



Knowsley Council

Knowsley Local Plan

Supplementary Planning Document Report of Consultation

Prescot Town Centre Masterplan SPD

June 2016

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1. Introduction

1.1 This document summarises the outcomes of the statutory period of public participation on the draft Prescott Town Centre Masterplan Supplementary Planning Document (SPD) which was subject to appropriate stakeholder engagement during its production and was published for public consultation for six weeks between 4th February 2016 and 17th March 2016. The consultation period was extended by one further week until 24th March 2016, following requests from members of the public. The consultation was advertised on the Council's website and in the local press. Statutory consultees and all of those previously involved in the preparation of the Local Plan were notified in writing on commencement of the consultation period.

1.2 The document has been prepared by consultants Peter Brett Associates in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012, the Planning and Compulsory Purchase Act 2004 (as amended) and national policy set within the National Planning Policy Framework (2012). The SPD's purpose is to guide the interpretation and application of certain policies in the Statutory Development Plan for Knowsley.

1.3 The Statutory Development Plan currently comprises the following documents:

- Knowsley Local Plan: Core Strategy (2016);
- Merseyside and Halton Joint Waste Local Plan (2013); and
- Saved Policies: Knowsley Replacement Unitary Development Plan (UDP) (2006)

2. Purpose of the proposed SPD

2.1 The Council's "Strategy for Knowsley" sets a vision for Knowsley to become the "Borough of Choice" by 2023. This will mean ensuring that Knowsley has a sustainable and diverse population, provides opportunities for positive lifestyle choices, maximises economic growth potential and addresses the causes of deprivation and disadvantage.

2.2 In January 2016, the Council adopted the Knowsley Local Plan: Core Strategy (2016) which, among other things, contributes to the achievement of this vision by introducing a range of new policies to complement those existing within the adopted Waste Local Plan and saved policies in the UDP. As stated in para 1.2, the role of the SPD is to provide further detail to explain and assist with the interpretation of some of these policies and provide further guidance relating to Prescott Town Centre.

2.3 The SPD will therefore help deliver the key goals and outcomes which influence the achievement of the vision for Knowsley as "Borough of Choice" by 2023 including: safe attractive sustainable neighbourhoods; quality infrastructure and environment; ensuring safer and more cohesive communities, vibrant and welcoming town centres and improving Knowsley the place. This will be achieved through the SPD building on the established strategic framework for Prescott Town Centre as set out in the adopted Local Plan Core Strategy (2016). This includes specific guidance on town centre design principles, public realm investment, movement and transport developments and identifying potential opportunity sites incorporating key design

principles for each. The SPD does not “allocate” land for development but provides additional guidance for investors, developers and decision makers. The SPD sits alongside other planning policy documents, most notably the Prescott Town Centre Conservation Area – Management Plan (2012), the adopted Design Quality in New Development SPD (2016), the Shopfront and Signage Design SPD (2016) and the emerging Town Centre Uses SPD.

2.4 The guidance in the SPD, once adopted will become a material consideration in determining planning applications and will apply where relevant to new development proposed within the Prescott Town Centre boundary.

3. Preparation and pre-consultation stages of the SPD

3.1 The Town and Country Planning (Local Planning) (England) Regulations 2012 sets out the statutory requirements with respect to the preparation of SPDs. Further guidance is provided in a Statement of Community Involvement (SCI), which explains how the Council will involve residents and businesses in planning issues; Knowsley’s Statement of Community Involvement was adopted by the Council and published in May 2007.

3.2 The SCI explains the Council’s preferred methods of consultation for Development Plan Documents (i.e. Local Plans), SPDs and planning applications. It also sets out who will be consulted and when.

3.3 The Council is responsible for ensuring that the procedures involved in producing any planning policy document are fully compliant with the relevant regulations, and measures set out in the SCI.

3.4 An early stakeholder event was held in March 2015 with key stakeholders to discuss the masterplan SPD vision and emerging approaches to its delivery.

