

Statement of Community Consultation (Document 7)

On behalf of:
Tesco Stores Ltd

In respect of:
**Proposed Mixed Use Development Comprising Stadium,
Foodstore, Comparison Retailing, Leisure Uses, Commercial
Uses, Car Parking, New Access and Infrastructure and Public
Realm**

At:
**Town Centre and Land South of Cherryfield Drive, Kirkby,
Liverpool, Merseyside**

Date:
November 2007

Reference:
589904/Reports/Statement of Community Consultation



LRQ 400 3060

1.0 Introduction

- 1.1 This Statement of Community Involvement (SCI) has been prepared by DPP to summarise the community and stakeholder consultation undertaken in formulating the development proposals at Kirkby Town Centre and adjacent land to the south of Cherryfield Drive.
- 1.2 The development proposals within Kirkby will be the subject of a hybrid planning application containing both detailed and outline elements. The proposals are, '(i) *Detailed planning application for the erection of a stadium and ancillary facilities for football and related uses; new convenience retailing, new comparison retailing, new leisure uses, new food and drink uses, new offices and commercial uses, new residential, new petrol filling station; new car parking; new vehicular and pedestrian accesses and circulation and related highway and footpath works; new public realm; new tree planting and landscaping; new boundary treatments; and related new infrastructure and works. And (ii) Outline planning application for the erection of development for new retailing; new leisure uses; new food and drink uses; new offices and commercial uses; new car parking; new public realm; new tree planting and landscaping; new boundary treatments; and related new infrastructure and works; alterations to existing retail and other town centre uses; alterations to existing car parking areas; alterations to existing vehicular and pedestrian accesses and circulation; alteration to existing public realm; alteration to existing boundary treatments; and alterations to existing infrastructure.*
- 1.3 The planning application is supported by an ES, including review of compliance with planning policy; Planning Statement; Retail Impact Assessment; Design & Access Statement; Transportation Assessment, Master Plan Document; Health Impact Assessment; and Statement of Regeneration Benefits.
- 1.4 The evidence supporting this SCI is two fold and has been provided by the Electoral Reform Society who conducted the ballot for Everton Football Club; and SKVPR, IPB and Wagstaffs who act as PR consultants for Tesco Stores Limited (TSL). Due to the nature of the development and its position within a residential area, much of the community engagement has been lead by TSL, albeit encompassing the stadium proposals. The community consultation conducted by the football club has included a ballot of football supporters and was undertaken by the Electoral Reform Society.

2.0 Policy Context

- 2.1 This Statement of Community Involvement has been prepared in accordance with the provisions of PPS 1: Delivering Sustainable Development and Knowsley Metropolitan Borough Council's Statement of Community Involvement.
- 2.2 PPS 1 sets out advice from Central Government on, amongst other things consultation requirements in associated with major development. This states that more effective community involvement is a key element of the Government's planning reforms and this is best achieved when stakeholders are engaged in the development process from an early stage. This will enable problems and concerns to be assessed at an early stage.
- 2.3 It sets out that pre- application discussions with Local Planning Authorities are beneficial in that they ensure both parties understand the objectives and constraints that exist. This then enables proposals to be amended to ensure they better reflect community aspirations. The policy also states that pre- application discussions assist in the preparation of complete applications; thereby assisting determination is delivered in a speedier manner.
- 2.4 In order to reflect the requirements of PPS1, KMBC have prepared a Statement of Community Involvement as part of their Local Development Scheme. This also includes a section relating to pre- application consultation on major planning applications. This document encourages developers to conduct consultation directly with the community at an early, pre- application stage. It explains that whilst the Council may wish to be involved at some stage, consultation should be undertaken by developers. Early engagement will enable proposals to be understood and concerns addressed and this is more easily achieved prior to the submission of a formal application.
- 2.5 The Council's Statement of Community Involvement (SCI) sets out what consultation it expects to see in association with 'high impact' developments. This includes public meetings and exhibitions, presentation to town and parish Councils, displays in print and broadcast media and publication on websites. The SCI highlights the development team approach that is advocated by the planning department whereby pre- application discussions will be encouraged.

