

# Durham County Cricket Club

# Proposed Hotel at Riverside Cricket Ground Consultation Statement

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#### 1. Introduction

- 1.1 Durham County Cricket Club is a Community Interest Company (CIC). As well as employing over 60 staff, and more on a temporary basis, it also a plays a key role in the local community providing a wide range of social benefits and is leading the way in development of the game for women and girls. There is strong schools programme involving girls, boys, SEN and BAME pupils and community teaching space is provided on site. The Durham Cricket Foundation is a registered charity, which promotes health and well-being, greater self-confidence, social integration and access to minority groups, all done with a strong link to cricket and sport.
- 1.2 The proposal is for a gateway building with new seating areas overlooking the pitch. This responds to an undersupply of hotel accommodation in the area and will help bring long term sustainability for the club, attracting investment into the area with significant economic benefits for the local community and beyond.
- 1.3 As such engagement with local residents and their representatives (including ward members) has been placed at the heart of the consultation along with wider engagement of stakeholders at local, regional and national level who are potentially impacted by the proposals.

#### 2. Pre-Application Consultation

- 2.1 In accordance with good practice, the applicant has used the Council's Pre-Application service. The initial request for pre-app advice was based on limited information as the scheme design had not then started. The initial report provided by the LPA was helpful in providing the policy context and guidance, plus identifying reports and assessments that would be required.
- 2.2 At the outset, 6 no. Pre-App meetings were scheduled and these have been supplemented with other meetings, informal design workshops and email exchanges with officers in respect of transport, landscape, ecology, heritage, building design and materials.
- 2.3 In addition to the mandatory drawings that are required for a full planning application, a wide range of additional visual material has been produced at the request of officers to show context including 3D views and long-range views.
- 2.4 Early engagement with Council's Development Management Team has enabled the scheme design to be developed with care and attentiveness to the concerns of, and advice provided by, planning and specialist officers. There have been some significant changes from the early concepts and the scheme based on officer comments which has resulted in improvements including:
  - Geometry the Layout of the footprint was amended to reflect the arena geometry
  - Landscape officer comments regarding treatment of the northern external boundaries, how the scheme touches the ground and relates to the existing landscape infrastructure were reviewed. The scheme amended as follows:
    - o by pulling back the parking to allow for increased greenspace, retention of some existing tress and the planting of new ones.

- o adjusting footpath widths and nominal 2 metre landscape zones and a brick garden wall
- o reducing the extent of the car park and increasing the landscape zone to the north.
- Retaining the language of the existing wall and landscape strip by including a path and verge which helps assimilate the scheme a ground level.
- o Redesigning the entrance and layout to increase legibility and activate the frontage
- Colour and Materials changes from buff coloured palette to whites/greys to reflect a pavilion design feel.
- **Design** refinements to express a glazed-engineered southern elevation with a horizontal emphasis to both north and south.
- Facades- redesign of the north elevation away from punched windows and the adoption of a more 'engineered' look with horizontal glazing and panels.
- Massing- the scheme has been significantly refined by way of:
  - o Changes to the profile of the building
  - o Greater horizontality introduced to the northern and southern aspect
  - o Reduction in height and massing of the glazed entrance feature.
  - o Horizontal picture frame reduced to correspond to the canopy line of the leisure club tower and enhance the sense of enclosure.
  - o Re-modelling at roof level to minimize impact of plant, the introduction of lightweight balustrades rather than solid walls at roof level, reduction in height of staircases.
  - Adopting the narrowest possible footprint for the accommodation floors providing a 'slimline' building section above first floor level.
  - o Refinement of floor-to-floor storey heights and minimizing depths of service voids.
  - o The 'box framing' of the glazed windows on the south elevation being reduced from 4 to 3 storeys, giving visual horizontal alignment with neighbouring buildings yet retaining the essence of a gateway building.
  - o Upper storey reduced to step down towards Lumley Castle on the eastern wing by removing one complete storey.
  - o The adoption of a materials amended to provide a lighter weight feel through use of glazing and panel systems.

#### 3. Stakeholder Approach

- 3.1 As part of the management of the project a stakeholder engagement plan was developed and this informed the approach to consultation. Stakeholders are considered to be those who might have an interest in, or an expectation of the project, and notably those who may be affected.
- 3.2 Stakeholder categories identified included: Residents, Neighbours, Councillors, Interest Groups, Business and Investors, and staff. The types of engagement included group presentation, open events and one-to-ones.