3.5 To ensure that the content of the draft SPD has been subject to appropriate stakeholder engagement in advance of the statutory period of public participation, the following Council service areas were briefed about the document and were given the opportunity to provide input into the production of it:

- Asset Management
- Conservation
- Development Management
- Environmental Health
- Highways
- Leisure & Culture
- Local Plan
- Public Health
- Public Open Spaces
- Strategic Housing
- Strategic Investment

- Strategic Regeneration
- Transport
- Town Centre Management

3.6 Informal engagement with these service areas took place via workshop meetings, formal e-mail consultations, and moderation meetings with the above internal stakeholders. Following this, the draft SPD was finalised in readiness for formal public consultation in February 2016. This process is documented in the Pre Production Statement of Consultation which was published alongside the consultation version of the SPD.

4. Habitats Regulation Assessment (HRA) and Strategic Environmental Assessment (SEA) consultations

4.1 The Town and Country Planning (Local Planning) (England) Regulations 2012 do not require a Sustainability Appraisal to be carried out on SPDs. However, under separate regulations the Council must formally consider (in a "screening document") whether the SPD requires a Habitat Regulation Assessment (HRA) and/or a Strategic Environmental Assessment (SEA). Accordingly, formal screening documents have been prepared to accompany the draft Prescot Town Centre Masterplan SPD and these documents concluded that the SPD did not require a full HRA or SEA. The screening opinions were available on request during the public consultation period on the draft SPD.

4.2 The following comments in respect of the screening documents were received during statutory consultation with the appropriate nature conservation bodies:

- Natural England – Agreed with the conclusions of the SA and HRA Screening Reports that no further action is required.
- Natural Resources Wales (Includes responsibilities of Countryside Commission Wales) – No responses received.

5. Process of formal consultation on the draft SPD

5.1 The draft SPD was approved for consultation by the Director of Place, in consultation with the portfolio holder for Regeneration Economy and Development on 1st February 2016.

5.2 The draft SPD was subject to a seven week period of public consultation from **4th February 2016 to 24th March 2016**. This formal consultation was undertaken in accordance with the relevant requirements outlined in section 3 of this report. The seven week consultation period exceeded the minimum of 4 weeks required by the regulations.

5.3 The Council made available on its website and in publicly accessible deposit locations, including Council One Stop Shops and libraries, all consultation material (including reference copies of the draft SPD, response surveys and a Frequently Asked Questions document). The consultation was advertised on the Council's

website and in the local press. Statutory consultees and all of those previously involved in the preparation of the Local Plan Core Strategy (including any parties submitting representations or signing petitions in relation to this process) were notified in writing on commencement of the consultation period.

5.4 The consultation on the Prescot Town Centre Masterplan SPD also used the following methods:

- A workshop with Elected Members
- A workshop with Prescot Businesses which included sending letters to all 200+ Prescot businesses on the Knowsley Business Liaison database;
- Attendance at the two Prescot Producers Markets held during the consultation period;
- Attendance at local community groups including the Prescot Pensioners Luncheon Club;
- Five drop in sessions in the town centre utilising a vacant retail unit in the Prescot Shopping Centre;
- Placing materials in the vacant retail unit's window for a period of two weeks containing details of how to respond to the consultation; and
- Handing out surveys to members of the public, businesses and key stakeholders (please see Appendix C for a copy of the survey questions).

5.5 Some of the consultation material was necessarily complex, although the Council undertook steps to help members of the public and other stakeholders to engage with the consultation. Such measures included:

- The preparation of standard response forms and guidance notes for completing responses;
- An offer to provide large-print, Braille, audio and other language versions of materials where requested;
- The ability to contact Council officers by telephone, email or post to discuss the consultation and any problems arising;
- Preparation of Frequently Asked Questions, available online and in One Stop Shops and Libraries;

5.6 Relevant pages on the Council's website and the response forms made clear that representations on the draft SPD must be returned to the Council in writing before the end of the consultation period (which was extended to 24th March 2016). The Council accepted responses submitted by email or post, or by the use of the standard response form and survey.

5.7 The Council collated all representations that were received either electronically or in paper form. Whilst personal information provided as part of a representation cannot be treated as confidential, as the Council is required to make all representation available for public inspection at the adoption stage of the SPD, personal information provided as part of representations, other than the names of individuals and organisations, will be protected through redaction of personal data including postal addresses, telephone numbers, email addresses and signatures.