- 2.6 Finally, it is requirement of the SCI that all planning applications for major development are accompanied by a statement explaining who was consulted, when, what was the outcome of the exercise and how comments were taken on board.

3.0 EIA Consultation

3.1 DPP requested a formal screening and scoping opinion on the proposed Kirkby redevelopment for Environmental Impact Assessment under the Town & Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999 (the EIA Regulations) from KMBC on 15th August 2007 as the proposals fall within a Schedule 2 development ('Urban Development Project') under Section 10(b) of the Regulations. The LPA determined that an EIA was required in support of the proposals and responded by letter dated 7th September 2007 concluding that the proposals were EIA development having regard to the characteristics of the development and characteristics of the potential impact.

3.2 The scoping opinion that accompanied DPP's letter of 15th August 2007 was issued to the relevant consultees by Knowsley Metropolitan Borough Council (KMBC) who included, the Environment Agency, Merseyside Environmental Advisory Service, Natural England, United Utilities, NWRA, Environmental Health and the Highways Authority during the course of the assessment required under Regulation 4 of the EIA Regulations. KMBC issued their formal response to the request for a scoping opinion on 5th October. This process enables the EIA to be completed in accordance with the requirements of the Local Planning Authority and although a requirement under European legislation, it represents a formal pre- application consultation.

3.3 As part of the preparation of the Environmental Statement and the planning application, the following bodies have been consulted and referred to in forming the proposals.

- KMBC
- DTZ as KMBC's retail planning consultants
- Environment Agency
- Natural England
- DEFRA
- Merseyside Environmental Advisory Service
- Merseyside Passenger Transport Authority and Executive
- Merseyside Police

- Merseyside Fire & Rescue Service
- United Utilities
- Merseyside Archaeological Society
- CABE
- GONW

4.0 Application Site Consultation

4.1 The public and stakeholder consultation on the application proposals was led by SKVPR and IPB on behalf of Tesco Stores Limited and has been extensive. The consultation process has taken place over the last year and has largely been focused around face to face contact with those residents and institutions which could be directly affected by virtue of their proximity to the application site or potential relocation as part of the development proposals. The findings of these events are summarised in section 7 below.

4.2 The main list of events that took place between November 2006 and September 2007 is as follows;

- 8.11.06 Meeting with Principal of Knowsley College to discuss scheme
- 14.11.06 Meeting with Vice Principal of Knowsley College to discuss scheme
- 14.11.06 Meeting CDS Housing Association and Cherryfield Drive Co-operative residents
- 14.12.06 Meeting CDS Housing Association and Cherryfield Drive Co-operative
- 9.7.07 KMBC event, Kirkby Suite
- 27.2.07 Meeting CDS Housing Association and Cherryfield Drive Co-operative residents
- 20.3.07 Meeting with MP for Kirkby at House of Commons
- 27.3.07 Meeting at Cherryfield Care Home to discuss scheme
- 25.4.07 Meeting Vice Principal at Knowsley College
- 25.6.07 Meeting with CDS Housing Association and Cherryfield Drive Co-operative residents
- 18.9.07 Meeting with CDS Housing Association and Cherryfield Drive Co-operative

4.3 During July an intensive and comprehensive consultation with residents of 'The Grange' took place; conducted by IPB. The Grange is the collective term for

Whinberry Drive; Meadowbarn Close and Pondwater Close and consists of 75 properties.

