land and Floorspace)
- Policy DM45 (Optimising the Use of Town Centre Land and Floorspace)

Haringey Site Allocations DPD (2017)

- Policy SA12 (The Mall)

Planning designations

- 6.11 The site falls within Site Allocation SA12 (“The Mall”), as indicated in Haringey’s adopted Site Allocations DPD and the Policies Map. The Site Allocations DPD (2017) indicates the intention for the retention of buildings within this allocation during the plan period.
- 6.12 Furthermore, the Council’s adopted policies map shows the application site to be subject to the following planning policy designations:
- Primary Shopping Area – Wood Green
 - Metropolitan Centre – Wood Green
 - Growth Area – Wood Green
 - Family Housing Protection Zone
 - Location Appropriate for Tall Buildings

7. Planning Considerations

- 7.1 This chapter assesses the Proposed Development in the context of the policies from the adopted Development Plan and other material considerations.

Principle of Development

Loss of Office (Class E) Use

- 7.2 This proposal would result in the loss of the existing office (Class E) use through the proposed change of use to an educational institution within Use Class F1. It is therefore relevant to consider policy related to the loss of office (Class E) use within the site's planning policy context established above.
- 7.3 London Plan Policy E1 seeks to focus office uses towards designated locations, including Town Centres, whilst at local level, Strategic Policy SP8 seeks to protect existing viable office space on designated and non-designated sites.
- 7.4 Development Management Policy DM40 requires proposals resulting in a loss of employment uses to demonstrate that the building or land is no longer suitable for continued employment use. The policy requires regard to be paid to feasible alternative employment uses; the age and condition of the existing building(s) and potential for refurbishment or adaptation; site layout, access and relationship to neighbouring uses; periods of long-term vacancy; and evidence of recent, continuous and suitable marketing over a 3-year minimum period.
- 7.5 It is acknowledged that the Applicant has not been able to demonstrate that the site is no longer suitable for continued employment use with regard to the criteria set out in Policy DM40. However, it is considered that an exception should be made in the particular case of this proposal on the basis that the proposed college will make substantial and sustained employment and skills contributions for Wood Green and the Borough as a whole.
- 7.6 Such an exception is considered to be appropriate and proportionate because it is considered that the site's proposed use by Bellmont College within Class F1 follows the spirit of the policies seeking the protection of office space. As outlined above, the proposed college will provide a wide range of local employment opportunities through its need for academic, administrative and back-of-house staff, with total numbers projected to be between 55 and 75 members of staff.
- 7.7 Furthermore, the central aim of the proposed Class F1 use is to boost the employability of the students enrolled, through a wide range of programmes designed for this purpose. Thus, the proposal not only provides local employment through the need for staff, but also crucially will provide an opportunity to boost local people's employment marketability and in turn their access to the local employment offer.
- 7.8 The submitted Economic Benefits Statement, prepared by Turley, should be read in conjunction with this section of the Statement as it provides further economic evidence justifying the proposals in terms of its economic and employment benefits. In summary this sets out:

- 1.2 FTE jobs in the construction phase;
- 40 FTE jobs in the operational phase;
- £100,000 GVA in the construction phase;
- £2.1 million GVA in the operational phase; and
- Annual wage expenditure of circa £1.6 million per annum.

7.9 Furthermore, the Economic Benefits Statement details how proposals also deliver the following social impacts:

- The introduction of a higher education facility to LBH, providing degree level courses certified by Liverpool Hope University.
- Health and wellbeing benefits associated with employment, of which the proposed development provides the abovementioned uplift.

7.10 Overall, on the basis of the above and the submitted Economic Benefits Statement, it is considered that the loss of the existing office use is fully justifiable on the basis of the significant local employment, economic and social benefits the proposed college will provide, both in terms of the staff the college will employ and the opportunities to train and upskill the local population, as well as wider spend. Also, these local benefits will be sustained (i.e. not one-off or short-term) through the continuous enrolment of new students as the courses on offer begin.

7.11 Therefore, these significant public benefits of the proposals are a material consideration in assessment of the loss of the existing use. Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires that planning applications be determined in accordance with the Development Plan unless other material considerations indicate otherwise.

7.12 In this instance it is therefore considered these material considerations justify a departure from Strategic Policy SP8 and Development Management Policy DM40, and as such the loss of the existing office use is considered to be acceptable on balance.