Type of Stakeholder	Vehicle of Engagement				
Residents	Private events, public events, exhibition(s), online promotion, meetings with				
	Chairman of Residents Association,				
Neighbours	Leisure Club owner- one to one discussions				
	Leisure Club Members- open public event and exhibition				
	School and sports centre- public events				
	Sea Cadets- Public event and 1-1 discussion				
Councillors	1-1 meeting(s), public event, informal exhibitions at cricket club, bespoke				
Landowners	Direct dialogue, emails				
Interest Groups	Club Members- Event, Public Consultation, exhibition				
Business and Investors	Bespoke presentations, informal exhibitions, direct dialogue				
Staff	Exhibition and meeting				
General Public	Public events, online promotion				

#### 4. Community Consultation

#### 4.1 Publicity

- 4.1.1 Riverside Residents Association Event 26<sup>th</sup> June 2023. There has been a good working relationship between the RRA and the cricket club for many years with regular contact to discuss issues of importance to the local residential community. Following meetings with the RRA Chair, all the residents association members were subsequently invited to an event. The invitation was prepared by the applicant and distributed via email to the members by the Chair of the RRA.
- 4.1.2 Public Consultation Event 27<sup>th</sup> June 2023 6-30pm to 8.30pm in the Castle View Suite,
  Riverside Cricket Ground. The event was publicised to a social media audience of over 13,300 and via leaflet drops to 2500 households/businesses.

Social media posting included:

Saving Chester-le Street Facebook page (9920 members)

Waldridge Parish Residents Council Facebook page (1136 members)

Chester-Le-Street and District Area Action Partnership (2300 members)

See **Appendix 1** for screenshots of the posts.

See Figure 1 below for the design of the promotional material.

In addition, 2500 leaflets were distributed locally including to residents and businesses in postcode DH3 3. See Figures 2 and 3.



**Figure 1** – Promotional material for public event distributed through social media channels and direct leaflet drop.



Figure 2 – Area of distribution for leaflet drop



Figure 3 – Detail of drop within postcode DG3 3

**4.1.3** Members Presentation Event June 28<sup>th</sup> 2023 Cathedral Suite, Riverside. The club membership comprises ardent cricket fans from both within the local community and also those that live further afield. The event was publicized via the Cricket Clubs own channels.

Over 100 members attended this event to hear about the proposals. The format comprised a powerpoint presentation and video followed by a Question and Answer Session and the opportunity to view the boards and speak to the project team.

- **4.1.4** Public Exhibition July 4<sup>th</sup> to 19<sup>th</sup> 2023. Following the public open event, an exhibition of the proposals was held at Riverside in the One Welcome Hub (reception/shop area). This was again publicised on the social media channels.
- 4.1.5 Presentation to the Chester-Le-Street Area Action Partnership July 3<sup>rd</sup> 2023. A comprehensive presentation about the project, its benefits and the design was given to the Area Action Partnership for information, discussion and feedback. Attendees included:

Chris Hoy – AAP Public Representative/Chair of Towns and Villages Task Group,

Clare Todd – AAP Public Representative/Chair of Friends of Riverside Park,

Bill Lightburn – DCC Towns and Villages Community Development Project Officer

Khaled Malki – AAP Public Representative

Joanne Malki – AAP Business Representative/ Chair of Chester-le-Street & District Business Association

Jake Rollings – AAP Public Representative

Mick Rodgers – community member

Howell Davies – AAP Public Representative

Charlie Lodge – community member

Cllr Karen Fantarrow – County Councillor for Chester-le-Street West and Central

Cllr Tracie Smith – County Councillor for Chester-le-Street North

Cllr Paul Sexton Cllr for Chester-le-Street South,

Fiona Kelly- DCC Principal Community Development Project Officer

Cricket Club: Project Director, CFO, Marketing Director, Events Manager.

- **4.1.6 On-line Promotion**. Video and pictures of the proposals were distributed via online channels and on the website along with a FAQ sheet about the project. A dedicated email address was available for comments.
- **4.1.7 On Site Promotion.** During cricket and other events mages and visuals of scheme have been showcased on site and viewed by numerous councillors and others including regional representatives. A presentation was made to the MP during 2022.
- **4.1.8** Other Stakeholder Consultation. There has been ongoing dialogue with the ECB and Hilton Hotels who are supportive of the scheme, with the latter having been involved in the detailed development of the proposals to ensure brand quality standards are achieved.