6. Overview of response to consultation on the draft SPD

6.1 In total, the consultation period saw 214 stakeholders engaged during the seven weeks. During the public engagement sessions in Prescott Town Centre 202 members of the public discussed the masterplan SPD with council officers and 145 comments were received as part of these discussions. The majority of these comments were received via face-to-face discussions with members of the public and during organised events including:

- An Elected Members Session
- A Business Event
- Attendance at the Prescott Pensioners Luncheon Club
- Attendance at a Heritage, Leisure and Culture Workstream meeting.
- Attendance in the town centre during the Prescott Producers Market and on five other separate occasions.

6.2 A large number of the comments received were comments of support which are detailed in Appendix B. The Council received 11 submissions via response forms and surveys on the draft SPD via email and letter as listed below:

- United Utilities
- Natural England
- Wildlife Trust
- Merseytravel
- Cronton Parish Council
- Teresa Neaves
- Marie Reeve (Prescot Methodist Church)
- Paula Dagnall
- Mark Shaw
- Paula Prescott
- Mrs F Wynn
- Allan Richardson
- Knowsley Council Conservation Officer
- Knowsley Council Townscape Heritage Initiative (THI) Officer

6.3 Of the consultation responses received including face-to-face comments and those submitted formally, some were received from specific consultation bodies, and some were received from members of the public and other organisations. The breakdown of the responses received into those from specific consultation bodies, and those from non-specific consultation bodies is shown in **Table 1** below.

Table 1: Submissions by type of respondent	
Respondent type	Number
Member of the Public	137
Specific Consultation Body	3
Developer / landowner	0
Other Agency	4
Total	144

6.4 Appendix A summarise the issues and comments raised by each respondent, together with the Council response and any proposed changes to be made to the SPD. Please note comments of support are contained within appendix B

6.5 Two further submissions were received after the consultation deadline. Whilst these responses are noted by the Council, they are not recorded as formal consultation responses.

6.6 Any further changes made to the SPD between the draft public consultation version and the final adoption version relate only to minor changes and corrections (for example in relation to grammatical corrections or to improve clarity of wording) or updates (to reflect the passage of time between the consultation versions and the adoption versions being finalised (for example the adoption of a new policy document by the Council).

7. Next Steps

7.1 The Council will adopt and publish the SPD as formal planning guidance, in order to explain and assist with the interpretation of relevant policies in the Borough's Local Plan, leading to better informed decisions.

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APPENDIX A: PRESCOT TOWN CENTRE MASTERPLAN SPD - ISSUES AND RESPONSES

<p>List of respondents</p> <ul style="list-style-type: none"> • United Utilities • Natural England • Wildlife Trust • Cronton Parish Council • Teresa Neaves • Marie Reeve (Prescot Methodist Church) • Paula Dagnall • Mark Shaw • Paula Prescott • Mrs F Wynn • Allan Richardson • Knowsley Council Conservation Officer • Knowsley Council Townscape Heritage Initiative (THI) Officer
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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
United Utilities	Whole document	<p>As a number of United Utilities assets and easements are adjacent to and within the footprint of the masterplan it is requested the masterplan SPD's design:</p> <ul style="list-style-type: none"> • Details how and what levels of protection will be implemented for the 	<p>Details of how the council will protect existing assets, vibration levels of developments and the selection of public realm and development materials will be looked at on a project</p>	<p>No – to be incorporated into the implementation stage of the masterplan SPD.</p>	<p>N/A</p>

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		<p>existing assets to ensure no detrimental impact on the service levels delivered by United Utilities.</p> <ul style="list-style-type: none"> • How vibration levels will be monitored during each phase (these must not exceed a peak particle velocity of 5mm/s. • Shows careful consideration must be given to the selection and location of the surface material for sub bases, street furniture, trees and plants. • Shows careful consideration for the management and control of surface water. 	<p>by project basis during the masterplans implementation. The masterplan also includes the town centre design principle 'encouraging the use of high quality traditional local materials in new development and public realm improvements' on page 23.</p>		
Mrs Wynn	Whole document	Requested more leisure within the town centre including somewhere for the youth of Prescot to go.	Creating a critical mass of leisure development is one of the key objectives	No	n/a

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
			of the masterplan which will incorporate facilities for all ages.		
Merseytravel	5.9 Movement Strategy	Public realm improvements to Derby Street - High Street area need to reflect and enhance the use of these highways as an important and high frequency bus corridor. Merseytravel has provisional plans to improve bus stop infrastructure along this corridor and would wish to see these aspirations included in the masterplan.	The masterplan identifies improvements to bus stop facilities at Warrington Road in EAA3 – public realm and movement section in line with key opportunity sites. The masterplan also identifies ‘improved links between bus stops to Warrington Road and Eccleston Street’.	No	
Merseytravel	5.9 Movement Strategy	Traffic calming measures must take account of existing bus routes.	At this stage the individual traffic calming schemes have yet to be developed. When these are further designed existing infrastructure	No	