7.13 Furthermore, the proposal aligns with the central aspirations of Policies SP8 and DM40 in terms of employment and economy generation. Accordingly, the proposals remain in the spirit of these policies, and the wider Development Plan, and achieve similar benefits to a continued office use at the site.

Principle of College (Class F1) Use

7.14 There is support for the proposed college (Class F1) use from a multitude of Development Plan policies.

7.15 London Plan Policy GG1 requires those involved in planning and development to ensure access to good quality community infrastructure, and to seek to ensure London continues to generate a wide range of economic and other opportunities from which everyone can benefit equally.

- 7.16 Furthermore, London Plan Policy GG2 seeks to ensure land is put to its best use, whilst London Plan Policy GG5 seeks to ensure that sufficient social infrastructure¹ is provided in order to support London's growth.
- 7.17 At local policy level, Strategic Policy SP9 seeks to facilitate training opportunities for the local population and encourages the provision of education and training facilities within the borough.
- 7.18 Strategic Policy SP16 supports the enhancement and improvement of community facilities and services for Haringey's communities. Supporting text at paragraph 8.1.6 adds that Haringey will work with partners to ensure the provision of suitable services and facilities for education and training. Furthermore, paragraph 8.1.16 outlines LBH's recognition of the importance of the higher and further education sector, and states that LBH will seek to support its requirements by continuing to work with its partners across the sub-region.
- 7.19 Development Management Policy DM40 states that, where proposals result in a loss of non-designated employment land that the Council considers to be acceptable, support will be given to proposals that deliver community uses either as the sole use or as part of a mixed-use development.
- 7.20 The proposed higher education college is therefore widely encouraged by both the London Plan and the local Development Plan Documents. The proposal will provide local people aged 16+ within Wood Green and surrounding local areas with opportunities to access courses across a range of higher education levels and in a variety of disciplines.
- 7.21 As set out above and in the Economic Benefits Statement, these educational opportunities would contribute towards strengthening the local skills base and in turn, the increased ability for the local population to contribute towards the local economy.
- 7.22 Indeed, supporting text within the Strategic Policies DPD at paragraph 5.2.3 indicates that LBH shares the aspiration to use increased access to training as a means to increase flexibility in the local economy.
- 7.23 Furthermore, although not part of the Development Plan for applications to be assessed against, *Opportunity Haringey – Haringey Council's Inclusive Economy Framework*, sets out the Council's vision for an inclusive, more resilient local economy that is better able to withstand economic shocks and where businesses can grow and thrive. Specific to the proposals, it promotes the development of future skills growth as well as the vibrancy of the town centre.
- 7.24 Thus, the proposed college is a supported land use and provides an opportunity to build Wood Green's local economic resilience and the inclusivity of opportunities to participate in the local economy in line with LBH's economic vision and in line with

¹ "Social infrastructure" is defined in Annex 3 (Glossary) of the London Plan (2021) as covering, *inter alia*, colleges and universities. It is therefore relevant to consider policy related to social infrastructure in the context of these proposals for the provision of a higher education college (Class F1) use.

London plan Policies GG1, GG2 and GG5; Strategic Policies SP9 and SP16; and Development Management Policy DM40.

Town Centre as a preferred location for the proposed college

- 7.25 As set out above, the proposed college use is, in general, a supported land use within Haringey. However, the principle of the proposed college is justified further still through its town centre location.
- 7.26 London Plan Policy SD6 deals with Town Centre and high street uses in particular, and seeks to ensure that such locations have a diverse range of uses including community and social uses. Part J of the policy states that the provision of social infrastructure should be enhanced, particularly where necessary to support identified need from town centre and local residents, and should be located in places that maximise footfall to surrounding town centre uses.
- 7.27 Strategic Policy SP10 supports the provision of community uses within town centres, whilst supporting text at paragraph 5.3.3 sets out the Council's aspiration for Wood Green Metropolitan Centre to strengthen its role as an accessible location for, *inter alia*, community uses.
- 7.28 Furthermore, at local level, Development Management Policy DM45 supports the optimisation of commercial floorspace above shops within town centres and supports new community facilities in accessible locations such as town centres.
- 7.29 Supporting text at paragraph 6.49 then states that the Council is seeking a range of uses and activities in town centres by *"maximis[ing] opportunities for additional sources of land and floorspace to come forward through the planning process, including underused or vacant upper storeys of town centre retail and other buildings, surplus office floorspace and airspaces above relatively low density commercial uses, especially in locations with good public transport accessibility"*. The paragraph continues that such sources could accommodate a variety of uses including, *inter alia*, community uses.
- 7.30 The proposed college is considered to optimise the use of this town centre site by providing a piece of social infrastructure with wide-reaching educational benefits (e.g. for a projected overall student cohort of up to 400 in number) in a site that is well connected to public transport.
- 7.31 As set out within the submitted Economic Benefits Statement, prepared by Turley, the College will also contribute to the vitality and vibrancy of the town centre. A total local wage generation of c. £1.6 million per annum is estimated, which will support the local and wider economy through increased spending power in local shops and services.
- 7.32 Furthermore, the site location is considered to be particularly advantageous for the proposed college as it sits within an existing mixed-use complex, proximate to a variety of town centre retail uses. In alignment with London Plan Policy SD6, the proposed college is sited with maximised potential to enable it to increase footfall to town centre uses within the site's vicinity.