- 4.4 This exercise was in two stages. Firstly IPB Communications led a preview consultation session for The Grange residents on the evening of Monday 25th June at Brookfields High School. 73 people attended, of which 21 residents were from The Grange and the rest were from either Kirkby Residents Action Group or Keep Everton in Our City. Following on from this, the Council led consultation at the Kirkby Suite (Tuesday 26th and Wednesday 27th); residents on The Grange were offered a one-to-one meeting to discuss the initial proposals with a representative of IPB Communications. 43 out of 75 households took up this offer, with each visit lasting approximately one hour.
- 4.5 In addition to the above, Tesco Stores Limited were involved with the Interim Planning Statement consultation conducted by KMBC on 25th June 2007. At this event, residents and stakeholders who work, live or have an interest in Kirkby were invited to have their say on the principle of the proposals. During this process, more than 950 questionnaires were completed and the comments received were analysed by an independent company called Base Line Research. This event and the associated findings are included on the Council's website at <http://www.knowsley.gov.uk/kirkby/index.html>.
- 4.6 SKVPR and Wagstaffs on behalf of the developers, Tesco Stores Limited and Everton Football Club, will be holding a public consultation event during w/c 12th November 2007. This is intended to be the final consultation exercise in advance of the submission of the planning application and Environmental Impact Assessment to KMBC for the end of the year. Following on from the responses received at the IPS consultation event, it is proposed to address the 9 themes of concern (see section 7) in the first instance. Additionally, the exhibition material will include a presentation on the retail offer and the stadium proposals. It intended that the first 2 days of the exhibition will be opened up for residents of 'The Grange' only; thereafter becoming an event for the general public and other stakeholders. This event will be publicised using various media including a website and news paper and radio announcements. As a result of the potential consultations required in association with the planning application and IPS, it has been decided not to letter drop to announce the exhibition to avoid confusion.

5.0 Everton Football Club Consultation

5.1 On the 6th August 2007, Everton Football Club balloted its fans on the proposed relocation of their club to Kirkby. This move followed a commitment from the Club Chairman at various Annual General Meetings that supporters would be fully integrated into the decision to relocate. The intention of the ballot was for the Board to receive a mandate from the supporters to back the move.

5.2 To add a significant level of credibility to the ballot, the Electoral Reform Society was instructed to conduct the process. Voting packs were issued to current season ticket holders, together with fans that had also held a season ticket in the last 3 years, non season ticket holding Club Shareholders and 2006/07 Adult Evertonia members. In total 33,662 voting packs were dispatched. The question asked was as follows;

Based on the foregoing information, the board is inclined to pursue the building of a new stadium in Kirkby. The Board promised to ballot Evertonians to ascertain their views on this move.

The question is: Are you in favour of relocating Everton Football Club to Kirkby?

5.3 The ballot closed on 23rd August 2007 with 25,761 votes received (63 votes were found to be invalid). Therefore, the Club received a total of 25,698 valid votes representing a turnout of 70.27%.

5.4 With regards to websites, Everton FC has a micro site devoted to the stadium <http://www.evertonfc.com/club/stadium-gallery.html> .

6.0 Pre- application Engagement with KMBC

- 6.1 In accordance with the requirements of Knowsley Borough Council's Statement of Community Involvement and at the invitation of the planning section of the Council; DPP, planning consultants for Tesco Stores Limited have been attending weekly development team meetings. The purpose of these meetings is to familiarise the LPA with the proposals at an early stage and to provide the opportunity for their views to be expressed and subsequently addressed within the scheme.

- 6.2 It is intended that the outcome of these regular meeting will ensure the application received by KMBC on day one is complete and meets all their requirements in terms of content and quality.

7.0 Findings

APPLICATION SITE CONSULTATION

7.1 As discussed in section 4 above, the most direct form of community engagement took place in July in the form of face to face meetings with residents of 'The Grange', conducted by IPB. Face to face meetings were considered most appropriate in this case as these residents have the closest relationship with the scheme and therefore the approach was tailored to meet their needs.