#### 4.2 Consultation and Engagement Methods

4.2.1 Riverside Residents Association Bespoke Event June 27<sup>th</sup> 2023 held at the Castle View suite, Riverside. Proposed designs were displayed on 12 large A1 boards showing site and floor plans, elevations and 3D visualisations (colour). A powerpoint presentation explaining the objectives of the scheme, impact on the local economy, access, design quality and sustainability was given. This was followed by a Q and A session with active participation from a range of residents. A further opportunity followed for the residents to discuss the scheme with the design team, development director and the Cricket Club senior management. Along with the Q and A session (documented) and 1-1 conversations there was also the opportunity for residents to provide written comments.

The event was attended by approximately 50+ residents.

4.2.2 Public Open Event June 28<sup>th</sup> 2023 Castle View Suite 6-30-8-30pm. Designs were displayed on 12 large A1 boards showing site and floor plans, elevations and 3D visualisations (colour). As the event was open for several hours the consultation team were on hand to discuss the project directly with attendees on a 1-1 basis and record comments. A powerpoint presentation was running on a loop to include the video fly around. Several questions were raised and addressed in the open forum, these predominantly related to the implementation of the project. The event was attended by approximately 50+ people and several children. The images used for the public event are included at Appendix 2.

4.2.3 **On Site Exhibition July 4<sup>th</sup> to 19<sup>th</sup> 2023.** A display was set up in the reception shop with plans, elevations ad 3D view. Feedback forms were provided.



Fig. 4 Image of Display in One Welcome Hub

#### 4.2.4 Social media channels. See Appendix 1.

#### 4.3 Inclusivity Assessment

As well as targeting the widest possible relevant audience, the bespoke stakeholder approach gave consideration to inclusivity as follows:

- the design, colour and text of the visual materials for easy reading
- good lighting at events
- the timing of the events to allow for those in work during the day to attend
- online promotion for those who could not attend in person
- a variety of events and opportunities to comment

- the needs of families with the positive welcoming of parents with children
- the location of the event close to the community and the availability of public transport
- easy access for wheelchair users
- a named person to assist with any access issues
- provision of physical and online materials
- Use of social media channels

The consultation activities as assessed as fully inclusive and did not impact negatively on, or exclude, any groups with protected characteristics.

#### 4.4 Timing, Location, Access

All events were held at the Riverside Cricket ground which has excellent access catering for the needs of wheelchair users and less mobile people. Events were held early evening. See above. The displays were available from 8am to 5.30pm for 2 weeks.

#### 5. Proposals forming the basis of the consultation

The basis of the consultation was a 155 bed hotel with onsite parking at ground level, four floors of bedrooms, hospitality spaces including restaurant/bar, outdoor terrace, tiered spectator seating, green roof area, solar panels. Access from the north eastern end of the site.

See Appendix 2 or drawings images used in the consultation.

#### 6. Summary of the comments received and issues raised

6.1 Riverside Residents Association. The RRA event was well attended and there were many positive statements about the high- quality design and the positive impact the investment would have on the area. The key issues raised were regarding traffic, access, parking and any potential for increased noise. These matters were discussed in the meeting and a detailed schedule of questions and answers is provided at Appendix 3

Below is an email received from the chairman of the Residents Association after the event.

From: alanb398

Sent: Wednesday, June 28, 2023 7:35 AM

To: Richard Dowson

Subject: RE: Residents consultation

Morning Richard

The Residents briefing on the hotel proposals went very well last night and was much appreciated by everyone.

There was very little negative comment, solely around increased noise and traffic parking etc, but, on the whole, we'll received.

Thanks a lot. Alan

6.2 **Public Consultation Evening Event.** Approximately 50 people joined the event throughout the evening including local councillor(s). Key issues raised:

Transport: Leisure Club Members- query re parking numbers.

Sea Cadets- a key concern was about the public accessing the river via their jetty and match day congestion.