- 7.33 Therefore, the proposed college's location is well aligned with the policy aspirations for town centres, in accordance with London Plan Policy SD6, Strategic Policy SP10 and Development Management Policy DM45.

Principle of Use in Summary

- 7.34 This section has outlined the economic benefits of the proposal and how the proposed use is not only aligned with but is supported by a range of planning policies. The Economic Benefits Statement sets out further detail to the economic case for the proposals to demonstrate the benefits of the proposals and therefore should be considered in conjunction with this section of the Statement.
- 7.35 The significant public benefits delivered by the proposals are a material consideration in assessment of the loss of the existing use. Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires that planning applications be determined in accordance with the Development Plan unless other material considerations indicate otherwise.
- 7.36 In this instance it is therefore considered these material considerations justify a departure the Development Plan, and as such the loss of the existing office use is considered to be acceptable on balance.
- 7.37 Furthermore, overall, the proposed college (Class F1) use is a widely supported land use both in general, and especially for this accessible town centre close to a variety of other town centre uses. The provision of educational and training opportunities in the local area will provide opportunities for local people to get upskilled, in turn building local economic resilience and flexibility in line with both the Local Plan and Haringey's local economic vision.

Transport

- 7.38 London Plan Policy T4 requires development proposals to reflect and be integrated with current and planned transport access, capacity and connectivity. The policy also requires mitigation measures to be put in place where appropriate to address any identified transport impacts.
- 7.39 London Plan Policy T5 states that development proposals should help remove barriers to cycling, whilst London Plan Policy T6 sets out car parking standards in line with levels of existing and future transport accessibility and connectivity.
- 7.40 Development Management Policy DM31 requires developments with high trip generating characteristics to locate where public transport accessibility is high and car parking minimised to mitigate generated car travel.
- 7.41 Development Management Policy DM32 states that LBH will assess development proposals against car and cycle parking standards set out in the London Plan. The policy also states that LBH supports proposal for new development with limited or no on-site parking where, *inter alia*, there are alternative and accessible means of transport available; the PTAL is at least 4; a Controlled Parking Zone (CPZ) exists; and parking is provided for disabled people.

- 7.42 A Framework Travel Plan (FTP) has been prepared by TPA in support of this application, submitted post-initial submission along with this Statement. The FTP assesses and sets out the existing transport conditions; the transport aims and objectives; targets and measures; monitoring and reviewing strategy; as well as the Action Plan with timescales for further submissions related to transport.
- 7.43 The FTP should be read in conjunction with this Statement because it demonstrates how the proposed development will promote sustainable transport choices, reduce reliance on single-occupancy car journeys, and manage travel demand associated with the proposals.
- 7.44 However, in sum, the proposals will include provision of 8 new cycle stands within the building (accessed from Noel Park Road via a separate entrance), in addition to the existing 14 cycle stands adjacent to the proposed entrance. Whilst there will not be a dedicated car park, staff and students will, if needed, be able to use two nearby car parks. These include Bury Road Multi-Storey Car Park and The Mall East Car Park, both in close proximity to the site.
- 7.45 Further measures to encourage sustainable transport uptake among staff and students are set out, with regard to walking, cycling, use of public transport and car sharing. Given the college's location within the town centre, it is expected the majority of students and staff will travel to the college by public transport in any case.
- 7.46 Additionally, ongoing monitoring and review, as well as a post-occupation Travel Plan, will be undertaken to identify and put in place any further mitigation measures that are found to be required.
- 7.47 In sum, the proposed college benefits from a site location within an accessible town centre location. The submitted FTP demonstrates how the use of sustainable transport modes will be encouraged and continuously surveyed, as well as transport impacts being continuously monitored and mitigations put in place where required. Accordingly, the proposals are in accordance with London Plan Policies T4, T5 and T6; and Development Management Policies DM31 and DM32 in regard to transport.