7.2 Although these residents were broadly in favour of the regeneration of Kirkby, all objected strongly to the development. All residents were concerned by the positioning of the stadium, petrol station and access roads and the subsequent impact this would have upon the value of their properties, all of which are owner occupied with the exception of several properties now owned by the applicant. The concerns were as follows;

- The construction phase and resulting noise; dust; traffic management and
- general disturbance
- The match day scenario – increase in traffic; noise; potential ASB; parking
- Property prices devaluing
- Not being able to sell their property if they wanted to move
- Loss of green spaces
- What lies beneath the landfill site. Very anxious about the impact on health
- Tesco buying some properties and not all
- Impact on children
- 'Council' residents moving in to the locality (CDS & the Cooperative)
- Why didn't they wait for Everton to decide they were coming before putting
- the residents through all this angst?
- We were told that Wimpey owned the strip of land directly behind the
- perimeter houses; they still cut the grass and couldn't build on it because of

- the landfill.
- This situation is making us very ill

7.3 In response to these concerns the following measures have been implemented by the design team;

- A landscape / noise attenuation bund has been added to the proposals where the residential properties adjoin the application site boundary
- A Local Area Management Plan will be established prior to the determination of the planning application to safeguard residential amenity, reduce traffic congestion, minimise litter and disturbance on match days
- The scheme will mitigate construction phase impacts by way of a Code of Construction Practice to ensure amenity is safeguarded.

7.4 The consultation exercise 'Your Kirkby, Your Future' that was conducted during the summer highlighted that an overwhelming percentage of the community felt that Kirkby would benefit from regeneration. Despite this, many involved in the exercise were still undecided about the proposals and the following concerns were raised;

- Why do we need a stadium?
- Will there be any increase in traffic congestion and pollution?
- What would be the impact upon my quality of life?
- Would there be an increase in crime, disorder and antisocial behaviour?
- Would there be an increase in noise and light pollution?
- What impact would a development have on green space, sports areas and schools?
- Will a development affect property prices?
- Would there be a possible increase in costs to Knowsley Council?
- How will consultation be managed in the future?

7.5 The final Tesco exhibition to be held w/c 12th November will not be completed in time for its findings to be incorporated into this document.

EVERTON FOOTBALL CLUB CONSULTATION

- 7.6 Voting in the ballot closed at noon on 23rd August 2007. The result of the ballot was 59.27% (15,230) in favour and 40.73% (10,468) against the proposal to move the Club to Kirkby.

CABE Consultation

- 7.7 During the evolution of the master planning process the Design Team have undertaken various consultation sessions with CABE. CABE have been involved in the design of the final proposals and are generally supportive of the principle of the scheme. CABE originally expressed concerns about the level of surface parking to the south of Cherryfield Drive and this has been amended by pushing the retail quadrant inwards, thereby decreasing parking numbers. They also expressed concerns about the level of development in the southern area of the site and the apparent lack of activity in the existing town centre in earlier phases of the masterplan. They particularly wished to see a thriving town centre, with a range of services arranged in a street like pattern. To tackle this, several units within the existing town centre are proposed to be demolished and replacement units positioned to enable streets running north/ south and east/ west. Finally they requested that high standards of design be achieved in terms of energy efficiency, this has also been addressed within the development proposals.

GONW Consultation

- 7.8 During the formulation of the application proposals, the Design Team have held four meetings with GONW at their offices in Manchester. These meetings have also been attended by Planning Officers of KMBC. The principle of these meetings has been to keep GONW abreast of the complex planning proposals that will be arriving with them mid- March. These meetings have helped to steer the formulation of the planning submission and have focused the content of the planning supporting documentation. GONW have identified the key planning considerations they feel need addressing.

8.0 Conclusion

- 8.1 It is considered that the team associated with the proposals to redevelopment Kirkby Town Centre and Land to the South of Cherryfield Drive, through the consultation process outlined in previous sections, have demonstrated clear and comprehensive engagement with the local community and other stakeholders.
- 8.2 What is clear from the findings highlighted above is that there is sufficient opportunity for the planning application and the mitigation measures outlined within the Environmental Impact Assessment to address the outstanding concerns of local residents.
- 8.3 The consultation exercise undertaken is considered to meet the requirements of PPS1 and Knowsley Metropolitan Borough Council's Statement of Community Involvement.