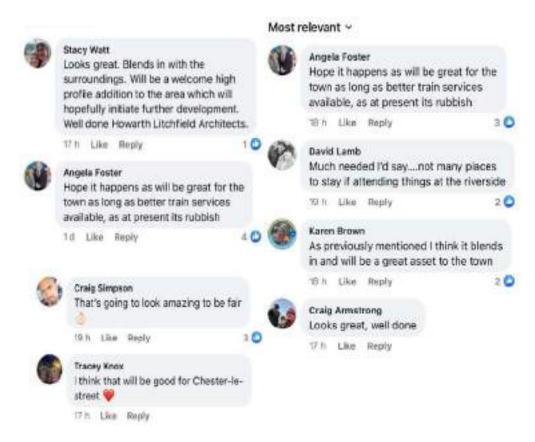
Design: The south elevation was very well liked but the north received some negative comments, it being considered somewhat bland and not as attractive as the south.

Access to the River walks for pedestrians to be maintained.

Environmental sustainability and green space. Request for a rooftop garden.

Local Resident access to the hotel

Following the session Councillor Alan Bell Independent Councillor for Lumley, posted images of the scheme on his facebook page. This immediately received 42 likes and many positive comments. The following are examples of posts received:



- 6.3 **CLS AAP meeting** it was the general consensus articulated on the meeting was that that scheme would be economically beneficial for the area. Councillors sought to understand if the local community had been consulted and what feedback was. This was reported as having been very positive to date.
- 6.4 **On Site Display**. Comments were received from 19 members of the public. There were no negative comments regarding the hotel itself. Two comments related to ensuring the views of the

castle were not blocked. 1 resident thought the building should be of a more iconic design. All other comments were supportive with respondees variously stating that the scheme was: 'excellent', 'looked very good', 'splendid', 'a good plan' and 'love the design'. A copy of the written comments is provided at **Appendix 4**.

6.5 **Online Consultation.** 1 no. email (supportive) was received as follows:



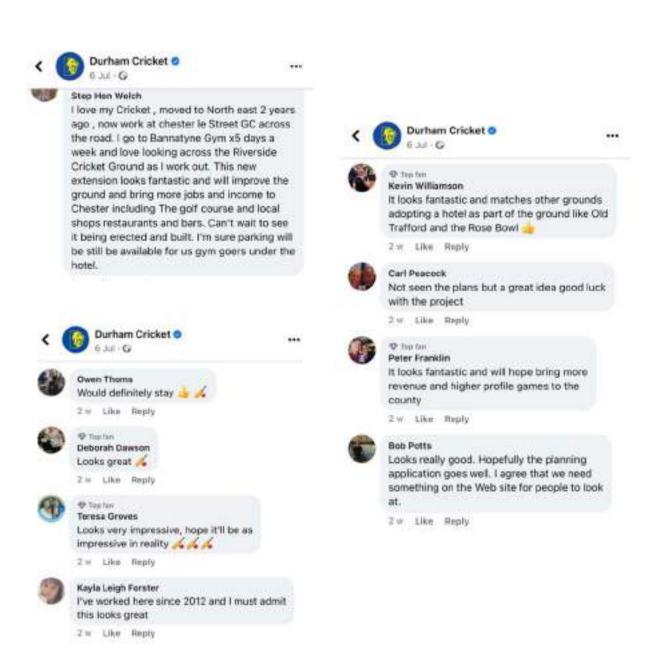
#### 6.6 General Social Media Comments

Following the physical public events an updated post of the video received 259 likes on the 6<sup>th</sup> July with 88 positive comments. A few examples are shown below.



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### 7. Response to the issues raised

Issue	Response		
The proposed hotel development has moved from the databet (east) side of the stadium.	This proposed location of the hotel has been moved to the north part of the site for several reasons- as part of the flooding sequential assessment, to protect views of the Castle, and to complete the building line of the stadium. Castle views are an important asset and views out are managed and maintained- see Heritage Impact Assessment and Design and Access Statement. The east wing has been reduced by one storey.		
Retention of views of the Castle .			
Extent of Site car parking for hotel use	The hotel has 85 dedicated spaces and a parking strategy. As well as dedicated parking, a Travel Plan has been developed to encourage sustainable modes of transport. A full Transport Assessment has been undertaken for the scheme.		
Consideration of pedestrian safety, a number of residents walk their dogs past the site entrance towards the river.  Access to the River walks for pedestrians to be	The scheme has been adjusted to include a new footpath and verge that will continue the line of the footpath in front of the boundary wall. The entrance gateway is designed to allow safe flows of vehicles and pedestrians with calming measures.		
maintained.			
Noise. Will the new hotel mean increased noise. Eg from fireworks at weddings.	A Noise Impact assessment has been prepared. Fireworks would require approval of the council via specific licences so there would be no change on what already happens. It was noted that there has been a move towards drones to provide displays in recent years and fireworks are expected to become less popular.		
What about potential wider development in the area?	The Transport Strategy and Local Plans give consideration to these factors and each scheme has to provide a suitable Transport Assessment.		
Transport: Leisure Club Members- query re parking numbers. Sea Cadets- a key concern was about the public accessing the river via their jetty and match day congestion.	The Transport Assessment and Parking Strategy address these issues.		
Design: The south elevation was very well liked but the north received some negative comments, it being considered somewhat bland and not as attractive as the south.  A more 'iconic' design was suggested.	The north elevation has been completely redesigned.  The building design is modern, fits well with the surroundings and responds to considerable constraints.		
Environmental sustainability and green space. Request for a rooftop garden.	The hotel has been designed to achieve BREEAM Very Good with the possibility of Excellent. See Sustainability Appraisal. A rooftop garden is not practical. There is a green roof to help support biodiversity and the scheme will provide a net gain in Biodiversity.		