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			including bus routes will be taken into account.		
Merseytravel	WAA5 – public realm and movement	Merseytravel would be happy to work with KMBC and partners to review the design and operation of the bus station but wish to highlight patronage has increased significantly in recent years and Merseytravel would not wish to see measures introduced which reduce the use and effectiveness of the bus station.	The masterplan specifically states in 5.23 bullet point 1 “Reviewing the operation and design of the bus station <u>to increase patronage...</u> ”	No	
Mrs Prescott	Whole document	Completing the survey responded ‘strongly support’ for questions 1-4 and ‘supported’ for question 5. The following were suggested: <ul style="list-style-type: none"> Revisit the Station Road access route. 	The Station Road access route has been identified as a strong pedestrian	No	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		<ul style="list-style-type: none"> • Will demolishing Eccleston Street East site come up against a conservation order? • A visitor centre in the One Stop Shop. 	<p>link, however Sewell Street provides the most opportunities for a safe multi-modal transport corridor linking the retail park and the town centre. The Eccleston Street East site is within the Conservation Area and the masterplan has been subject to consultation with the Prescott Town Centre (TC) Conservation Area Management Plan. Schemes such as a visitor centre will be looked at when the individual sites are further developed.</p>	<p>No</p> <p>No – further down the line.</p>	
Mrs Prescott, Heritage, Leisure & Culture	WAA4 – Other Opportunity Sites – 5.21	Greenhall Court should be demolished as it is a blight on the area and not what Prescott needs at the new	Agreed and proposals for Greenhall Court have been further looked	Yes	Para 5.21 – Over the longer term comprehensive redevelopment of the

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		<p>centre.</p> <ul style="list-style-type: none"> The High Street – Sewell Street gateway is destroying the historic ambience of the area. Having roads around and not through the town centre destroys the original street route of Prescott. Deanes House Car Park should not be redeveloped. 	<p>Reinstating Eccleston St for traffic was looked at as part of the masterplanning process however was deemed unsuitable given the desire to build on the historic setting of the main shopping street and the current function of A57.</p> <p>This site has been identified as an 'opportunity site' to provide residential development in the town centre if this site was to come forward. More people living within the town centre will provide much more trade and footfall to local businesses.</p>	<p>No</p> <p>No</p>	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		<ul style="list-style-type: none"> • Sewell Street Garage Site should not be suggested for residential. • Improving the setting of Sewell Street is not supported. • Central Action Area – concerned about vandalism to street furniture. • The museum should be relocated back to the 'Museum building'. • The Methodist Church on Atherton Street has 	<p>As above with the car park, residential development provides an increase in footfall and trade to local businesses.</p> <p>This has been identified as the key multi-modal transport corridor from north to south and therefore will need improvements to its appearance to create and enforce this corridor.</p> <p>This will be explored in further detail as public realm schemes are developed.</p> <p>The role of the masterplan is not to allocate land for certain uses.</p> <p>This site was explored to be a 'key</p>	<p>No</p> <p>No</p> <p>No – further down the line.</p> <p>No</p> <p>No</p>	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		been left to decay and should be a priority for Prescot from a historical perspective.	opportunity site', however given its lack of visibility from a main road and given the other opportunity sites will provide the step change required for Prescot it has been identified as an opportunity site.		
Mr Shaw	Whole document	Completing the survey responded 'strongly support' for questions 1, 3, 4 and 5 and 'support' for question 2.			
Mr Shaw and Town Centre 26.02.2016		The option to run a link directly from the station along Station Road, through the middle of Cables Retail Park and reconnect again with Station Road and Aspinall Street should be explored, but the route through Cables Retail Park / Station Road would have to be improved.	The Station Road access route has been identified as a strong pedestrian link in the masterplan, however Sewell Street provides the best opportunities for a safe multi-modal transport corridor linking the retail park and the town centre.		