8. Conclusion

- 8.1 This Planning Statement has been prepared on behalf of Bellmont College in support of an ongoing application (ref. HGY/2023/2298) for the change of use of floorspace within the first floor of the building at 88-96 High Road, Wood Green, N22 6HE, from an existing office (Class E) use to a non-residential higher education college within Class F1.
- 8.2 Bellmont College is a higher education college offering a diverse range of courses, ranging from Level 3 (Foundation) to Level 7 (Master's degrees). The college is connected to Liverpool Hope University (LHU), and is the only college that LHU is connected to in London. Degree programmes offered at Bellmont College are accredited by LHU, and therefore the proposals are a key opportunity to introduce higher education directly into Wood Green Town Centre.
- 8.3 Once in full occupation, the proposed college (Class F1) will be expected to support 55-75 staff in a variety of roles, including teaching, administration and back of house staff. Furthermore, the proposed college will provide educational opportunities for up to 400 students, comprising school leavers through to adults. Thus, the proposals will enable Bellmont College to provide significant local employment for Wood Green, as well as opening up educational opportunities for local people of a range of ages and stages in their career to gain qualifications or get upskilled.
- 8.4 This Statement, along with the submitted Economic Benefits Statement, has set out how the significant public benefits delivered by the proposals are a material consideration in assessment of the loss of the existing use which are considered to justify a departure from the Development Plan, and as such the loss of the existing office use is considered to be acceptable on balance.
- 8.5 The submitted Framework Travel Plan sets out the detail on how sustainable travel modes will be encouraged and transport impacts will be continuously surveyed and reported to ensure the proposals are sustainable and suitably mitigated in regard to transport.
- 8.6 This Planning Statement has assessed the development proposals against the local Development Plan and determines that the scheme is overall in accordance with planning policy and should, therefore, be granted planning permission.

**Appendix 1: Example Marketing Banner and
 Brochure for the College's BA
 Business Management Course**



BA Business Management

with a foundation year*

**Get a degree on your doorstep and
achieve your career goals**

Bellmont College, in partnership with Liverpool Hope University, is offering a flexible university course to help you achieve your career goals.

BA Business Management with a foundation year

Why study a degree in Business Management with a foundation year?

Studying for a degree with a foundation year provides a great opportunity if you have the ability and enthusiasm to study a degree but lack the level of qualifications needed or have not been in higher education for some time.

Business Management will provide you with the skills to progress and succeed in many types of business, become a business advisor or even set up your own business. Full details of the course can be found on Liverpool Hope University's [course page](#).

Why study at Bellmont?

Our flexible teaching allows you to study in the daytime, evenings and weekends – so you can study at times that work for you. You can also start your degree with foundation year at different times of the year, with start dates in September, January, March and May.

You will be taught by highly qualified and experienced lecturers and your assignments and activities will be carefully designed to ensure that what is learnt is put into practice. We welcome mature students and all applications will be dealt with on an individual basis.

What you will study

In the foundation year you will be introduced to:

- Accounting
- Marketing
- Business planning – operations and logistics
- Risk management
- Human resources
- Event organisation
- Project management

You will also learn the skills needed for the next three years such as academic writing and referencing, working in teams and problem solving.

Year 1 area include:

- Principles of Marketing
- Skills & Employability
- The Internal and External Environment
- Microeconomics
- Organisational structure and the nature of work
- Management Information systems
- Consumer Behaviour
- Digital Marketing

Year 2 study includes:

- Entrepreneurship
- Key Business Functions
- Future of work
- International Business
- Corporate & Social Responsibility and Ethics
- Employment law
- Project Management
- Contemporary Economic Models

Year 3 includes:

- Management Strategy
- Sustainability
- Social Entrepreneurship
- Globalisation
- Evolving Work

You will also write your dissertation on your final year.

Key Details

Duration: 1 Year

Intakes: September 2024, November 2024, March 2025, May 2025

Delivery: Full-time, blended

Awarding Body: Liverpool Hope University

Entry Requirements

A range of Entry Requirements are accepted included but not limited to:

- Level 2 qualification
- DEE at A Level
- MPP at BTEC
- 72 UCAS Points
- International Baccalaureate
- Significant work experience

Reach out to us to discuss your individual circumstances anytime.

Contact Information

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**Subject to validation.*

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