#### 8. How the proposal has changed

Appendix 5 provides images of the revised proposal.

In summary, as a result of the public consultation the proposal has changed as follows:

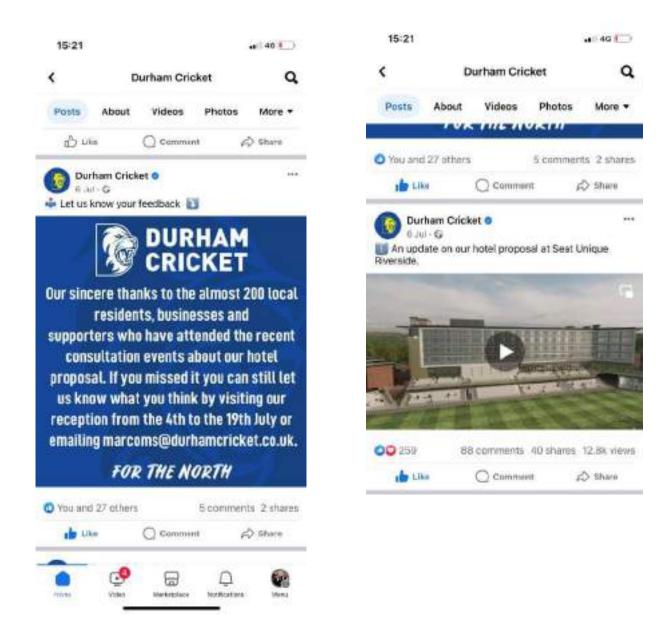
- The north elevation has been completely redesigned.
- The east wing has been reduced by one storey.
- The scheme has been adjusted to include a new footpath and verge that will continue the line of the footpath in front of the boundary wall.
- The entrance gateway has been adjusted to allow safe flows of vehicles and pedestrians with calming measures.

#### 9. Communication of Changes

This Consultation Statement has been communicated as follows:

- Published on the cricket club website.
- Notified via social media channels.
- Direct email to the Riverside Residents Association.
- A copy is available in the One Welcome Hub.

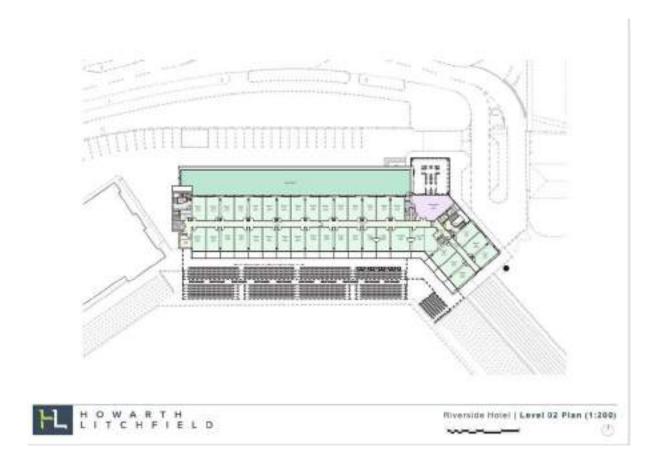
#### Appendix 1 Social Media Publicity Posts