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			It also has a higher deliverability aspect than Station Road due to the existing infrastructure at both locations.		
Mrs Dagnall	Whole document	Comment regarding the lack of participation from the residents and communities within Knowsley in the production of the masterplan.	The masterplan has been developed by external consultants who were appointed following an extensive procurement process. In the early stages of the production of the masterplan there was a stakeholder event with key stakeholders of the town centre. Following this there has been a 7 week consultation period which has gone above and beyond the legal requirements of the	No	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
			Statement of Community Involvement.		
Marie Reeve	EAA2, Land between Atherton St and Chapel St	The Prescott Methodist Church on Atherton Street should be changed from an 'opportunity site' to a 'key opportunity site' within the masterplan.	This site was explored to be a 'key opportunity site', however given its lack of visibility from a main road and given the other opportunity sites will provide the step change required for Prescott it has been identified as an opportunity site.	No	
Natural England	Whole document	<ul style="list-style-type: none"> The SPD could consider making provision for Green Infrastructure within development in line with National Planning Policy Framework. Biodiversity enhancement – The SPD could consider incorporating features 	<p>This element will be looked at as individual schemes are drawn up.</p> <p>This element will be looked at as individual schemes are drawn up.</p>	<p>No</p> <p>No</p>	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		<p>which are beneficial to wildlife within development, in line with paragraph 118 of the National Planning Policy Framework.</p> <ul style="list-style-type: none"> • Landscape enhancement –The SPD may provide opportunities to enhance the character and local distinctiveness of the surrounding natural and built environment; use natural resources more sustainably; and bring benefits for the local community, for example through green infrastructure provision and access to and contact with nature. 	<p>This element will be looked at as individual schemes are drawn up.</p>	<p>No</p>	
Wildlife Trust	n/a	<p>The Wildlife Trust does not have any comments to make on this occasion.</p>	n/a	n/a	n/a
Cronton	n/a	<p>Cronton Parish Council does</p>	n/a	n/a	n/a

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Parish Council		not have any comments to make on this occasion.			
Teresa Neaves and Town Centre 24.02.2016	Whole document	The masterplan needs to identify something for the youth of Prescott and somewhere for families to go of all ages.	The strong leisure-led development sites proposed in the masterplan provide opportunities for somewhere for the youth of Prescott and families to go.	No	
Prescot Producers Market 06.02.2016 and Town Centre 24.02.2016	Whole document	A supermarket is needed in the town centre.	The masterplan does not allocate land for specific uses, however does provide preferred uses to guide development in the right areas for the town to enhance and sustain. Those sites identified as commercial provide opportunities for a supermarket which would complement the offer currently at	No	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
			Cables Retail Park.		
Prescot Producers Market 06.02.2016	WAA2 – Mill Street West	The masterplan should assess what services/facilities will be needed if Shakespeare North Trust (SNT) theatre comes to Prescot to ensure we cater to visitors needs.	The masterplan does look at individual schemes this in depth and will be part of the next stage of the SNT theatre.	No	
Prescot Producers Market 06.02.2016 And Elected Members Session	5.9 Movement strategy	Gateway signs are required to promote the town centre and advertise the offer of Prescot.	New gateway signage and advance signage to town centre car parks is proposed in the masterplan. What is included on the signs will be looked at as the scheme is further developed.	No	
Town Centre 18.02.2016	5.17 Movement strategy	The new location of the Museum needs to be promoted through signage.	As above the details of the signs will be looked at as the signage scheme is further developed.	No	
Town Centre 18.02.2016	Whole document	A budget supermarket is needed.	The masterplan does not allocate land for specific uses,	No	

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			however does provide preferred uses to guide development in the right areas for the town to enhance and sustain. Those sites identified as commercial provide opportunities for a supermarket which would complement the offer currently at Cables Retail Park.		
Town Centre 18.02.2016	5.17 Movement strategy	Council car parks need to have better signage	Advance signage to town centre car parks is proposed in the masterplan.	No	
Town Centre 18.02.2016 Town Centre 20.02.2016	5.17 Movement strategy	The shopping centre should be a high priority in the masterplan.	The shopping centre is identified as a 'key opportunity site' giving it the highest priority in the masterplan.	No	
Town Centre 18.02.2016,	WAA5 – Public Realm	The location of the bus station and the buses which	Agree with this proposal	Yes	Reviewing the operation and design of the bus