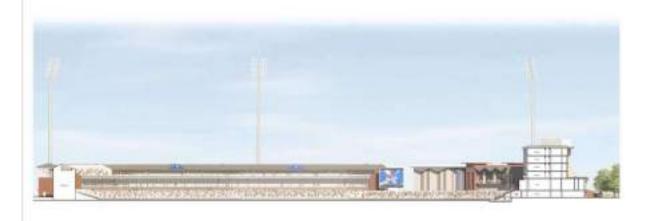








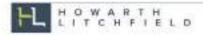
Riverside Hotel | Site Elevations





Riverside Hotel | Site Cross Section





Riverside Hotel | Cross Section





Riverside Hotel | 3D Visual





Riverside Hotel | 30 Visual





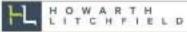
Hiverside Hotel | 3D Vises





Riverside Hatel | Photomontage

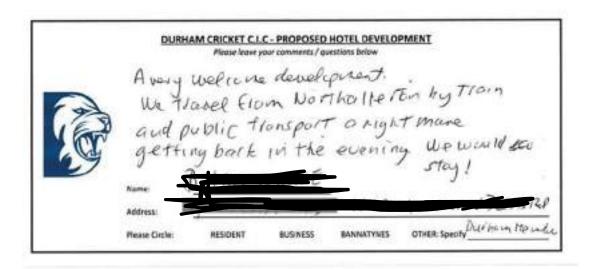


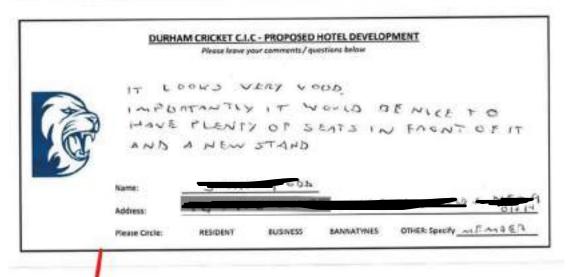


Riverside Hotel | Photomontage

# Appendix 3 Riverside Residents Association Q and A

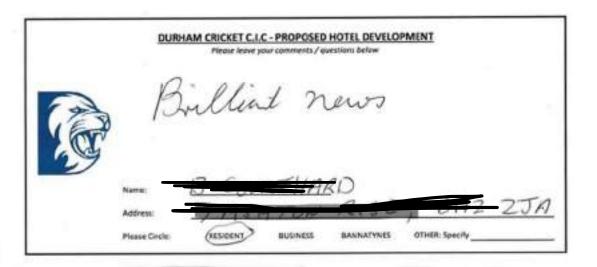
Question/Comment	Response			
What is the target clientele?	Those attending matchday events, business users and			
	tourists. There is a long term undersupply of this type			
	of hotel accommodation.			
Size	The proposal is for approximately 150 rooms.			
Who is the developer/funder?	The Club is the developer.			
Why has the development moved from	To protect the the views of the Castle and complete			
the databet (east) side of the stadium?	the building line of the stadium.			
Site car parking for hotel use - does it cover all rooms?	The hotel has 85 dedicated spaces and a parking strategy which the Council will assess. As well as dedicated parking, a Travel Plan has been developed to encourage sustainable modes of transport. A full Transport Assessment has been undertaken for the scheme.			
What about wider development in the area?	The Transport Strategy and Local Plans give consideration to these factors and each scheme has to provide a suitable Transport Assessment.			
Consideration of pedestrian safety, a number of residents walk their dogs past the site entrance towards the river.	Noted. The scheme has been adjusted to include a new footpath and verge that will continue the line of the footpath in front of the boundary wall. The entrance gateway is designed to allow safe useage.			
Will the new hotel mean increased noise.  Eg from fireworks at weddings.	Fireworks would require approval of the council via specific licences so there would be no change on what already happens. It was noted that there has been a move towards drones to provide displays in recent years and fireworks are expected to become less popular.			
Floodlights - concern that the foundations were put in before the appprovals were obtained.	That would have been undertaken at risk and is not planned to happen on this project.			
Steel frame or concrete	Concrete. This helps with sound attenuation and fire strategy.			
What is the cladding?	Glazed to the south , non-combustable rainsceen cladding on the north			
Timeline	2024 start on site, subject to planning			
Community club- what is in the area for	Open Community Café at Sticky Wicket Upgrades to			
the community.	pathway The hotel facility is open to the public Potential for more community uses.			
What will happen to the Ball and wicket monument at front of site	It could be relocated.			
Where will the stage go for concerts	The stage can go anywhere on the pitch.			
Will site maintenance be improved.	Site maintenance will continue to be reviewed.			

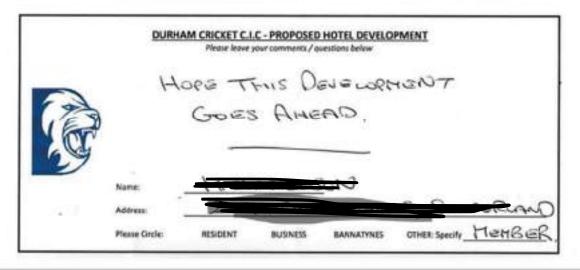


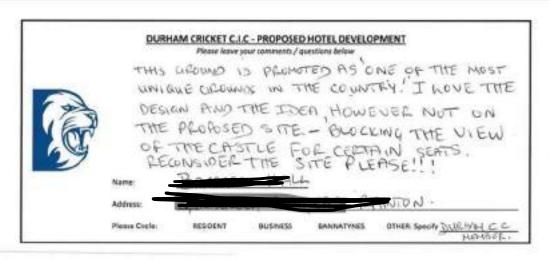


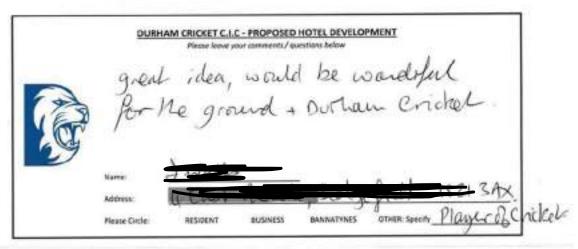


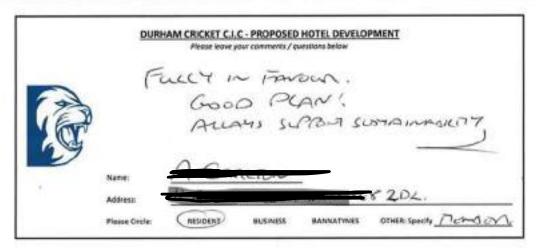
# DURHAM CRICKET C.L.C. - PROPOSED HOTEL DEVELOPMENT Fleese leave your comments / questions below Excellent! Name: Address: Fleese Circle: RESIDENT BUSINESS BANNATYNES OTHER: Specify MEMBER.