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Elected Members Session and Pensioners Luncheon Club	& Movement, bullet point 1	use this facility needs to be further explored as several buses do not enter the bus station.			station to increase patronage, account for potential redevelopment of land at Mill Street West, and to reduce the scope for vehicular conflict in this area. <u>This could include relocation of the bus station to an alternative town centre site with good accessibility.</u>
Town Centre 20.02.2016	Central Action Area	Eccleston Street should be reinstated for cars and if not it should at least be resurfaced.	Reinstating Eccleston St for traffic was looked at as part of the masterplanning process however was deemed unsuitable given the desire to build on the historic setting of the main shopping street and the current function of A57. The opportunity for Eccleston St to be	No	

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			resurfaced is included in the masterplan in section 5.27.		
Town Centre 20.02.2016	CAA1 – Prescot shopping centre	Kemble Street should be included in the masterplan for improvements.	Agree that it should be referenced in the masterplan.	Yes	Additional bullet point in CAA1 – Prescot Shopping Centre Key design principles: <u>2. Improved integration with Kemble Street and Aspinall Street to improve the appearance of these streets.</u>
Town Centre 26.02.2016	Whole document	A better selection of shops is required for the town centre.	The masterplan does not allocate land for specific uses, however does provide preferred uses to guide development in the right areas for the town to enhance and sustain. Those sites identified as commercial and retail provide opportunities for a better selection	No	

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			of shops.		
Town Centre 05.03.2016	Whole document	A gym is required in the town centre and should be referenced in the masterplan.	The masterplan does not allocate land for specific uses, however does provide preferred uses to guide development in the right areas for the town to enhance and sustain. Those sites identified as leisure provide opportunities for a gym.	No	
Business Event 15.03.2016	Whole document	The town centre and the events held need to be advertised and promoted more to entice people to Prescott.	The masterplan in TCS6 identifies 'provide the capacity for effective events management', which incorporates promoting what is on within the town centre.	No	
Heritage Leisure & Culture	WAA5 – Public realm and	A market up Sewell Street would attract people from the retail park to the town centre.	The masterplan in TCS6 identifies 'provide the capacity	No	

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Group	movement		for effective events management', of which events and ideas such as these will be explored at schemes are further developed.		
Heritage Leisure & Culture Group	5.9 Movement strategy	A park and ride was suggested for Prescott Town Centre	The masterplan in TCS6 identifies 'review the supply and operation of town centre car parking', which will include looking at all potential parking options.	No	
Heritage Leisure & Culture Group	Prescot Rail Station	Improvements are needed to the station and it needs to advertise the town centre's offer.	The station sits outside of the masterplan study area, however this scheme has been identified in the Knowsley Transport Investment Pipeline.	No	
Heritage Leisure & Culture	5.9 Movement Strategy	The masterplan needs to direct people to and from the Soccer Centre and Whiston	New wayfinding signage in and around the town	No	

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Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
Group		Hospital to the town centre.	centre is proposed in the masterplan. Which sites will be signposted will be looked at as the scheme is further developed.		
Elected Members Session	5.6 Public Realm Strategy	Public realm strategy needs to include places for people to stop and spend time in the town centre while not detracting from cafe spill out spaces.	Places for people to stop and spend time will be looked at as individual public realm schemes are developed.	No	
Elected Members Session	5.6 Public Realm Strategy	Public realm along the high street should be considered in the masterplan.	5.8 states "...and potential future improvements to Ackers Street and High Street."	No	
Elected Members Session and KMBC Conservation Officer	WAA1 – Land at Sewell Street	The whole building of the former picture house on Sewell Street needs to be incorporated into the development so this historic feature is not lost, not just the frontage.	Agree providing this does not stifle the regeneration and sustainability of the town centre.	Yes	WAA1 – Key design principle 4 " Retention of the existing frontage to the former picture house on Kemble Street. <u>Development should seek to retain and incorporate the historic</u>

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APPENDIX A: PRESCOT TOWN CENTRE MASTERPLAN SPD - ISSUES AND RESPONSES

Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		Conservation Officer also raised 48/50 Market Place buildings need to be protected.			<u>buildings on Kemble Street, unless any losses associated with a comprehensive redevelopment scheme can be suitably justified.</u>
Elected Members Session	Whole document	The shutters on evening and night time businesses need to be looked at in the masterplan as they are a blight to the area and the masterplan encourages and evening and night time economy in the town centre.	The Council recently adopted a Design Quality and Shop Fronts SPD which will tackle this issue.	No	
Pensioners Luncheon Club	5.9 Movement strategy	Parking for disabled drivers needs to be reviewed.	The masterplan in TCS6 identifies 'review the supply and operation of town centre car parking', which will include looking at all types of car parking.	No	
Conservation Officer and THI Officer	2.9 Environmental Review	It needs to be mentioned that Prescott Town Centre is the only designated heritage asset in Knowsley that is	Agree	Yes	Added into 2.9 " <u>Prescot Town Centre Conservation Area is the only designated heritage</u>

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APPENDIX A: PRESCOT TOWN CENTRE MASTERPLAN SPD - ISSUES AND RESPONSES

Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		presently on the Historic England 'Heritage at Risk' register.			<u>asset within Knowsley that is currently listed in Historic England's 'Heritage at Risk' register.</u>
Conservation Officer	2.7 Environmental Review	It should state that St Mary's Church is Grade 1 listed.	Agree	Yes	"These include a prominent hill top locations, the "These include a prominent hill top locations, the key <u>Grade 1 listed landmark of St Mary's Church...</u> "
Conservation Officer	2.9 Environmental Review	The refurbishment of buildings should also be encouraged.	Agree	Yes	"A number if derelict sites within the town-centre also detract from the overall quality of the environment, although these sites also offer significant opportunities <u>for refurbishment and to deliver new, high quality development.</u>
Conservation Officer and THI Officer	2.13 Assets and Areas for Improvement	Include: <ul style="list-style-type: none"> • Green Flag Award holding open spaces: Eaton Street Park and Prescott 	Agree	Yes	Following bulletpoints added: <ul style="list-style-type: none"> • <u>Good quality open spaces at Eaton</u>

Supplementary Planning Document Report of Consultation

APPENDIX A: PRESCOT TOWN CENTRE MASTERPLAN SPD - ISSUES AND RESPONSES

Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		Churchyard and Cemetery <ul style="list-style-type: none"> • Strong local community 			<u>Street Park, and Prescott Churchyard and Cemetery, that have both been awarded Green Flag status;</u> <ul style="list-style-type: none"> • <u>A strong local community with an active interest in the future of the town centre.</u>
THI Officer	TCS3 bullet point 1	Add Eccleston Street into the list of roads in the historic core.	Agreed	Yes	TCS3 Bullet point 1: "...Church Street, Market Place, <u>Eccleston Street</u> and the conservation area."
THI Officer	TCS5	In line with the Conservation Area Appraisal ensure town centre signage does not add clutter to the public realm.	Agree	Yes	TCS5 bullet point 4: "New and improved signage for the town centre. <u>In accordance with the Prescott Conservation Area Character Appraisal this should not add clutter to the public realm.</u> "
	WAA2 – Mill Street West	The preferred use of the museum could be included in	Agree – this would ensure if it was	Yes	5.16 – Added onto the end of the paragraph:

Supplementary Planning Document Report of Consultation

APPENDIX A: PRESCOT TOWN CENTRE MASTERPLAN SPD - ISSUES AND RESPONSES

Respondent	SPD Para Ref	Summary of Comment / Issue Raised	Council Response	Changes to be made (yes/no)	Recommended new wording for the SPD (changes tracked format)
		the masterplan.	developed in the future it was done so in line with the Conservation Area and listed building status.		<u>"This building should be retained and could potentially be used to provide complementary facilities to the theatre development, such as student accommodation."</u>
	WAA3 – Land at Church Street	Stating the preferred number of storeys is not included on any of the other opportunity sites and could stifle development.	Agree – this could stifle development.	Yes	Preferred uses bullet point 1: "New 3-storey residential or commercial development, stepping down to 2 storeys on West Street. "

APPENDIX B: COMMENTS OF SUPPORT

The following comments of support were received during the seven week consultation:

Consultation event:	Comment of Support
Producers Market 06.02.2016	Supports the plans to change the offer in Prescot
Producers Market 06.02.2016	Supports the plans to link the retail park and the town centre.
Producers Market 06.02.2016	Supports the plans for residential in the area to support the town centre.
Producers Market 06.02.2016	Supports the plans for Market Place.
Producers Market 06.02.2016	Supports the leisure and residential plans.
Producers Market 06.02.2016	Supports Eccleston Street being resurfaced.
Producers Market 06.02.2016	Supports the SNT theatre which will be the change Prescot needs.
Shopping Centre 18.02.2016	Fully supports the masterplan.
Shopping Centre 18.02.2016	Supports plans for better links between Cables and the town centre.
Shopping Centre 20.02.2016	Supports plans for the SNT theatre and the masterplan needs to do all it can to bring this forward.
Shopping Centre 20.02.2016	Supports the plans for independent shops and leisure in the town centre.
Shopping Centre 20.02.2016	Supports the plans for independent shops different to the current offer.
Shopping Centre 20.02.2016	Supports the plans for different shops to the current offer.
Shopping Centre 20.02.2016	Supports the plans to capitalise on the heritage of Prescot.
Shopping Centre 20.02.2016	Supports the plans for the SNT theatre. Need to ensure the links to and from the retail park are right to bring people up.
Shopping Centre 20.02.2016	Supports the plan to resurface Eccleston Street.
Shopping Centre 20.02.2016	Supports the plans for SNT theatre.
Shopping Centre 24.02.2016	Supports the proposals for the land between Atherton Street and Chapel Street.
Shopping Centre 24.02.2016	Supports the plans for a different offer to the current offer and the SNT theatre.
Shopping Centre 24.02.2016	Supports the plans for Land at Sewell Street.

Shopping Centre 24.02.2016	Supports the plans to resurface Eccleston Street.
Shopping Centre 26.02.2016	Supports the development proposals across the town centre.
Shopping Centre 26.02.2016	Fully supports the masterplan.
Shopping Centre 26.02.2016	Fully supports the masterplan.
Shopping Centre 26.02.2016	Supports the masterplan and SNT theatre plans.
Producers Market 05.03.2016	Fully supports the masterplan.
Producers Market 05.03.2016	Supports the plans for independent shops and new leisure.
Producers Market 05.03.2016	Supports the masterplan in particular the residential and new leisure developments.
Producers Market 05.03.2016	Supports the masterplan in particular the leisure elements.
Producers Market 05.03.2016	Supports the masterplan in particular the residential and new leisure developments.
Business Event	It is great to see that a little over 12 months ago the Council came to businesses with an idea of developing a masterplan and 12 months on we are discussing the draft masterplan – shows great progress for the future of Prescott.
Heritage, Leisure & Culture Group	Support the work of the masterplan to regenerate Prescott town centre
Elected Members Session	Support the plans to link the retail park and the town centre
Elected Members Session	Support the plans to resurface Eccleston Street and need to ensure we incorporate infrastructure for future outdoor events.
Merseytravel	Supports any measures that will improve links between Prescott Merseyrail Station and the town centre.

APPENDIX C: PRESCOT TOWN CENTRE MASTERPLAN CONSULTATION SURVEY QUESTIONS

1. Do you agree with the proposed **Vision** and **Objectives** for the town centre as set out on pages 14-15?

Strongly Support Support Undecided Against Strongly Against

Please use the space below to explain why you support / are against the vision and objectives and how you think they should be changed?

2. Do you agree the **Movement Strategy** will create clear linkages between the core of the town centre, Cables Retail Park, Knowsley Safari Park and the train station as set out on page 27?

Strongly Support Support Undecided Against Strongly Against

Please use the space below to explain why you support / are against the movement strategy and how you think they should be changed?

3. Do you support the proposals for the **Western Action Area**? Pages 28-34

Strongly Support Support Undecided Against Strongly Against

Please use the space below to explain why you support / are against the western action area and how you think they should be changed?

4. Do you support the proposals for the **Central Action Area**? Pages 35-37

Strongly Support Support Undecided Against Strongly Against

Please use the space below to explain why you support / are against the central action area and how you think they should be changed?

5. Do you support the proposals for the **Eastern Action Area**? Pages 38-41

Strongly Support Support Undecided Against Strongly Against

Please use the space below to explain why you support / are against the eastern action area and how you think they should be changed?

6. Do you feel there are any other opportunity sites which should be incorporated into the masterplan which would help sustain and improve the town centre?

7. Do you have any other comments relating to the masterplan strategies or proposals, not covered in any of the above questions?

For more information log on to
www.knowsley.gov.uk/LocalPlan

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or email customerservices@knowsley.gov.uk



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