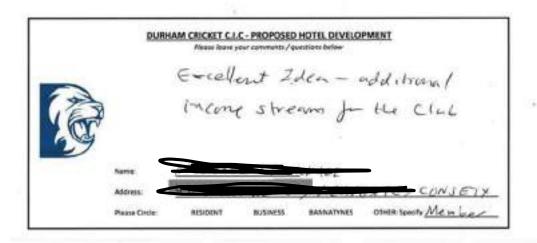






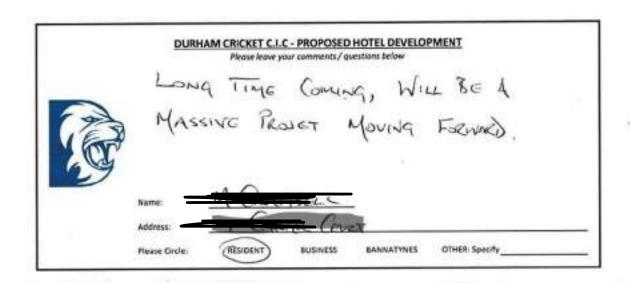


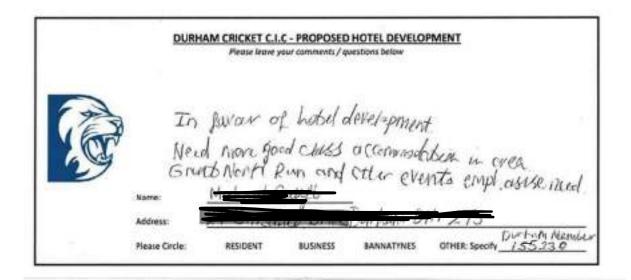


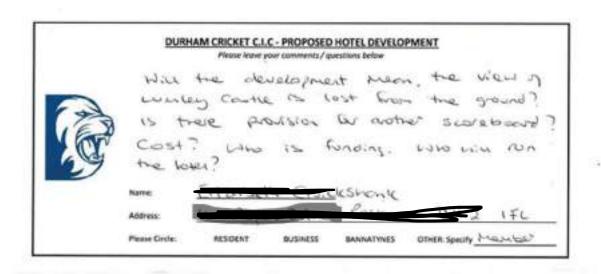


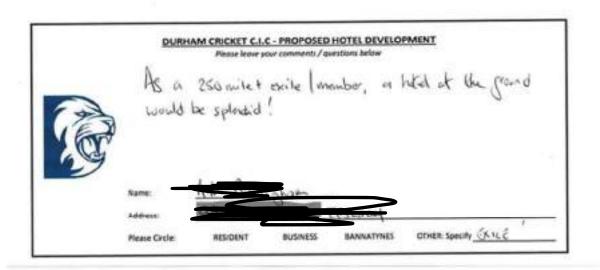
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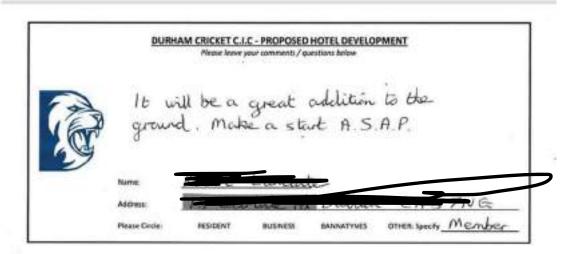


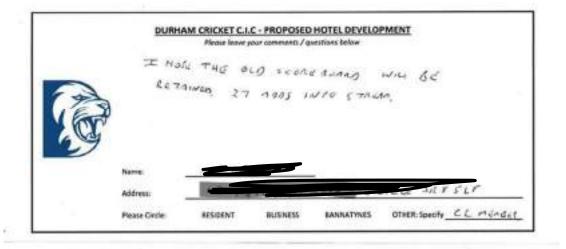




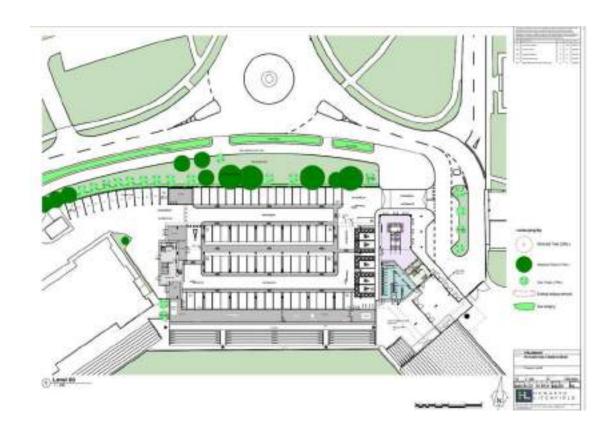


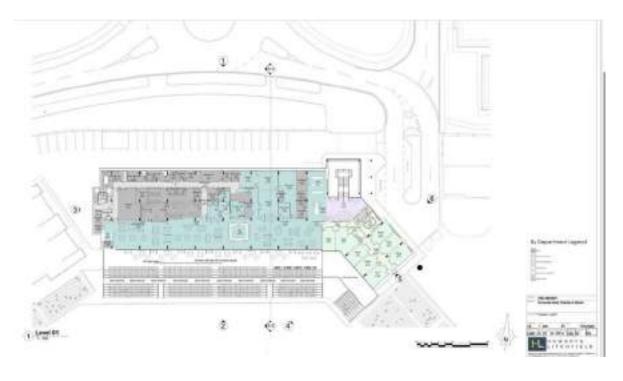


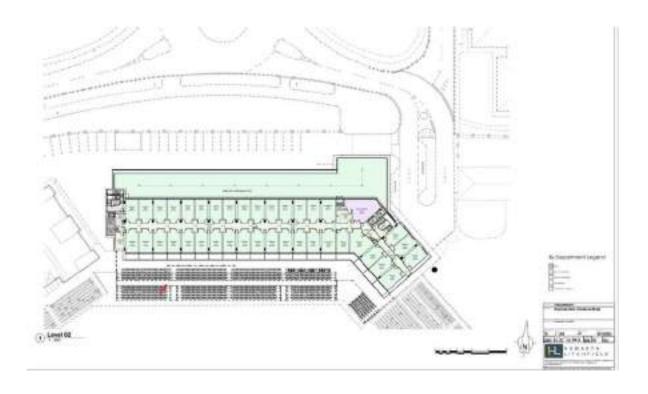




# Appendix 5 Revised Proposals

















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